

A Peircean Semiotic Analysis of Icons, Indexes, and Symbols in Baran Bo Odar's *Who Am I*

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Abstract

This research is about the film "Who Am I," which intends to explore the types of signs expressed and assess the meaning of the three main sign elements: icons, indexes, and symbols shown in the film. This study uses descriptive qualitative research using the semiotic theory proposed by Peirce as the theoretical basis. The research sample was collected from the film "Who Am I," using record-keeping as the primary search instrument. The findings revealed that the researcher consciously chose several signs: icons, indexes, and symbols. The three types of signs identified in the film were five icons, five indexes, and five symbols. This analysis shows that the meaning of the three sign elements can be understood using Peirce's semiotic theory, especially the relationship between Object, Representamen, and Interpretant.

Keywords: Semiotics; Symbolism; Film Analysis; Who Am I (2014)

INTRODUCTION

Literature is more than just a form of writing that has a broad scope and is also a way of communicating. Literary forms include painting, film, photography, and music. Literature has a close relationship with society and social life. The relationship between film and literature is one of them. The authors argue that literature and film are indispensable media to communicate their elements. Every human being needs the means to express his views and ideas, and the film is one of the means. According to Boggs and Petrie in their book *The Art of Watching Films*, films are challenging because they tend to display visuals and audio rather than telling stories.

Moreover, films have many elements, including symbols, one of which is a symbol. A symbol is a sign or character used to represent an object, function, or conventional process;

According to Charles Sander Peirce, a symbol is a sign that will lose its character, providing a warning if there is no interpreter. Such is every utterance of speech that signifies what it does just by having that meaning. Moreover, to find meaning in symbols, analysis using semiotic theory is needed; researchers use Peirce's theory to identify. In this study, the research subject was the film "Who Am I" by Baran Bo Odar (2014), which was chosen as the research subject because the film has a high rating of 7.5/10 (IMDb). This study aims to determine the types of signs in the film and find the meaning contained therein.

Researchers hope that readers or the public can understand and know the types of signs and can interpret them easily. To determine and classify the types of signs, the researcher uses the theory of Klarer (2004), the theory of Boggs and Petrie (2006), the theory of Peirce (1991) and the theory of Sobur (2009) to identify symbols in the film.

METHODS

The researcher used the descriptive qualitative method for this research because the researcher presented the data in sentence form. The instrument used in this research is the researcher, laptop, and internet. For data collection, the researcher used observation while watching the film repeatedly, recorded the time, marked the signs included in icons, indexes, and symbols, analyzed the signs based on Peirce's theory, and analyzed the meaning of the signs. Finally, presented the data.

RESULTS

Based on Peirce's theory, researchers found three signs in the movie "Who Am I": icon, index, and symbol. The researcher found five icons, five indices, and fivesymbols from the three signs mentioned by the researcher, which will explain some signs as an example of the research findings.

Kinds of Signs	Sign Description	Time Spotted
Icon	Voice recorder used by Hanne Lindberg.	02:15-02:35
Index	The dialect used by benjamin eagle.	00:30- 01:41:47
Symbol	Benjamin's mother committed suicide, as seen in the reflection of the photo glass.	03:43-03:50

So, from some data examples above, the researcher only took icons, indexes, and symbols as research topics. The icons, indices, and symbols expressed in the film "Who Am I" are described as follows:

1. **Icon**



Description	
Scene	Scene in 02:15-02:35
Context of Situation	Hanne Lindberg was tipped off by a friend that Benjamin could lead to the fugitive he was looking for, and he merely wanted to talk to Hanne Lindberg.
Conversation	Hanne Lindberg: You are. Who Am I ? There's a reason why you're here, and I'm here. So? Benjamin: Everything is somehow connected. Everything that has a beginning has an end, and it's a mix of everything, And I'm in the center.
Kind of Signs	Voice recorder used by Hanne Lindberg.

2. Index



Description	
Scene	Scene in 00:30- 01:41:47
Context of Situation	In this scene, benjamin thought he understood how it all transpired. He would approach things differently, in the sense of having several plans where if plan A fails, then there is plan B, and so on. However, it is too late, and he is one of the most sought hackers in the world.
Conversation	Benjamin: If I had known how everything was going to happen. I would have done everything differently. I would have stayed invisible. A nobody. But I’m no longer a nobody. I’m one of the most wanted hackers in the word.
Kind of Signs	The dialect used by benjamin eagle.

3. Symbol

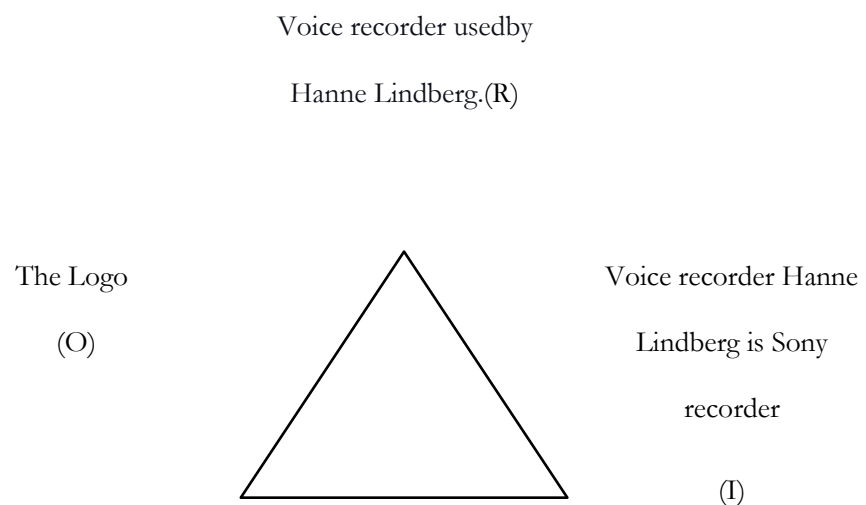


Description	
Scene	Scene in: 03:43-03:50

Context of Situation	in this scene, benjamin enters the room, and when he sees the photo, there is a reflection from the rear which suggests his mother had died by suicide by hanging herself
Conversation	Benjamin: My mom took her own life when I was 8. The best material for a hero story
Kind of Signs	Benjamin's mother committed suicide, as seen in the reflection of the photo glass.

DISCUSSION

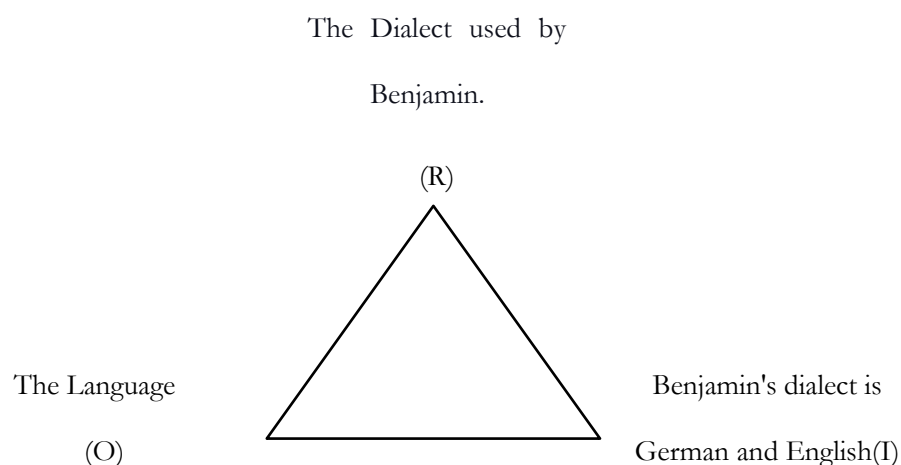
The first icon in the film is the voice recorder icon used by Hanne Lindberg. The writer finds that the voice recorder placed on the table by Hanne Lindberg represents [R]. Which stands for object [O] is Voice recorder Logo. The relationship between representamen [R] and Object [O] results in interpretant [I]. And produce meaning. The voice recorder used is a Sonyvoice recorder.



It can be seen from this graphic that this scene sends a message or meaning that the voice recorder is a means for recording sound, and it can also be for listening to re-recordings. The Voice recorder shows the present period. In addition, the voice recorder used by Hanne Lindberg might be seen as the

growth of the voice recorder because some years before, the sound recorder was larger and used cassette tapes for recording. In this scenario, HanneLindberg utilizes a voice recorder manufactured by the Sony business.

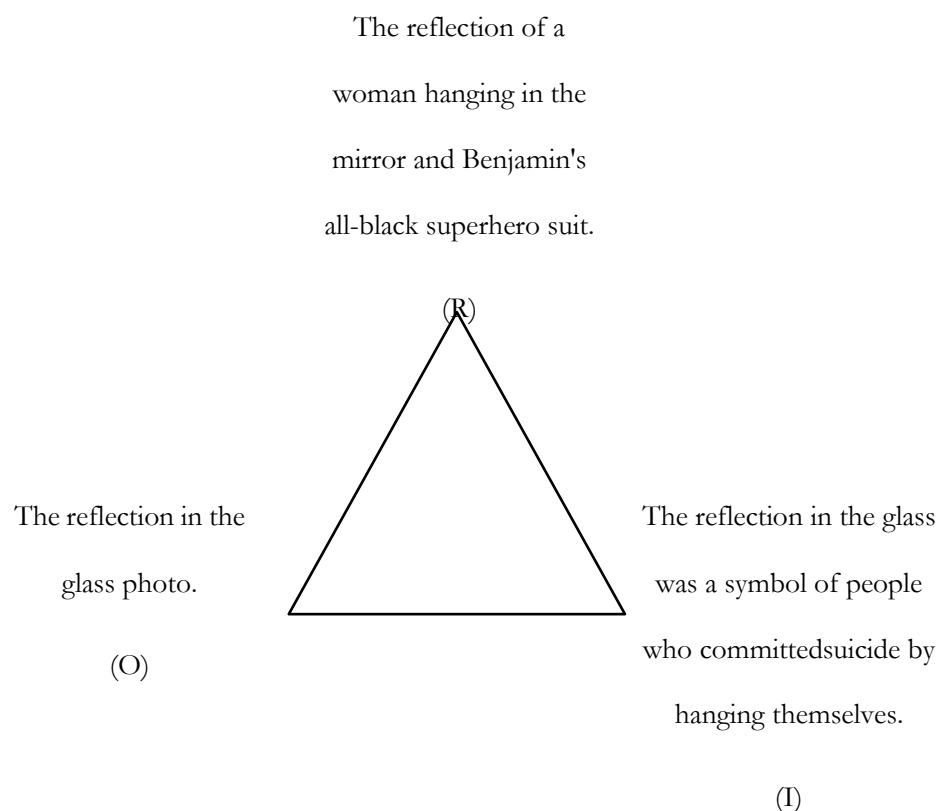
From the icon's description, the icon is a sign that refers to the thing it points to based only on its features and which it has. It is the same whether the object exists or not. In this indication, the visual sound recorder in movies is a Sony brand icon since it portrays a real sound recorder with the Sony logo on the top of the sound recorder. The first index that the writer examines is the dialect of the language employed by Benjamin [R], which stands for the object [O] Benjamin, who talks while on the phone. The link between representamen [R] and object [O] leads to interpretant [I] when Benjamin speaks more German than English since Benjamin hails from Germany and German is his mother tongue.



In this first index, there are different dialects of the language used in the film's first scene. It shows that Benjamin uses two dialects of the language. By definition, an index is something that the Object denoted based on is affected by that Object. Then the interpretant in this index explains that Benjamin uses two dialects when speaking, which means there is something

that makes Benjamin use two different dialects of the language. The common thing that is often encountered is when meeting new people.

The first symbols in the film are The reflection of a woman hanging in the mirror and Benjamin's all-black superhero suit [R], which represents the object [O]. The death of a woman was caused by hanging herself. Relations between representatives [R] and object [O] produce interpretant [I]; Benjamin, who saw the woman's death, wore an all-black superhero outfit as condolences for the woman's death, and the reflection in the glass was a symbol of people who committed suicide by hanging themselves.



In some countries, the culture of when someone wants to offer condolences may differ, particularly in their attire. For example, Indonesian people usually wear white when they want to attend someone's funeral in Indonesia. Furthermore, in some places in Indonesia, they frequently wear black garments. Then, in this scene, Benjamin, who observes his mother's death, is wearing an all-black superhero suit. It is a prevalent belief in any culture or faith.

In addition, death is also a broad description of the last events of every human being in this world, and everyone will experience death. Therefore, the writer thinks that the reflection of a murderous woman's shadow on the photo glass in the family room symbolises death

CONCLUSION

Based on the findings of the data analysis in the previous section, the researcher proposes the following conclusions:

Indications in various series of "Who Am I" can be studied through semiotic methods. Researchers focus on the relationship between representamen and objects and their power to shape the interpretant. The findings section shows three indicators the researchers detected in the video: icons, indexes, and symbols. Furthermore, there are five icons, five indices, and five symbols that the researchers found in different film sequences and only a few that the researchers listed as examples; then, the researcher chose five icons, indexes, and symbols to investigate. In summary, the study results show that Peirce's triadic idea can be used to explain the meaning of signs in the film "Who Am I."

References to related previous studies also support this research. There are comparisons and similarities between this study with previous research:

The first research is "Analysis of Signs in Shazam! by David Sandberg," written by the University of Sam Ratulangi University, Juan Joshua Wowor, in 2021. This thesis uses semiotic techniques to answer research problems. First, this thesis tries to identify and classify the types of signs and examines the significance of the characters used in the film Shazam. Second, this thesis attempts to prove that by utilizing Peirce's theory, he can obtain research results in twenty-seven scenes, namely eleven icons, thirteen indices, and four symbols.

The second research is "Cattleya Orchid Film Sign in Colombiana (2011)" by a state Islamic university. Syarif Hidayatullah University Jakarta, Khairun Nissa, 2017. This thesis uses qualitative methods and descriptive analysis, using Roland Barthes's theory to answer research problems. First, this thesis aims to find denotative and connotative meanings and identities.

Second, this thesis tries to prove that with Roland Barthes' theory, he can obtain research results from sense, which shows individuality. Cataleya is a Colombian. Cataleya is a woman whose job is to be an assassin. His goal of becoming an assassin is revenge for the death of his parents, whom Don Louis killed. The two previous studies have similarities and differences, namely the theory used.

In assessing the meaning of each sign, meaning is interpreted primarily from the relationship between the representamen and the object. The relationship between the representamen and its object provides an interpretant, namely the interpreted meaning of the sign.

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