

Representation of Family Values in Kung Fu Panda 3 Animation

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ABSTRACT

Animated films are an effective medium to convey moral messages, including the importance of family values. These values are often considered fundamental in shaping a person's personality and character. One of the animated films that raises this theme is Kung Fu Panda 3, which tells the journey of the main character, Po, in finding his identity and understanding the meaning of family. This is illustrated through Po's relationship with his adoptive father, Mr. Ping, and his biological father, Li Shan. This study aims to analyze the representation of family values in the film using Roland Barthes' semiotic approach. This research uses a descriptive qualitative method with a focus on three levels of meaning, namely denotation, connotation, and myth. These meanings are examined through selected scenes that reflect the core values of the family. The results of the study show that Kung Fu Panda 3 represents family values consisting of three main aspects, namely togetherness, stability, and loyalty. Togetherness is depicted through emotional interactions between characters, which emphasize shared experiences and inner bonds. Stability is reflected in the efforts of the characters in resolving family conflicts and accepting each other despite their differences. Loyalty is expressed through acts of sacrifice and unconditional support among family members.

KEYWORDS

Representation, Family Values, Animation, Film, Semiotics

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INTRODUCTION

Animated films have long been one of the most effective mediums in conveying messages and values to audiences, especially children and families. Animation is not only entertaining, but also educational in a fun and easy-to-digest way. With a variety of themes and genres offered, animation is one type of film that is favored by various groups, ranging from children to adults. There are many messages and values that animated films can convey, one of which is the value of family. (Nahda & Afif, 2022)

Family values are universal values that have a deep meaning in human life. Family values are often seen as the most important foundation for the formation of a person's personality and character. Family values include principles that are upheld and applied by all family members. As the smallest unit in society, the family is the starting and main place for every individual. From the family, a person begins to learn and develop, understanding attitudes, characters, norms, and rules before interacting directly in the wider community environment. The family also plays a role in shaping individuals to be able to adapt to the external environment. In the context of modern society, personality deviations and violations of social norms are becoming more and more common, such as: brawls, bullying, cheating, etc. By instilling positive values such as family values, this can form good character and social norms from an early age. (Nahda & Afif, 2022)

For example, the animated film *Kung Fu Panda 3* produced by DreamWorks Animation which was released in 2016. This film is a sequel to the previous films, *Kung Fu Panda* (2008) and *Kung Fu Panda 2* (2011). *Kung Fu Panda 3* is an animated film that has many moral messages. The film tells the story of the adventures of Po, a giant panda who is also a (Wilson, 2021) *kung fu* expert, in finding his identity and facing new threats. In *Kung Fu Panda 3*, Po meets his long-lost biological father and they go to a secret panda village where Po learns about the real panda life. Meanwhile,

Kai, who returns from the spirit world with new powers, threatens peace and seeks out Po to defeat him. During this journey, Po learned the importance of family, courage, and confidence. (IMDb, 2016)

To find out how the values of the family in the *Kung Fu Panda 3* animation are displayed and communicated to the audience, semiotic analysis becomes a very useful tool to understand the meaning behind the signs used in this animation. Semiotics is the branch of science that studies signs and how they create meaning. Through semiotic analysis, we can identify the signs used in the *Kung Fu Panda 3* animation to depict family relationships, as well as understand how the signs interact to create deeper meaning. For example, how the relationship between the main character and his family members, the use of colors and symbols in the background, as well as the dialogue and interaction between the characters can reflect values such as compassion, togetherness, responsibility, and sacrifice. (Putra Anwar & Riau, 2022)

One of the reasons this research is important is because this animated film has a good influence in shaping social values and norms in children. Children tend to imitate what they see on screen and internalize the messages conveyed through stories and characters. By understanding how these family values are displayed, we can more easily direct appropriate and positive films for children, and this can be a valuable lesson for parents about the importance of implementing family values. (Azhari The Ain, 2023)

This study focuses on analyzing the meaning in scenes that represent family values in *Kung Fu Panda 3* animation using Roland Barthes' semiotic analysis. The purpose of this study is to describe the meaning that shows signs of family values in the scenes in the *Kung Fu Panda 3* animation using Roland Barthes' semiotic analysis.

METHOD

This research uses a descriptive qualitative method. Qualitative research requires that there be a limit in the research on the basis of the focus that arises as a problem in the research. This study uses Roland Barthes' semiotic analysis approach through three approaches, namely connotation, denotation and myth in the animated (Moleong, 2017) film *Kungfu Panda 3*. Semiotic signs can be seen in the *Kungfu Panda 3 animated film show*, from the physical (appearance) and behavior (traits) that form family values that will be presented in the animated film.

In this study, the researcher used two data collection techniques: observation and documentation. This study uses primary and secondary data sources. Primary data is data that is obtained directly from its source, observed, and recorded for the first time. The researcher obtained primary data by collecting it directly by observing the film display. Secondary data is obtained from e-books, journals, books on communication, and other internet sources. (Marzuki, 2002)

RESULT AND DISCUSSION

Based on data obtained through observation and documentation, focusing on the family values contained in the animated film *Kung Fu Panda 3*. The data obtained was in the form of scenes that depicted family values in the film. The values of the family include togetherness, stability, and loyalty, both which encompass one or all of them. Once the relevant scene was identified, the researcher analyzed it using Roland Barthes' semiotic method. This analysis includes the stages of denotation, connotation, and myth to understand the meaning behind the (Lamanna dkk., 2009)signifiers and the concepts represented.

Scene 1

Table 1. Scene Analysis 1

Visual
Minutes 00:13:48 – 00:14:48

Denotation

Po is taking a shower while playing with *his action figure*. Suddenly his father (Mr. Ping) came to put down the vegetable box. Surprised, Po hurriedly hid *his action figure*. Seeing the nervous-looking Po, Mr. Ping was surprised, then smiled and asked if there was something bothering Po. However, Po tried to deny it. Too nervous, Po instead put pepper in the bath instead of salt. Po's anxiety was also difficult to hide. Realizing this, Mr. Ping tries to calm Po down and persuade him to tell him what he is feeling. While helping Po take a shower, Po finally starts telling her about her problem.

Konotasi

Describe a caring and empathetic father-son relationship. Mr. Ping shows his sensitivity to Po's emotional state, even though Po tries to cover up his feelings. Mr. Ping's actions to calm and persuade Po reflect the emotional support of a parent who understands that his child is dealing with anxiety. These interactions also show affection and concern, where Mr. Ping actively tries to create a comfortable environment for Po to feel safe enough to express his problems. This scene can reflect, where affection and openness are the foundation of a harmonious relationship between family members.

Myths

The role of parents in a family is the first and foremost place where one can seek support and comfort, especially when facing emotional stress. This myth also affirms the role of parents as figures who must be sensitive and responsive to the emotional needs of their children.

Scene 2

Table 2. Scene Analysis 2

Visual
 <p>Minutes 00:15:52 – 00:19:00</p>
Denotation
<p>Po finally meets his biological father, Li Shan, and they seem very happy. Everyone in the stall also celebrated the moment. However, Mr. Ping's reaction was different, he was surprised by Li Shan's appearance. Po then introduces Li Shan to Mr. Ping, Li Shan hugs Mr. Ping and thanks him for everything that has been done to take care of Po until now. Unfortunately, Mr. Ping didn't look happy. He shows a cynical expression and tries to protect Po by questioning Li Shan's origins, as well as asking for proof that Li Shan is really Po's biological father.</p> <p>In that happy atmosphere, Po and Li Shan talked and even asked someone to paint them together. Unknowingly, Mr. Ping stood in the middle of them with an angry expression. Afterwards, Mr. Ping approached Li Shan, pitted his head against him while glaring, and questioned how Li Shan could get a message if no one could find him. After Li Shan calmly answered all of Mr. Ping's questions, Po invited Li Shan away to show him something that would make him proud. Although he previously looked angry, at the end of the scene, Mr. Ping's expression turned sad.</p>
Konotasi
<p>Reflecting the emotional tension arising from Po's meeting with his biological father, Li Shan, and Mr. Ping's protective reaction as a father figure who has been taking care of Po. Po and Li Shan's happiness symbolizes a long-lost sense of biological family connection. Meanwhile, Mr. Ping's cynical expression and protective attitude illustrate the fear of losing his position as a father figure for Po. The scene where Mr.</p>

Ping enters the painting with an angry expression shows his jealousy of Li Shan's presence. However, in the end, Mr. Ping's change in expression to sadness reflects his sincere love for Po, even though he is afraid of losing the close relationship they have built over the years.

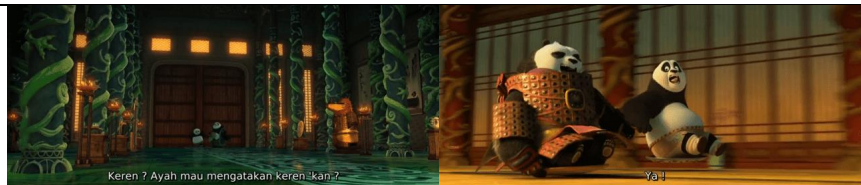
Myth

Family is not only about blood ties, but also about the emotional connection that is forged through affection and responsibility. The figure of Mr. Ping symbolizes the chosen family that has given everything for Po, while Li Shan represents the biological family that carries Po's identity and origins.

Scene 3

Table 3. Scene Analysis 3

Visual



Minutes 00:19:19 – 00:22:50

Denotation

Po opened the door of the Hall of Heroes and showed various relics from previous heroes. Li Shan was fascinated when he saw Master Rhino's combat suit and wondered if he could wear it. While Po continued to show other items, he was suddenly surprised to see that Li Shan was already wearing the combat suit. Po immediately warned that they should not touch anything in the Hall of Heroes, but his admiration for Li Shan wearing the shirt made him tempted to try other things.

They also started playing while laughing. Po boarded the war chariot while Li Shan pushed him, then they played finger war with the battle helmets of the Rat Master's troops. They also skated using war shields, circling the floor with shields, until Po tried to put on Master Dolphin's combat suit. The fun continues with the game of catching the ball and chasing. However, in the middle of the game, Po and Master Teacher's friends suddenly arrived. Po immediately introduced Li Shan to them.

Konotasi

The relationship between Po and Li Shan begins to be re-established after a long separation. Their moments of play are not just fun activities, but also symbols of familiarity, freedom, and acceptance of each other as a family. Po, who initially warned Li Shan not to touch the items in the Hall of Heroes, finally dissolved in the excitement, showing that he was comfortable and enjoying the time with his biological father.

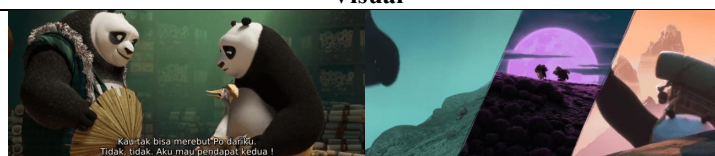
Myth

Family relationships can be re-established through togetherness and shared experiences, even though they have been separated for a long time. Their play in the Hall of Heroes illustrates that blood ties naturally create a strong emotional closeness, even though they didn't know each other before. In addition, a father is a figure who is able to bring joy and adventure to his child's life.

Scene 4

Table 4. Scene Analysis 4

Visual





Minutes 00:28:44 – 00:32:55

Denotation

Li Shan invites Po to go to the Secret Village of the Panda to learn about *chi*, on the condition that Po must rediscover his identity as a panda. However, Mr. Ping disagrees, feeling that Li Shan seems to want to snatch Po from him. He asked Masters and Po's friends for their opinions, but they supported Po's decision to go to study at the Panda's Secret Village. After losing the debate, Mr. Ping was finally forced to agree to the decision and began preparing things for Po's trip.

Po and Li Shan then began their long journey on foot, passing through grasslands, bridges, hills, steep rocks, and challenging climbing terrain. The day changes from morning to afternoon, night, until the next day. In the middle of the trip, they stopped for a moment to rest and eat. As Po put down his bag, he suddenly heard Mr. Ping's voice from inside. Surprised, Po asks why his father (Mr. Ping) is there. Mr. Ping explained that he was worried, especially about whether the food in the Panda Secret Village would be suitable for Po. He also emphasized that his existence is very important to Po. Li Shan initially objected because the location of the Panda's Secret Village had to be kept secret, but after learning that Mr. Ping had been keeping a big secret that Po was his adopted son for over twenty years, he finally allowed Mr. Ping to come along. After resting, they continued their journey over steep cliffs, facing rain and snowstorms. Along the way, they help each other and take care of each other.

Konotasi

Li Shan, as Po's biological father, wants to take Po to the Panda's Secret Village to teach him *chi* and help him discover his true identity as a panda. However, Mr. Ping, as the adoptive father who has raised Po, feels anxious and afraid of losing the child he has been caring for. The debate that ensues reflects the tension between the biological family and the family formed through emotional bonds.

When Po and Li Shan finally embark, the various challenges they face portray a life journey full of obstacles, but avigable with togetherness and support. Mr. Ping's presence in Po's bag shows that parents' affection often makes them want to stay close to their child, even if it means breaking the rules or facing uncertainty. Finally, when Li Shan accepts Mr. Ping's presence, it signifies that the family is not always based on blood relations, but also on feelings and sacrifices.

Myth

The family is often seen as a biologically formed bond, in which the biological parents have a major role in the child's life. However, true family is not only about blood relations, but also about affection, sacrifice, and togetherness.

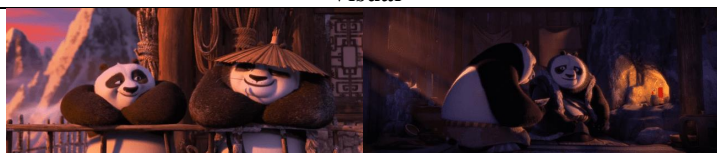
In addition, there are myths about parental protection of their children. Mr. Ping, who continues to try to protect Po even though he is an adult, shows the general picture that parents will always be worried and want to take care of their child, no matter how big or independent the child is. It also reinforces the myth that the father figure has a responsibility to guide and protect his children, be they biological parents or adoptive parents.

Po's journey with Li Shan and Mr. Ping symbolizes a life journey filled with challenges. Although they come from different backgrounds, the togetherness and unity between them are the main strength in the face of various obstacles. The support of those closest to them is what helps a person to find his or her identity.

Scene 5

Table 5. Scene 5 Analysis

Visual





Minutes 00:43:21 – 00:46:32

Denotation

Po and Li Shan sat on the edge of the fence, enjoying the view of the village in the afternoon. While relaxing, Li Shan taught Po how to sigh calmly like a panda's habit when relaxing. Po is grateful that Li Shan has helped him understand and feel what it is like to be a real panda. Then, Po asks if he is ready to learn *chi*.

Li Shan replied not long after, then Li Shan invited Po into his house and showed him a painting of Po as a child that was being carried by his mother. Po gently stroked the painting and asked if the figure in the painting was his mother. Li Shan nodded with his eyes full of emotion, then began to tell about Po's mother and their memories of the past.

With an emotional expression, Li Shan told how lucky he was to have his mother Po, his true love in life. He also feels happy and grateful for the birth of Po which has been a gift for him. However, that happiness turns to sadness as Li Shan recalls the moment of losing everything, his beloved wife and his precious child.

Seeing the sadness on Li Shan's face, Po tried to comfort him. Softly, Po embraces his father and assures him that he will never lose him again and they hug tightly.

Konotasi

The warmth of the relationship between father and son is re-established after a long time of separation. Sitting together enjoying the scenery reflects the calm and harmony that is beginning to form between them. The breathing technique that Li Shan taught was not just a way to relax, but also a symbol of Po's journey in understanding his identity as a panda and finding serenity in his life.

The painting showing Po as a child with his mother has a deep emotional meaning, representing memories and losses that still imprint on Li Shan's heart. Po's gesture of stroking the painting shows his curiosity as well as an inner connection with his mother, even though he has never met her.

Their conversation was not just a sharing of stories, but an emotional journey that made Li Shan remember such a painful loss. Despite the grief, Po's close hug is a symbol of strong family bonds, a reminder that love and togetherness can heal wounds in the past.

Myth

The importance of family relationships and blood ties that cannot be broken by time or circumstance. Society often views the relationship between parent and child as sacred, even when they are separated for a long time, there is hope of reuniting.

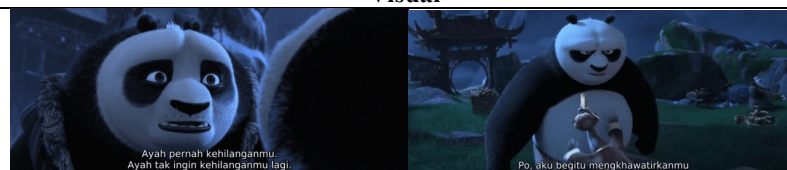
In addition, there is a myth about the role of a father as a protector and guide for his child. Li Shan, who had lost Po, now gets a second chance to guide him, which is in line with the belief that parents always have an important role to play in shaping their children's identity.

Po's warm embrace of Li Shan reflects the belief that genuine affection can heal inner wounds and give new hope.

Scene 6

Table 6. Scene Analysis 6

Visual



Minutes 00:53:11 – 00:55:24

Denotation

Tigress tells her that Kai is coming to hunt Po and all the pandas in the near future. Hearing information from Tigress made the panda residents panic. Li Shan ordered all residents to pack their belongings immediately. Po looked agitated, he kept forcing Li Shan to immediately teach him the *secret chi* technique. However, Li Shan always refused Po's request on the grounds that Po was not ready. When Po asked Li Shan why Li Shan didn't want to teach him, Li Shan was forced to reply that he didn't know how to master the *secret chi* technique. Po was surprised to hear Li Shan's answer, he felt that he had been lied to by Li Shan. Li Shan said the reason he lied was to save Po, Li Shan didn't want to lose Po again.

Po then left Li Shan in a state of anger, he felt betrayed. As he walked away, Mr. Ping came up to Po and said that he was very worried about Po. Mr. Ping forbids Po to fight Kai and tells him to run, but Po ignores him either.

Konotasi

This event shows the tension and conflicting feelings between Po, and Li Shan. Li Shan's admission that he didn't actually know how to master *chi* was an emotional blow to Po, who felt that he had been lied to by his own biological father. This illustrates a person's disappointment when the figure they trust turns out not to be what they expected. Li Shan's fear of losing Po again shows how parental love often leads them to act protective, even if it means hiding the truth. On the other hand, Mr. Ping, who is very worried, symbolizes the figure of a parent who wants to protect his child, but Po, with unstoppable anger and disappointment, chooses to continue his struggle despite the risk of facing danger. This shows how Po's sense of responsibility as a *Dragon Warrior* is getting stronger, even though it's against the wishes of the people who love him.

Myth

Parents are often a source of wisdom and strength, but here, Li Shan is showing weakness and ignorance. This illustrates the myth that parents do not always have all the answers and that sometimes children have to find their own way.

In addition, there are myths about parental fear and protection. Li Shan represents the idea that parents tend to try to protect their children at all costs, even if it means hiding the truth or preventing them from facing danger. However, as in many heroic stories, the hero (Po) must keep moving forward and face his own destiny, regardless of the worries of those around him.

Scene 7

Table 8. Scene Analysis 7

Visual	
	
	
Minutes 00:53:11 – 01:00:13	

Denotation

Mr. Ping came to see Li Shan who was depressed. Trying to comfort him, Mr. Ping tells Li Shan honestly that he is also telling a lie. With a nervous face, Mr. Ping explained to Li Shan, that he had come to the Panda's Secret Village not because he was worried that Po would starve, but he was worried that Li Shan would take Po away from him. Li Shan looked surprised, with a regretful face Li Shan said to Mr. Ping that he had lied to Po, he felt that Po would not forgive him. However, Mr. Ping tries to convince Li Shan that sometimes it is necessary to lie for the right reasons. Mr. Ping tries to convince Li Shan that what Po needs right now is the support and trust of his family.

After realizing his mistake, Li Shan meets Po again followed by Mr. Ping to provide moral support, besides that they also invite all the villagers to work together to help Po fight against Kai. Po was moved by the action, he then hugged Li Shan, and Mr. Ping, and thanked them for giving him ideas and being willing to help him.

Konotasi

This scene depicts how Po's two father figures, Li Shan and Mr. Ping, overcome their fears and insecurities. Mr. Ping, who finally admits that he is afraid of losing Po to Li Shan, reflects the possessive feelings that often arise in parent-child relationships. This shows that even loving parents can have selfish fears, but the most important thing is how they cope with those feelings.

Li Shan, who initially feels guilty for lying to Po, shows how much he is afraid of losing his son's trust. However, through Mr. Ping's advice, he realizes that honesty and support are more important than trying to protect Po with lies. Mr. Ping's dialogue that affirms that sometimes lies are necessary for the right reasons also provides a perspective on morality that is not always black and white.

The moment when they finally come together to support Po underscores the importance of family and moral support in the face of great challenges. It also shows the character development of Li Shan and Mr. Ping who now put Po's interests above their personal fears.

Myth

The family as a source of strength, reflects the value that true strength does not only come from the individual, but also from the social bonds and support of those closest to them.

Another myth is about conflict resolution and parental wisdom. Mr. Ping and Li Shan, despite coming from different backgrounds and having had conflicts, eventually united to support Po. This reflects the myth that even though parents have differences, they will ultimately work together for the good of their child. With families supporting each other, this myth teaches that in a world full of obstacles, the family is an invisible but ever-present force to provide encouragement and protection.

In addition, there are myths about the leadership and responsibility of a hero. Po, who initially felt betrayed, now receives support from those who love him, showing that true leadership is not only about individual strength, but also about how a leader inspires others to unite in the face of challenges.

Scene 8

Table 7. Scene Analysis 8

Visual	
Minutes 01:09:32 – 01:20:50	
Denotation	
<p>Po falls and is helpless while fighting against Kai. Seeing this, Li Shan and Mr. Ping looked shocked and filled with fear and worry. Meanwhile, Po also feels anxious about the safety of his family and friends. In a precarious situation, Po makes a desperate decision by sacrificing himself to bring Kai back to the spirit world with him.</p>	
<p>Li Shan, Mr. Ping, and the others were shocked to see Po's actions. They tried to stop him, but it all happened too quickly. Realizing that Po was in danger, Li Shan invited all the citizens to gather, forming a semicircle around where Po disappeared. With strong determination and the belief that they can save Po, they subconsciously awaken <i>chi</i> energy. This <i>chi</i> power then flows to Po just as he is in a dying state while fighting against Kai.</p>	

Thanks to cooperation, mutual help, and mutual support and trust, Po finally manages to defeat Kai. This victory not only saves everyone from the influence of Kai's power, but also returns them to the real world. However, upon realizing that Po had not returned from the spirit world, Li Shan, Mr. Ping, and the others were again overwhelmed with anxiety. Shortly after, Po manages to return to the real world and is greeted with joy. Li Shan and Mr. Ping immediately hugged him tightly with feelings of relief and happiness.

Konotasi

This scene depicts sacrifice, courage, and the strength of family bonds and friendships. Po, who is willing to sacrifice himself to save others, shows heroic acts full of courage and responsibility. His reckless decision illustrates how a true leader fights not only for himself but also for the safety of his loved ones.

The scene where Li Shan, Mr. Ping, and the others unite to save Po portrays one of cooperation, hope, and trust. They show that when united by a common goal, they can achieve something extraordinary. *The Chi* that arises from their togetherness also gives the meaning that true strength comes from togetherness and support.

Moreover, Po's victory is not portrayed as a mere individual success, but as a result of support, trust, and togetherness. The close hugs of Li Shan and Mr. Ping were not only a sign of affection, but also symbolized a sense of security, acceptance, and unconditional support.

Myth

Po reflects the myth of heroes who are willing to sacrifice for the greater good. As in many heroic stories, he had to face great challenges, even close to death, before achieving victory.

The success of awakening *chi* through togetherness affirms that the greatest strength comes from the close emotional bonds in family and friendship. This relationship is believed to have spiritual power that is able to overcome all obstacles.

Po's victory over Kai is not just because of his own ability, but thanks to the support and cooperation of his family and all the villagers. This reinforces the myth that true strength is born from the unity, trust, and emotional support of those closest to you.

Po's sacrifice to bring Kai back to the spirit world reflects the family myth, where true love is manifested through the courage to sacrifice for the safety of others. This is similar to the story of a parent or child who is willing to sacrifice for the sake of their loved one.

The emotional moment when Li Shan and Mr. Ping hugged Po with relief was not just an expression of affection, but also a symbol of a sense of security, acceptance, and unconditional support. It illustrates that true families are always present, both in happiness and adversity, providing warmth and protection after an uphill struggle.

CONCLUSIONS

Based on the presentation that has been made regarding the representation of family values in *the Kung Fu Panda 3* animation using Roland Barthes' semiotic approach, the author concludes that this animation consistently represents family values which can be classified into three main aspects: togetherness, stability, and loyalty.

Togetherness is reflected in various scenes that show the warm interaction between Po, Li Shan, and Mr. Ping, both through moments of play, sharing stories, and working together in facing challenges. This animation emphasizes that togetherness in the family is not only formed through blood relations, but also through experiences and interactions that strengthen emotional bonds.

The family's stability is portrayed through Po's emotional journey in accepting the presence of his biological father and the resolution of the conflict between Mr. Ping and Li Shan as the father figure in Po's life. This stability is also seen when two father figures unite to support Po in the face of threats from Kai.

Loyalty is shown in the form of sacrifices and protection made by families for their loved ones. Po is willing to sacrifice himself for the safety of his family, while Li Shan and Mr. Ping still believe that Po will return safely. This illustrates that loyalty is in the family.

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