

CHAPTER I

INTRODUCTION

A. Background of the research

Nowdays, movie became one of the most popular and influential art forms of this century. Movie gets its own place in society, because it can cause imagination, tension, fear and emotional, as if the audience feel and participate in it. Sometime movie brings embodiment of all reality social life in the past, present, and future so the audience can take the messages that conveyed in the movie either it's a good or bad one. The messages are packaged in such a way with different purposes, some are entertaining and giving information, but some are trying to enter certain beliefs that are slowly affecting the audience. So, it becomes the main thing for movie author in order that the movie can be accepted by the audience and also expected the contents of the message from a movie can give impact on society. The impact of movie is very strong because it can be used as an educational tool that provides insight and experience which is very useful for the development of life and ways of thinking.

Movie has strength to support many social segments. Through movie, principle and theory of modern culture appears entirely all at once mesmerizing and it can be read easily. The paradigm of modern culture developed throughout the world through movie. As a product of mass culture, movie is able to create its own aesthetic space and embed various values of

life. It contains cultural elements, moral messages, educations, politics, history, and lifestyle, such as: consumerism and hedonism.

Portraits of hedonism are widely displayed in various mass media through newspapers, magazine, advertisements, television, especially movies. Hedonism lifestyle has a big influence toward its audience because the audience is not only affected when watching a movie, but continuously in a long time. It can cause bad impact for society. Some of them will follow what is portrayed in the movie because hedonism teaches about luxury living and having fun.

Actually, hedonism has been existed since the beginning of human civilization such as the kingdom of ancient Egypt and ancient Roman. In this modern era, hedonism widespread easily among society teaches them how to get a lot of happiness and avoid something that make them hurt with prioritizing aspects of self-enjoyment, such as free-sex, drinking alcohol, gambling, consuming drugs, and rock n' roll. It has become a habit for the lifestyle of some people in the world because the culture of hedonism brings people to live instantly. In this case the priority is not the process but the results achieved.

However, this lifestyle is not suit for Indonesian people because Indonesia is a country that upholds moral values and respects each other. Meanwhile, hedonism can cause a person become an individualist. In addition, drugs are banned in Indonesia and whoever consume it will be

convicted. It is expected that the sensory film institution will be better at sorting out the films to be aired in Indonesia.

One of the best movies that portray about hedonism is *The Wolf of Wall Street*. It is a 2013 American biographical black comedy crime film directed by Martin Scorsese and written by Terrence Winter, based on the memoir of the same name by Jordan Belfort. The writer choose this movie as data analysis because it has been included in a lot of nomination of prestigious award events such as Academy Awards, Golden Globes, BAFTA Awards, AACTA International Awards and many more. The fact that it wins movie of the year in AFI Awards 2014 become the main reason why the writer is interested in analyzing this movie.

Knowing visual representation of the movie, we have to understand about signs from the movie itself. It is like a language that uses sign to make grammar structure. As a movie lover, the writer wants to analyze the signs of hedonism that portrayed in this movie. The study of hedonism in this movie will be analyzed by sorting the sign and its meaning with semiotic approach.

The study of signs or the science that studies about the signs in human beings named semiotics. It concerned with the making and representation of meanings in everything that can be taken as sign. Semiology therefore aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, objects, and the complex associations of all these, which form the content of ritual, convention or public entertainment: these constitute, if not languages, at least systems of signification.

There is no doubt that the development of mass communications confers particular relevance today upon the vast field of signifying media, just when the success of disciplines such as linguistics, information theory, formal logic and structural anthropology provide semantic analysis with new instruments. Traffic light, flags, structure of building and bird sounds can be said as signs, even a single word is a sign. Structure of movie like image, music, and lighting are sign. That is why semiotic can be used to analyze signs in the movie.

The writer takes Roland Barthes's theory to analyze the signs that exist in the movie and also to get clear meaning of the signs itself. Roland Barthes is considered to be one of the biggest names in semiotics and much of his work has been the primary inspiration and information source for many aspiring students, as well as teachers, in the field of semiotics. According to Barthes, every ideological sign is either a denotative sign system or a connotative sign system. A denotative sign, which is a strictly descriptive system, is the result of the signifier image and the signified concept combining. A connotative sign is one that has lost its historical meaning.

Through the explanation above, the writer conducts a research with entitled "Representation of Hedonism in *The Wolf of Wall Street* movie (A Semiotic Analysis)".

B. Question and Scope of the research

1. Question of the research

- a. How hedonism represented in “The Wolf of Wall Street” movie?
- b. What signs that exist in “The Wolf of Wall Street” movie?
- c. What do the signs in “The Wolf of Wall Street” movie mean according to semiotic?

2. Scope of the research

There are so many movies in this world but the writer interested in “The Wolf of Wall Street” movie which contained some of hedonism lifestyle. The writer focuses on the picture that contained hedonism issues. Then it will be analyzed use semiotic approach. The study is limited to the analysis of signs that exist in some scenes in the “The Wolf of Wall Street” movie. Furthermore, the writer uses the theory of signs proposed by Roland Barthes about signifier and signified.

C. Objective and Significance of the research

1. Objective of the research

Based on the research question above, the objective of this research are formulated as follows:

- a. To know representation of hedonism that portrayed in “The Wolf of Wall Street” movie.
- b. To explore the forms of signs expressed in “The Wolf of Wall Street” movie.

- c. To describe the meaning of the sign that expressed in “The Wolf of Wall Street” movie?

2. **Significance of the research**

The writer expects to give a contribution theoretically and practically for other writers and also other researchers in the English Literature Department.

Theoretically, the writer of this research hopes to give an additional source of a semiotic analysis especially using Roland Barthes’s theory of semiotics to improve our knowledge and understanding of semiotics.

Practically, the result of this study is expected to be useful for students of the English Literature department at STBA JIA or students from the other university as the other reference. The writer also hopes the result of this research could give more reference for the development of semiotics theory especially semiotics from Roland Barthes.

D. Operational Definition

1. Movie

Movie, also known as film is a type of entertainment medium which uses moving pictures and sound to tell stories or teach people about something. Movie is remarkably effective medium in conveying drama and especially in the evocation of emotion. The art of movie is exceedingly complex, requiring contributions from nearly all the other arts as well as countless technical skills (for example, in sound

recording, photography, and optics). Emerging at the end of the 19th century, this new art form became one of the most popular and influential media of the 20th century and beyond.

2. Hedonism

Hedonism is the philosophy that pleasure is the most important pursuit of mankind, and the only thing that is good for an individual. It means doing whatever brings the greatest amount of pleasure, regardless of any other effects and avoid something that making pain. Hedonist, someone who has hedonism character, believe that pleasure is the only good in life, and pain is the only evil, and their life's goal should be to maximize pleasure and minimize pain. Hedonism character impressed has a worse self-image, they has a bad morality in people view.

3. Semiotic

Semiotic is the field of study that is concerned with signs as an essential part of cultural life and communication. According to semiotic, we can only know culture and reality by knowing the meaning of the signs, through the process of signification. Beside it, many experts said that semiotic is a theory related to the lie.

E. Systematization of the research

The systematization of the paper means to present the paper in well-edited composition, this paper is divided into 5 chapter as follow:

Chapter I: Introduction explains about the background, question and scopes, objectives and significance, operational definition, and systematization of the researches.

Chapter II: Theoretical description consist of representation, movie, hedonism and semiotic.

Chapter III: Research methodology consists of method of the research (1. time and place, 2. kind of the researches), procedure, technique of the data collection, sources of the primary and the second data.

Chapter IV: Data analysis consist of data description, data analysis, and the interpretation of the research finding.

Chapter V : Conclusion and suggestion give conclusion relating to discussion hypothesis.