

**REPRESENTATION OF BULLYING IN *JOE BELL* MOVIE : A
SEMIOTIC ANALYSIS**

THESIS



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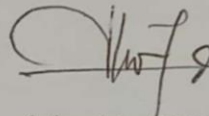
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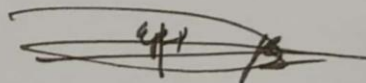
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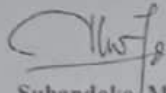
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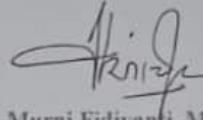
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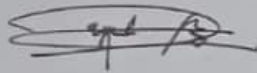
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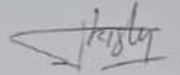
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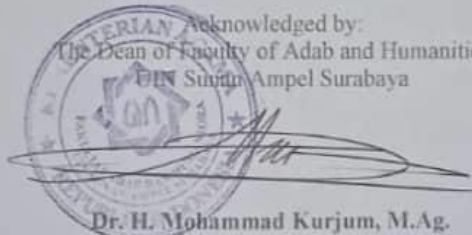
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ABSTRACT

Dewi, S. (2023). *Representation of Bullying in Joe Bell Movie: A Semiotic Analysis*. English Department, UIN Sunan Ampel Surabaya. Advisor: Suhandoko M.Pd.

Keywords: denotation, connotation, bullying, joe bell movie

This study analyzes the representation of the bullying phenomenon used in the Joe Bell movie. This study aims to examine the signs of forms of bullying and find the meaning of each sign in the form of bullying, which has denotative and connotative meanings. This study has two problem formulations to be analyzed, namely (1) What are the signs of bullying are represented in Joe Bell movie, and (2) What is the meaning of the signs of bullying represented in Joe Bell movie.

In analyzing the data, this study uses a qualitative descriptive analysis where the data from this study is from the Joe Bell movie. The data from this study are words, phrases, clauses, and sentences to find forms of verbal bullying and images to find non-verbal forms of bullying in Joe Bell movie, which were analyzed using Roland Barthes' semiotic theory. The data source used in this research is the movie script and scenes from Joe Bell movie. The researcher describes and interprets the signs of bullying in Joe Bell movie using Tattum and Slonje&Smith's theory and Roland Barthes' semiotic theory.

From the analysis of this study, the researcher found 18 data on forms of bullying both verbal and non-verbal, three data were analyzed using Barthes' theory of denotation and connotation. The forms of bullying were physical, verbal, gesture, and cyberbullying. Physical bullying includes punching, throwing bottles at the victim, putting things, nudging, pushing, pulling, and beating. Verbal bullying includes words, phrases, clauses, and sentences that insult someone. Gesture bullying includes laughing at the victim. Bullying on social media (cyber) includes swearing, insulting, and threatening. Then, the denotative and connotative meanings found in this movie through verbal include satirizing and insulting.

ABSTRAK

Dewi, S. (2023). *Representasi dari Bullying dalam Film Joe Bell: Analisis Semiotika*. English Department, UIN Sunan Ampel Surabaya.
Pembimbing: Suhandoko M.Pd.

Kata Kunci: denotasi, konotasi, intimidasi, film joe bell

Penelitian ini berfokus pada menganalisis tentang representasi dari fenomena bullying yang digunakan dalam film Joe Bell. Penelitian ini bertujuan untuk meneliti tanda-tanda dari bentuk bullying dan menemukan arti dari setiap tanda dalam bentuk bullying yang memiliki makna denotative dan konotatif.. Penelitian ini memiliki dua rumusan masalah yang akan dianalisis, yaitu (1) Apa saja tanda-tanda bullying yang direpresentasikan dalam film Joe Bell dan (2) Apa makna dari tanda-tanda bullying yang direpresentasikan pada film Joe Bell.

Dalam menganalisa data, penelitian ini menggunakan analisis deskriptif kualitatif dimana data dari penelitian ini adalah film Joe Bell. Data dari penelitian ini merupakan kata-kata, frasa, klausa, kalimat untuk menemukan bentuk bullying secara verbal dan gambar untuk menemukan bentuk bullying secara nonverbal pada film Joe Bell yang dianalisis menggunakan teori semiotic Roland Barthes. Sumber data yang digunakan dalam penelitian ini merupakan script film dan scene dari film Joe Bell. Peneliti mendeskripsikan dan menginterpretasikan tanda-tanda bullying pada film Joe Bell menggunakan teori Tatum dan Slonje&Smith serta menggunakan teori semiotic Roland Barthes.

Dari analisis penelitian ini, peneliti menemukan 18 data dari bentuk-bentuk bullying baik verbal maupun nonverbal, tiga diantaranya dianalisis menggunakan teori Barthes' denotasi dan konotasi. Bentuk-bentuk bullying yang ditemukan adalah bullying secara fisik, verbal, gesture dan cyberbullying. Bullying secara fisik meliputi meninju, membuang botol ke arah korban, menaruh sesuatu, menyenggol, mendorong dan menarik. Bullying secara verbal meliputi kata, frase, klausa dan kalimat yang menjelek-jelekkan seseorang. Bullying secara gestur meliputi tertawa pada korban. Bullying di media social (cyber) meliputi mengumpat, menghina dan mengancam. Lalu, makna denotasi dan konotasi yang ditemukan dalam film ini melalui verbal meliputi menyindir dan menghina.

TABLE OF CONTENTS

Inside Cover Page	
Inside Tittle Page.....	i
Approval Sheet.....	ii
Examiner’s Sheet	iii
Lembar Persetujuan Publikasi.....	iv
Declaration	v
Acknowledgements	vi
Abstract	vii
Abstrak	viii
Table Of Contents	ix
List Of Tables.....	xi
List Of Figures	xii
CHAPTER I INTRODUCTION	1
1.1 Background of the study	1
1.2 Problems of the study	7
1.3 Significance of the study	7
1.4 Scope and Limitation of the study.....	7
1.5 Definition of key terms	8
CHAPTER II REVIEW OF LITERATURE.....	9
2.1 Semiotics	9
2.2 Roland Barthes’ Connotation and Denotation	10
2.3 Representation	11
2.4 Bullying.....	12
2.4.1 Signs of Bullying.....	13
2.4.2 Impact of Bullying	15
2.5 Mise En Scene’ Figure Behaviour	16

2.6	Joe Bell Movie	18
CHAPTER III RESEARCH METHODS		20
3.1	Research Design	20
3.2	Data Collection.....	21
3.2.1	Research Data.....	21
3.2.2	Research Instrument	21
3.2.3	Data Collection Techniques	21
3.3	Data Analysis	22
CHAPTER IV FINDINGS AND DISCUSSION		26
4.1	Findings	26
4.1.1	Forms of Bullying in Joe Bell movie	26
4.1.2	Denotation and Connotation.....	40
4.2	Discussion	43
CHAPTER V CONCLUSION AND SUGGESTION		48
5.1	Conclusion	48
5.2	Suggestion	48
REFERENCES.....		50

UIN SUNAN AMPEL
S U R A B A Y A

LIST OF TABLES

Tables

- | | | |
|-----|---|----|
| 3.1 | Classification of forms of bullying in Joe Bell movie | 23 |
| 3.2 | Example analysis of classification of forms of bullying | 23 |



UIN SUNAN AMPEL
S U R A B A Y A

LIST OF FIGURES

Figures

2.1	Mise en Scene.....	17
4.1	Data 1	27
4.2	Data 2	27
4.3	Data 3	28
4.4	Data 4	29
4.5	Data 5	30
4.6	Data 6	30
4.7	Data 7	31
4.8	Data 8	32
4.9	Data 13	32
4.10	Data 14	37
4.11	Data 15	39
4.12	Data 18	42

UIN SUNAN AMPEL
S U R A B A Y A

CHAPTER I

INTRODUCTION

This chapter presents several things related to the research such as the background of the study, problem of the study, significance of the study, scope and limitation of the study and definition of key terms.

1.1 Background of the study

Nowadays, movies are a mass media that people entertain themselves with when they are tired. In addition, not a few movies contain hidden messages. The message in the movie is even more complex than a piece of writing. The messages delivered can be verbal or non-verbal. Verbal includes the narration of a story, dialogue text, and script. People will easy to convey their idea or intentions orally. Meanwhile, non-verbal include characters, facial expressions, gestures, voice intonation, light, color, and several other elements that can have meaning in the movie. Non-verbal can be said to be more honest because it is expressed spontaneously (Kusumawati, 2016).

A message contained in a movie usually represents events that occur in real life, such as social, economic, and political problems. *Bullying* is a social problem that occurs in society and can occur in children, adolescents, and adults. *Bullying* is oppression or violence carried out intentionally by one person or group of people who are stronger materially or physically against another person, intending to cause harm, and it is carried out continuously. *Bullying* is a severe problem because the impact of this action makes people feel

uncomfortable, afraid, and anxious. Then the worst impact is the tendency to end their life because they think suicide will solve the problem.

Forms of bullying can be physical, verbal, psychological, or mental violence. Physical violence, for example, slapping, hitting, and molesting; verbal abuse can be insulting or ridiculing; the last is mental violence, such as threatening, isolating, or yelling (Olweus 1993, p.24). The phenomenon of bullying has become a common issue in society. Many people have succeeded in adopting it as a theme in their works, both in novels, short stories, songs, and movies, aiming to make people more aware of bullying.

Bullying phenomenon has been studied in many settings, such as in schools (Gomba and Tsai, 2012; Kustianti et al., 2020), workplaces (Hutadjulu et al., 2017; Putri and Wijono, 2018; Ratnasari et al., 2020); Cyberworlds (Cheng et al., 2020; Khairani et al., 2022; Santika and Krisnayana, 2022), movie (Atika, 2020; Ghani, 2016; Octaviani, 2021; Putri and Maulinza, 2022). These studies have consistently found the adverse effects of bullying behavior, both mentally and socially, on its victims. The researchers conclude their work by advising people to become more aware of bullying, its impact on victims, and strategies for preventing it.

Bullying in schools has been the focus of research by Gomba and Tsai (2012), and Kustianti et al. (2020). Gomba and Tsai (2012) investigated bullying from the teacher's viewpoint and concluded that there was a correlation between bullying at school and student academic achievement. This study shows that if students were not being mentally and physically bullied, they could perform better

academically. Kustanti et al. (2020) examine how bullying in schools on elementary students affects children's psychology. Bullying turns its victims into cowards who are enraged, frightened, sad, frustrated, and hurt. Many students had been reported asking their teachers and parents for advocacy about the incident. This study indicates that bullying makes children uncomfortable to the point that they require help from trusted adults to stop being bullied.

Bullying has also occurred in workplaces. Hutadjulu et al. (2017) investigated how bullying affects worker and company performance and can harm physical and mental health. This study reveals that only some are aware of the actions that constitute workplace bullying, and as a result, they can unknowingly become targets. Putri and Wijono (2018) examined employee work productivity as inversely correlated with the amount of bullying that occurs to them; the lower the level of employee productivity, the more frequently bullying occurs. This study highlights how these two variables are connected and the effects' significance. Ratnasari et al. (2020) investigated that bullying has detrimental effects on companies' human and financial resources. This study shows that bullying is a common issue that has affected employees' performance and quality, making them more likely to think negatively and do substandard work. In conclusion, workplace bullying impacts a person's physical and mental health. The more often a person is bullied at work, the more negative effects it has on his capability to perform his job, including frequent absences, poorer output, and even adverse effects on his employer.

Moreover, bullying also happens in the cyber world. In a case study research on cyberbullying, Cheng et al. (2020) found that bullying has been part of some cultures, not only happen among teenagers but also adults. This study suggests that bullying has been socially constituted and is inevitable but should be avoided and prevented for people's mental health. Khairani et al. (2021) found that the most used in cyberbullying are cyber flaming and denigration, where people tend to slander and use inappropriate language without revealing their real identities. Due to this issue, cyberbullying does not consider its career or reputation. Santika and Krisnayana (2022) examine the effects of cyberbullying on TikTok, which ended his life because of the endless negative comments that befell him. The hatred expressed towards another person makes that person feel depressed and worthless; hence this bullying behavior needs to end.

Bullying is a problem that occasionally happens in real life, but it may also be seen in fictional works like movies. Atika (2020) found that the forms of bullying that occurred included physical, verbal and exclusivity violence. Factors that influence bullying are due to the social environment, family conditions, and group mates. Ghani (2016) found five categories of bullying in the Mean Girls movie, including physical, verbal, direct non-verbal, and indirect non-verbal. The powerful will engage in any form of bullying, and the law of the jungle will oppress the weak. Octaviani (2021) found that there is discrimination against women in sports; people think sports are only for the physically strong; therefore, women are not suitable because they are considered weak. This study proves that bullying can also occur in all genders, both men and women. Putri and Maulianza

(2022) found that most people are unaware that bullying can happen through words. This study reveals that verbal bullying can happen whether it is intentionally committed or not.

Movies may represent acts of bullying through verbal and nonverbal signs. Forms of verbal that represent bullying include dialogue between other actors related to identity or outlook, catcalling, and so on. Forms of non-verbal that represent bullying include gestures and expressions related to physically injuring or showing uncomfortable gestures. Semiotics serves humans to understand the meaning in the sign and symbol (Eco 1976, p.7). Therefore, the representation of bullying in movies can be studied in semiotics because scenes and scripts in movies contain many signs and meanings depending on the scene shown. Tattum (1995) and Slonje and Smith (2008) define the forms of bullying: as physical, verbal, gesture, extortion, exclusion, and cyberbullying. Meanwhile, Barthes' connotation and denotation explain the meaning of bullying.

Currently, many movies deal with bullying apart from the fact that this theme is closely related to people's lives, and there is no end to these cases happening yearly. Every living thing that lives in this world has the same rights, which are respected by others. Bullies, however, will not think the same thing; he thinks that if something is different from what most people think, they deserve to be bullied. The signs of bullying can be seen in someone dominant and bullying someone weak.

Several studies have analyzed bullying representation in movies (see Atika, 2020; Ghani, 2016; Octaviani, 2021; Putri and Maulinza, 2022). However, no

studies have analyzed bullying representation in family drama movies using Barthes' denotation and connotation. The importance of using both denotative and connotative meanings while analyzing the movies is that readers will have a deeper comprehension of the movies they watched. The meaning of denotation in the movie is described by looking at the meaning visible to the naked eye through images or text that produce explicit, direct and definite meanings. Meanwhile, the connotative meaning of the movie is described by looking at the interactions that occur when meeting signs related to feelings and emotions; subjective and varied.

Joe Bell is one of the movies presenting bullying as the central focus. Joe Bell is a family drama about the father's struggle to voice that bullying is a serious problem and that the effects of bullying make his son commit suicide. Jadin, Joe's son, experienced bullying because he had a different sexual orientation than others; he was gay. Jadin frequently experiences physical and verbal harassment, both direct and cyber, and even feels his existence is rejected. The study aims to analyze the signs of bullying represented in Joe Bell movie using Tattum's (1995) framework and the meaning of the sign which represents bullying in Joe Bell movie using Roland Barthes' (1977) denotative and connotative meaning framework. Employing Barthes's theory, this research will be able to reveal forms of bullying that cannot be seen at a glance because forms of bullying are also represented through characterizations.

1.2 Problems of the study

1. What are the signs of bullying represented in Joe Bell movie?
2. What are the meanings of signs of bullying represented in Joe Bell movie?

1.3 Significance of the study

This study aims to provide a theoretical and practical contribution.

Theoretically, the results of this study are expected to provide knowledge of linguistic studies, especially semiotics. The researcher use Roland Barthes' theory to explain the meaning of the signs represents bullying in Joe Bell movie.

Practically, this research is expected to provide a detailed understanding of the representation of bullying in the Joe Bell movie for readers and students, especially in English literature, who want to research semiotics. Moreover, this research is expected to fill gaps in research, especially in pragmatics, and contribute as a source of information for the representation of bullying for future research.

1.4 Scope and Limitation of the study

The study focuses on analyzing the sign of bullying represented in Joe Bell movie and interpreting the signs denotatively and connotatively. The signs of bullying are investigated following Tattum's framework (1995) about the forms of bullying. Based on the previous problems, this research uses the movie entitled Joe Bell as the data source. The scope of this study is to find out the signs of

bullying (denotation) in each scene of Joe Bell movie and the sign's meaning (connotation) by using semiotic theory from Roland Barthes (1977).

1.5 Definition of key terms

1. Denotation is information that is actual and unchanging; the dictionary defines it as having that meaning.
2. Connotation is a description of how the interaction is when the sign between feelings or emotions is.
3. Bullying is any form of oppression or violence perpetrated deliberately by one person or a group of stronger or more powerful people against another person, with the aim of hurting and being carried out continuously.
4. Joe Bell is a movie directed by Reinaldo Marcus Green with a strong anti-bullying message.

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CHAPTER II

REVIEW OF LITERATURE

In this chapter focused on the several theories used in this research.

2.1 Semiotics

Semiotics is a branch of science closely related to linguistics which studies the more specific structure and meaning of language. Semiotics is based on logic; logic studies how people reason, and reasoning is done through signs (Pierce 1931). Saussure (1983) defined *semiotics* as the study of signs in human social life, which includes all factors that influence the creation of signals. This study showed the close relationship between signs and meanings, indicating their coexistence.

According to Chandler (2002, p.1), semiotics is the study of the sign, while Eco (1976, p.7) said semiotics is concerned with anything that might be interpreted as a sign. Studying symbols used in daily speech is one aspect of semiotics; it also examines symbols that signify additional meanings. Images, sounds, actions, and objects are examples of the signs' forms. Not in isolation, but semioticians are learning signs as a component of semiotic sign systems.

Semiotics investigates semiotic practices particular to culture and community to create various forms of texts and meanings in the context of culturally significant activities. Semiotics is a method for studying texts that sees a text's vocabulary as a collection of signals and symbols that convey meaning to the reader.

2.2 Roland Barthes' Connotation and Denotation

Barthes (1977) revealed that semiotics examines signifiers and signs and the relationships that bind them as a whole (context). This semiology is applied in almost every field of life, such as clothing, advertising, movies, literature and photography. According to Barthes, semiotics has the concept of denotation and connotation.

According to Roland Barthes (1977), semiology is a branch of linguistics, and more specifically, it belongs to the great significance of discourse. The verbal and non-verbal signals are described by Barthes using the denotative and connotative. Both verbal and non-verbal indicators are analyzed separately by Barthes. Roland Barthes' theory of semiotics is the one utilized in this dissertation. The study's issue is related to the idea of denotative and connotative, which will motivate the author to highlight the sign's importance as an aspect of the movie.

According to Barthes (1977), the interaction between the signifier (expression) and the signified (content) in a sign toward an external reality is the first stage of signification. Denotation, as defined by Barthes, is the sign's most clear meaning. Denotation, defined in the dictionary as something fixed in language signs, is a meaning consistent with the original meaning without any change in meaning. In other words, the meaning of this denotation is the true meaning that is not increased or decreased. This denotation produces an explicit, direct, and definitive meaning because it is the first place where the meaning is closed.

Connotation is the term used by Barthes to describe the significance of the second stage. Connotation is an idea that defines context because it is an idea or emotion that goes along with a word other than its literal meaning. This statement shows the interaction between signs and emotions. According to Barthes (1977), the connotation is the additional meaning of a word or expression. This statement emphasizes how flexible the connotative meaning is. The meaning of this connotation is interpreted differently depending on who interprets it and how.

2.3 Representation

Language is a "media" for conveying ideas, thoughts, and feelings to others. Representation through language is a process by which meaning can be obtained, involving language, signs and images that symbolize or represent something. Representation is the meanings conveyed production through the concepts in our minds through language. This statement proves that representation is the relation of concept and language, allowing us to refer to the "real" world of objects, people or events (Hall, 2013).

According to Stuart Hall, representation contains 2 meanings; mental representations and representations that form a meaning. Mental representation is an abstract concept about something different in our minds and is essential in forming a word. The abstract concept in question must be interpreted in a language we know to associate ideas and concepts related to a sign.

Three representational approaches—reflective, intentional, and constructivist—describe how meaning is produced and processed. A reflective approach uses language and bases its meaning on things, people, concepts, and

events that occur in reality. The purposeful approach tries to ascertain the true significance of a thing; by doing so, we can ascertain the true significance of the object's creator and foresee any misunderstandings. If we do not know the meaning of the thing's creator, the constructivist approach is still related to intentionality since the meaning of the language used to create the object can be inferred from it.

Bullying has two effects; the first is how it affects feelings and behavior. Bullying has a significant psychological impact on a person; the victim will experience anxiety, depression, loneliness, and a bad mood. The impact on adult conduct and relationships is the second effect. Adult bullying includes a variety of abuses, including sexual, at work, in a relationship, and the home (Buckie, 2013).

2.4 Bullying

Bullying is a vicious and violent behaviour that victims who cannot protect themselves frequently engage in (Olweus, 1999). Victims of this bullying often receive unpleasant treatment, such as being hurt physically or verbally and having their goods or money taken to get psychological satisfaction. When the victim feels scared, the bullies will be delighted, taking this opportunity to insult and bully the victim as he pleases. Buckie (2013) says that bullying occurs when someone makes the victim uncomfortable by hurting a person's limbs, feelings, and self-esteem or taking other people's things that are done continuously.

According to Wijayani (2014), in reality, all bullying behavior is included in learned behavior because bullies are not born with the intent to victimize the weak. This bullying behavior is something that some individuals regard to be

normal in everyday life. Since bullying is considered a common phenomenon, it can be inferred that several people still do not comprehend what it is and its effects. Even if bullying is immoral and must be stopped, doing so will significantly harm the victim's psychological well-being or future. In addition to supporting bullied individuals, we must educate others about the adverse effects of bullying and the need to end it.

2.4.1 Signs of Bullying

Saussure (1983) defined the sign as the signifier and signified of the sign. The type that the sign assumes is the signifier. Both verbal and nonverbal communication can be signified. In this case, two signs are used to help researchers analyse this research: verbal and non-verbal. Verbal communication is any form of spoken or written word exchange. The majority of human relationships use this form of communication. Through words, they use their feelings, emotions, thoughts or intentions. Verbal signs relate to words such as phrases, clauses, and sentences that relate ideas or emotions to other people. In this case, there is a connection between verbal signs and bullying; researchers want to find verbal signs of bullying.

Meanwhile, Non-verbal communication is communication beyond the spoken and written word. Non-verbal signs relate to gestures, physical actions, expressions, mimics, or body language used to convey meaning without the need to say something. In this case, there is a relationship between non-verbal signs and bullying. Researchers want to find non-verbal signs of bullying, which may include physical activities or expressions to reveal the bullying.

All signs of bullying, both verbal and non-verbal, in the movie can be analysed. To know the signs of bullying in the movie, we must first know the forms of bullying. After we know the forms of bullying, we can find out which are verbal and non-verbal signs. By using Tattum and smith&slonje theories, the forms of bullying will be revealed. Tattum classified bullying into five forms; physical, verbal, gesture, extortion, and exclusivity (Tattum 1995, p.9). Forms of bullying that have recently developed are cyberbullying and bullying that occurs through social media (Slonje & Smith, 2008).

1. Physical Bullying

Physical bullying is oppression that involves a person physically, such as injuring and causing long-term effects. The actions that represent physical bullying include hitting, pushing, punching, grabbing, kicking, pinching, slapping, pointing to the head, and others.

2. Verbal Bullying

Verbal bullying is oppression that includes hurtful words directed at the victim. The actions that represent verbal bullying include scoffing, calling bad names or parents' names, snapping, using harsh words, threatening, frequently ordering, cheering, humiliating, frightening, and others.

3. Gesture Bullying

Bullying through gestures, such as cynically staring at something, is called gesture bullying. The actions that represent gesture bullying include: being

cynical, spitting, underestimate, breaking things, talking bad about someone, sending letters anonymously, and others.

4. Extortion Bullying

Extortion bullying is threatening or intimidating someone to obtain money or goods. The actions that represent extortion bullying include: taking things by force, asking for money by force, using things without permission, being forced to treat failure to return borrowed items, and others.

5. Exclusion Bullying

Exclusion bullying is defined as excluding friends or coworkers from gangs that appear more popular. The actions that represent exclusivity bullying include: ignoring, ostracizing, leaving the gang, condescending, and others.

6. Cyberbullying

Cyberbullying occurs in cyberspace, such as social media, forums, or games. The actions that represent cyberbullying include: insulting via chat, threatening via chat, satirizing someone on social media, threatening via phone calls, spreading embarrassing photos or videos on the internet, and others.

2.4.2 Impact of Bullying

Every victim of bullying has a different story to share. The impact of bullying can manifest in various negative forms and can cause stress, leading to anxiety, loneliness, withdrawal, acting aggressively and depression. Children born with an easily anxious condition will be very vulnerable to experiencing anxiety

disorders or phobias. Victims of bullying who experience similar treatment on an ongoing basis will have lifelong consequences. The effect that often appears on children who are victims of bullying is the formation of a "victim mentality", where they feel as if the whole world is against them. This condition can carry over into adulthood. Someone being bullied will certainly experience trauma the first time they are bullied. Most of them are silent, holding back and hiding what they are experiencing from those around them. They are afraid to report the bad incident, even afraid they will report it because they are afraid they will be the victims.

People who were bullied as children are more likely to suffer from depression and lack confidence in adulthood. Meanwhile, bullies will likely be involved in criminal acts in the future. According to Suryani (2016), the impact of bullying divide into six effects, namely 1) depression; 2) Low self-confidence/low self-esteem; 3) Shy and withdrawn; 4) Declining academic achievement; 5) Feeling isolated; 6) Thinking or trying to even commit suicide. From the opinion of these experts, it can be interpreted that bullying hurts the perpetrators and victims of bullying. The impact can be short-lived or long-lasting. The average impact relates to children's emotions and mentality as perpetrators and victims.

2.5 Mise En Scene' Figure Behaviour

Mise-en-scene is a term found in movies and means "putting into the scene." This term in theater directing refers to everything related to cinematic images (Wahyuningtyas, 2012). Corrigan, Bordwell, and Thomson (2010) stated that mise-en-scene is usually preceded by planning; however, actors can strengthen the

movie's story without any planning. According to Lathrop and Sutton (2013) mise-en-scene has four elements; setting, lighting, costume, and figure behaviour. However, in this study, the researcher only used one element, acting, to make it easier to analyze the connotation that represent bullying.

Figure behavior itself includes expression and movement. The actor's expression can be obtained through the actor's acting in playing his role. So acting is part of the mise en scene. Acting in mise-en-scene theory allows actors to express feelings and thoughts, and they are even allowed to create a wide variety of kinetic forms. The actor's appearance consists of visual elements (appearance, movement, facial expressions) and sound (voice and effects). Facial expressions in acting are very supportive and become an important part of a movie. As spectators, we will know how the actors feel when they are playing a movie: sad, happy, disappointed, touched, hurt, and hurt. The audience will see the expression clearly and be able to conclude whether the actor is feeling threatened or feeling okay with the presence of other characters in each scene.



Figure 2.1 Mise en Scene

The behavior figure seen in the image in one of the bullying scenes above is facial expression. The expression that the scene displayed was fear. The behavior figure in this scene interprets that the actor is being bullied by some of his friends

and feels threatened because he cannot defend himself. The facial expression of frowning and glancing around gives the impression that he is looking for a way to get out of the situation.

2.6 Joe Bell Movie

Joe Bell is a family drama movie based on a biographical movie and taken from a true story. The movie is about a father who walks from La Grande, Oregon (where he lives) to New York City (over 2500 miles) to spread awareness about bullying. The journey begins six months due to a traumatic urge following the death of his child. Joe Bell is the name of Jadin's father, a 45-year-old man. This storyline starts from a flashback nine months earlier when Jadin was still alive. Jadin was the first child of Joe Bell and Lola, bullied by their friends at Canyon Ridge High School, Idaho. Joe Bell and Jadin are humans from contrasting backgrounds; Joe is an American who is proud of his TV show and all its propaganda, and Jadin is a teenager who is bullied because he is gay. After experiencing all the traumatic incidents at school, Jadin tells his father he is gay. Instead of receiving support, Jadin was ordered to fight and received no help from his family. Neither the school nor the family effortlessly helped Jadin, as they were busy maintaining and restoring their reputation. Eventually, Jadin decided to end his life because he could not stand the treatment of his friends at school.

After Jadin's death, Joe feels guilty and depressed. Then he decided to travel as one of the forgiveness of death for six months. On his way, he realized two things; firstly, being gay is not a matter of choice because if it were a choice,

Jadin would never choose to be intimidated, and secondly, he played an important role in Jadin's decision to end his life. During the trip, Joe has hallucinations as if Jadin is still alive with him until now. Thus, many conversations between Jadin and Joe during the trip came from Joe's imagination, which is useful for reconciling his relationship with his son and understanding him better. When Joe arrived in New York City, right at Jadin's school, Joe talked about tolerance and bullying, and Joe said that bullying and intolerance could be fatal. Joe mentions how painful and torturous it can be for innocent people and says that "understanding starts at home".

After Joe spread awareness about bullying in every corner of the city, he decided to end this trip and return home. On the way, Joe is hit by a truck and dies in Eastern Colorado. The truck driver fell asleep and did not pay attention to the pedestrian, Joe. The Joe Bell movie ends with a dream sequence depicting Joe and Jadin walking down a field and finally reuniting in the afterlife.

UIN SUNAN AMPEL
S U R A B A Y A

CHAPTER III

RESEARCH METHODS

This chapter contains research design, research data, research instrument, data collection, and data analysis.

3.1 Research Design

This study used a descriptive qualitative method using a semiotic analysis of bullying in the Joe Bells movie. Qualitative research only focuses on description and explanation, does not need to measure them, and examines things in various social settings. Creswell (2017, p.232) states that the qualitative method relies on text or image data; although it has the same process as the quantitative, the qualitative has a unique step in analyzing data. Qualitative research aims to explain an event's detailed image, as well as understand other perspectives and the meaning of the actions studied (Malik 2013, p.62). This study focus on words and images rather than numbers makes the qualitative method appropriate for its analysis. Although, the data to show how many frequency data is present in the transcript or in the form of the action in scene can be found in this study.

Qualitative data can be obtained from various aspects. This study used qualitative descriptive methods to examine the denotative and connotative signs of bullying. It refers to Roland Barthes' analytical procedure for studying signs, including bullying signs. It also explains the meaning of the signs.

3.2 Data Collection

The researcher explains the data collection process in this subchapter. There are several types of research data, including research data, research instruments, and data collection techniques.

3.2.1 Research Data

The data in this study is verbal and non-verbal action in the form of words, phrase, clause, sentence and images in Joe Bell Movie, that represents the act of bullying or being bullied using Roland Bathes' semiotics theory. Words, phrases, clauses, and sentences are used to find forms of verbal bullying . Then images are used to find forms of bullying nonverbally.

3.2.2 Research Instrumen

The instrument is the researcher's tool for collecting data (Arikunto 2006, p. 126). The instrument in this research is the researcher herself because she was the one who collected the data, analyzed the data, and concluded the result of this study based on the semiotic theory by Roland Barthes. The others instrument that the researcher used were laptop, book reference and official websites to support this research.

3.2.3 Data Collection Techniques

Creswell (2013, p. 146) states that it is a procedure that entails several overlapping actions that gather information in order to address the newly emergent research challenge. The research data was gathered from official

websites for watching movies and scripts that included texts and images. The researcher took the following steps to collect data:

1. First, the researcher watched Joe Bell movie on a legal movie streaming platform, namely Netflix. (<https://www.netflix.com>)
2. The next step, the researcher downloaded the movie script on <https://www.subtitlist.com/subtitles/joe-bell>
3. Then, the researcher watched the movie and compared the movie with the dialog by looking at the script.
4. The researcher identified words, phrases, clauses, sentences, and scenes that represented act of bullying or being bullied.
Example : words (jerk, fucking); phrases (ass bandit); clauses (first down, faggot); sentences (don't fucking look at us,fag)
5. Then, the researcher classified the data based on the bullying category; physical bullying, verbal bullying, gesture bullying, extortion bullying, exclusion bullying and cyberbullying; to find the denotation on the movie.
6. Next, the researcher interpreted the meaning of denotation and connotation of forms of bullying

3.3 Data Analysis

After collecting data, there are several steps that must be taken

1. Classifying


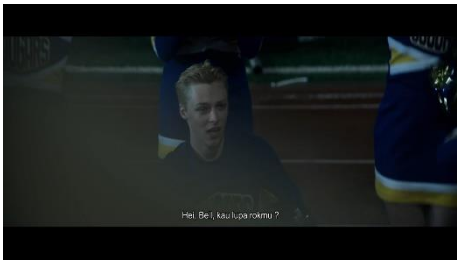
After identifying the data in words, phrases, clauses, sentences or images containing bullying, the researcher classified it into several categories of bullying.

In the table, there are forms and characteristics for each form as follows; physical, verbal, gestures, extortion, exclusivity, and cyberbullying.

Table 3.1 Classification of forms of bullying in Joe Bell Movie

No.	Forms of Bullying	
1.	Physical bullying	hitting, pushing, punching, grabbing, kicking, pinching, slapping, and pointing to the head.
2.	Verbal bullying	scoffing, calling bad names or parents' names, snapping, using harsh words, threatening, frequently ordering, cheering, humiliating, and frightening.
3.	Gesture bullying	being cynical, spitting, underestimate, breaking things, talking bad about someone and sending letters anonymously
4.	Extortion bullying	taking things by force, asking for money by force, using things without permission, being forced to treat failure to return borrowed items
5.	Exclusion bullying	ignoring, ostracizing, leaving the gang, and condescending
6.	Cyberbullying	insulting via chat, threatening via chat, satirizing someone on social media, threatening via phone calls, and spreading embarrassing photos or videos on the internet

Table 3.2 Example analysis of classification of forms of bullying in Joe Bell movie

No	Forms of bullying		Data	Description
1.	Verbal Bullying	Insulting	Scene: 17 Duration: 22.24 – 22.37 Shot: Medium Close Up (MCU)	 <p>One of Jadin's friends shouted while Jadin was cheerleading with her friends from the top of the tribune,</p>  <p>Jadin heard their screams, and he looked shocked but continued his activities while watching his friends from the field</p>

JADIN: Come on, Chance! Go, number 5!
 Who! Who! Yeah! Who!
 BOYD: **Hey, Bell, did you forget your skirt?**
 JADIN: Who!
 BOYD: Hey, ass bandit!

2. Describing the Data

The researcher described and interpreted the bullying data in the Joe Bell movie in denotation and connotation. Signs with a meaningful denotation are taken from texts or images. At the same time, connotative meanings are analyzed by looking at the context after action with the theory of mise en scene, namely focusing on the gesture/expression given by the character after bullying or being bullied.

Denotation and Connotation:

This conversation occurred in the past (flashback) when Jadin was in the bathroom. Many friends of Jadin were there, and one by one, they mocked Jadin. One of his friends said, "What are you doing in here? Girl's bathroom's over there". The meaning of the sentence is clear: ask someone what needs to be done in the men's bathroom because the women's bathroom is in another corner.

The connotative meaning of "What are you doing in here? Girl's bathroom's over there" does not ask whether someone is looking for a bathroom for women, but the sentence's meaning is bullying. This sentence means bullying because it is aimed at ridiculing someone with a different sexual orientation (gay) who behaves like a woman. Therefore, the sentence uttered by several men was deliberately uttered to bully Jadin

3. Discussing the Result

At this step, the researchers explain their main findings and connect them to previous studies to discuss the findings.

4. Drawing the Conclusion

In the last step, the researcher presents the findings of the forms of bullying and explains the meaning of the denotations and connotations that represent bullying, as explained in chapter IV. Researchers concluded the results of the analysis according to the analysis obtained.



UIN SUNAN AMPEL
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CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the researcher presents the finding of the analysis. The researcher analyzes the forms of bullying using Tatum and Slonje & Smith's theory and the meaning of signs of bullying using Roland Barthes' theory of semiotics. The researcher displays the analysis results through several steps mentioned in the data analysis. From this data, there are 18 data, including 15 data analyzed in each form of bullying and 3 data with denotative and connotative meanings.

4.1 Findings

In this section, the researcher presents the data as a result of the research. In this section, the researcher focuses on two points. The first point is the forms of bullying in the Joe Bell movie. The second point is the connotative and denotative meanings contained in the signs in Joe Bell movie

4.1.1 Signs of Bullying in Joe Bell movie

The first research question of this research deals with the signs of bullying in the Joe Bell movie. From the analysis results, researchers found the signs of bullying, verbal signs and non-verbal signs. Both of verbal and non verbal signs that found in this movie expressed by Tatum and Slonje&Smith theory.

4.1.1.1 Physical Bullying

The researcher found physical bullying included hitting, pushing, pulling, punching, and others. The following is a scene of physical bullying:

Data 1



Duration: 18.17- 18.24
Shot : Close Up (CU)

The situation in data 1 above began when Jadin and his friends were eating in the school canteen. Shortly after, the school bell rang, and Jadin invited his friends to go to class. Then, Jadin's friend Boyd punched Jadin from the opposite direction until Jadin could not keep his balance, and he fell. All of Jadin's friends who were bullying him laughed.

The images above depict the physical bullying experienced by Jadin. The physical bullying received by Jadin in the images above are punching. It can be seen from Data 1 that Jadin was punched, then the body movements raised by Jadin in the image fell, and the expression displayed was a blank stare. From the images above, the sign of bullying in this data is the non-verbal sign.

Data 2



Duration: 22.27 – 22.29

Shot: Close Up (CU)

The situation in data 2 above began when Jadin and his friends were the cheerleaders for baseball during a game. One of Jadin's friends threw a used bottle at him from the top of the tribune when Jadin and his friends were engaged in their activities.

The images above depict the physical bullying experienced by Jadin. The physical bullying that Jadin received in the images above are Jadin being thrown a bottle by his friend. As seen from data 2, Jadin was thrown a bottle during cheerleading; then the expression displayed Jadin was glancing but continuing his activities. From the images above, the sign of bullying in this data is the non-verbal sign.

Data 3



Duration: 53.52 – 54.00

The situation in data 3 above began when Jadin opened his locker. When the locker was open, Jadin found a black snake still alive and moving out. Jadin was

shocked and scared. From the right, Jadin saw his friends laughing at him as if everything that had happened was funny.

The images above depict the physical bullying experienced by Jadin. The physical bullying that Jadin received in the images above are putting snacks in Jadin's locker. It can be seen from the data that Jadin was shocked because his friends put something that made Jadin scared, then the facial expressions that Jadin displayed were fear and panic. From the images above, the sign of bullying in this data is non-verbal.

Data 4



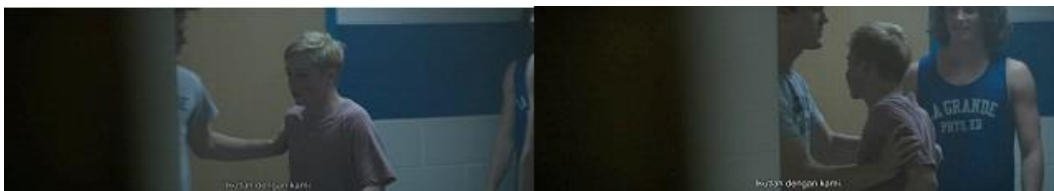
Duration: 54.22 – 54.23
Shot : Close Up (CU)

The situation in data 4 above began when Jadin wanted to walk toward the toilet. Inside the toilet were several male friends; Jadin did not realize someone was behind him. Then one of Jadin's friends nudged Jadin on purpose and intended to make Jadin uncomfortable in the bathroom. Jadin stopped his steps and looked around.

The images above depict the physical bullying experienced by Jadin. The physical bullying that Jadin received in the images above are being nudged while walking. It can be seen from the data that Jadin walked straight, and then Jadin's

body movement stopped because of the shock of being nudged by his friend on purpose. From the images above, the sign of bullying in this data is non-verbal.

Data 5



Duration: 54.28 – 54.30
Shot : Medium Close Up (MCU)

The situation in data 5 above began when Jadin walked to enter one of the rooms in the toilet. Jadin walked with his eyes forward, ignoring his friends who were bothering him, and he hoped he would not be bothered. However, it turned out that one of Jadin's friends pushed Jadin and did not allow Jadin to enter one of the rooms in the bathroom.

The images above depict the physical bullying experienced by Jadin. The physical bullying that Jadin received in the images above are pushing. It can be seen from the data that Jadin walked towards the bathroom, but one of his friends pushed, and then Jadin's body movements reflexively resisted the push. From the images above, the sign of bullying in this data is non-verbal.

Data 6



Duration: 54.33 – 54.35

Shot : Medium Close Up (MCU)

The situation in data 6 above began when Jadin walked out of the bathroom. Suddenly, Jadin's shirt was pulled from behind by one of Jadin's friends in the bathroom. Jadin was shocked and suddenly glanced back to see who was pulling his shirt. After Jadin's shirt was pulled, then his friends laughed. They seemed happy to mock and bully Jadin physically like that.

The images above depict the physical bullying experienced by Jadin. The physical bullying received by Jadin in the images above are pulling. It can be seen from the data that Jadin was walking out of the bathroom suddenly a friend of his pulled Jadin's shirt from behind, then Jadin's facial expression reflexively glanced back to see who was pulling him. From the images above, the sign of bullying in this data is a nonverbal sign.

Data 7



Duration: 54.55 – 54.35

Shot : Medium Close Up (MCU)

The situation in data 7 above began when Jadin was in the bathroom and was there with many of his male friends who did not like him. His friend pushed Jadin, and he tried to beg his friends to end the bullying, but instead, the other

friends tried to help Boyd to bully Jadin. This treatment makes Jadin finally surrender but still resists all urges so that he does not fall.

The images above illustrate the physical bullying experienced by Jadin. The physical bullying that Jadin received in the images above pushing. It can be seen from the data that Jadin is trying to resist the push from his friend, which is very hard. Jadin's facial expression is like frowning because he feels he should not be treated like this, and also, Jadin reflexively bends his body as a code for wanting all this to end quickly. From the images above, the sign of bullying in this data is non-verbal.

Data 8



Duration: 55.10 – 55.15
Shot : Close Up (CU)

The situation in data 8 above began when Jadin tried to get out of the bathroom, but it turned out that all of Jadin's friends prevented her and dragged Jadin into a room in the larger bathroom. Jadin was beaten and punched by many of his friends, one by one physically bullying Jadin. Jadin tries to hold back all the

punches and ends up giving up because the energy that Jadin has cannot withstand the punches from many people.

The images above illustrate the physical bullying experienced by Jadin. The physical bullying that Jadin received in the images above are punching and beating. It can be seen from the data that Jadin is trying to withstand blows from some of his friends who ganged up on him and not from his friends who were very loud. Jadin's facial expression is like frowning because he feels he should not be treated like this, and also, Jadin reflexively bends his body as a code of wanting all this to end quickly. From the images above, the sign of bullying in this data is non-verbal.

The signs above are a visual representation of the bullying behavior that is easily noticeable. These signs include physical bullying resulting from actions that directly bullied Jadin; data 1 and 8 are punching, data 2 is throwing bottle, data 3 is putting something, data 4 is was nudging, data 5 and 7 are pushing the victim, data 6 is pulling, in this case, Jadin. From the data above, it can be concluded that physical bullying is a type of bullying committed by one person or many places in a complicated or quiet situation.

4.1.1.2 Verbal Bullying

The researcher found verbal bullying in the forms of words, phrases, and sentence. The following is a scene of verbal bullying:

Data 9

Duration : 18.20 – 18.27

[BELL RINGS]

JADIN: You guys want to come over?

[GRUNTS]

MARCIE: Jerk!

BOYD: First down, **faggot!**

COLLEEN: You guys are such assholes.

The situation in data 9 above began when Jadin and his friends were eating in the school canteen. Shortly after, the school bell rang, and Jadin invited his friends to go to class. Then, Jadin's friend Boyd punched Jadin from the opposite direction until Jadin could not keep his balance, and he fell. All of Jadin's friends who were bullying him laughed and then said, "First down, faggot"

The dialogue above illustrates the verbal bullying experienced by Jadin. From Boyd's sentence to Jadin's "first down, faggot!". Faggot is a term used in the United States for gay men, which includes slang words and has a negative connotation. The sign of bullying contained in this data is in the form of verbal, namely mocking.

Data 10

Duration : 22.06 – 22.37

JADIN: Come on, Chance! Go, number 5! Whoo! Whoo! Yeah! Whoo!

BOYD: Hey, Bell, did you forget your skirt?

JADIN: Whoo!

BOYD: Hey, **ass bandit!**

The situation in data 10 above began when Jadin and his friends were cheerleaders for baseball during a game. One of Jadin's friends threw a used bottle at him from the top of the tribune when Jadin and his friends were engaged in their activities and said, "Hey ass bandit!".

The dialogue above illustrates the verbal bullying experienced by Jadin. From Boyd's sentence to Jadin's "Hey, ass bandit." According to the Urban Dictionary, Ass Bandit is a term used for gay men with slang words and a negative meaning. From the dialogue above, the sign of bullying in this data is the verbal sign, namely mocking.

Data 11

Duration : 54.18 – 54.37

[WHISPERS] (MEMORIES THAT HAPPEN IN THE PAST)

BOY 2: **Don't fucking look at us, fag.** What are you doing in here? Girl's bathroom's over there. Come hang out with us.

BOY 1: What the fuck did we say about looking at us?

BOY 2: All he wants to do is watch us change. He's shaking, he wants it so bad.

The situation in data 11 above began when Jadin wanted to walk toward the toilet. Inside the toilet were several male friends; Jadin did not realize someone was behind him. Then one of Jadin's friends nudged Jadin on purpose and intended to make Jadin uncomfortable in the bathroom. Jadin stopped his steps and looked around. Then his friend says, "Don't fucking look at us, fag. What are you doing in here? Girl's bathroom's over there. Come hang out with us."

The dialogue above illustrates the verbal bullying experienced by Jadin. From Jadin's friend's sentence to Jadin's "Don't fucking look at us, fag." This sentence, along with Jadin's nickname "fag", is considered verbal bullying. Jadin inadvertently looks at them, but his friends yell at him, calling him a "fag", which means a call for gay men and has a negative connotation. The sign of bullying contained in this data is in the form of verbal, namely swearing.

Data 12

Duration : 54.40 – 55.05

BOY 2: It's okay. It's okay. It's okay. It's okay. Let me ask you something. **You like dick?**

[BOYS LAUGH]

Huh? Answer me.

BOY: I think he does. **You like fucking dicks.**

BOY 2: **I'll give you dick.**

JADIN: Stop, stop.

BOY 2: It's okay, it's okay.

JADIN: Fuck it.

The situation in data 12 above began when Jadin was in the bathroom and was there with many of his male friends who did not like him. His friend pushed Jadin, and he tried to beg his friends to end the bullying, but instead, the other friends tried to help Boyd to bully Jadin. This treatment makes Jadin finally surrender but still resists all urges so that he does not fall.

The dialogue above illustrates the verbal bullying experienced by Jadin. From Jadin's friend's sentence to Jadin's "You like dick?" and another friend answered, "You like fucking dicks" then finally answered again with, "I'll give you dick." Some of these expressions include repetition of the phrase "You like dick," which is delivered mockingly and should not be said to anyone. This

expression includes verbal bullying because it has a negative connotation and lacks an attitude. From the dialogue above, the sign of bullying in this data is the verbal sign, namely mocking.

The signs above are a verbal representation of the bullying behavior that is easily visible. These signs include verbal bullying because there are words (faggot), phrases (ass bandit), clauses (do not fucking look at us), and sentences (you like dick, you like fucking dick, I'll give you a dick) used by several actors. All these expressions aim to Jadin to insult, curse, call bad names, and put someone in a corner so that person does not feel safe and comfortable. From the data above, the conclusion is that verbal bullying can be just a phrase or a sentence uttered by someone to make the victim feel cornered.

4.1.1.3 Gesture Bullying shown in Joe Bell movie

The researcher found bullying gestures include laughing at someone, throwing bottles, putting snakes in lockers. The following is a scene of gesture bullying:

Data 13



Duration: 15.50 – 16.05

Shot : Medium Shot (MS)

The situation in data 13 above began when Jadin and his father went to a restaurant for lunch. Long after, 2 men came to eat. They were talking about the news that was on television about gays. Jadin's father felt offended and finally met the two customers and gave them a card with a message about anti-bullying.

The images above illustrate the gesture of bullying experienced by Jadin's father. The bullying gesture that Jadin's father received in the images above is laughing. It can be seen from the data when my father gave cards containing anti-bullying messages to two customers, but the two people instead gave mocking expressions and laughed. From the images above, the sign of bullying in this data is non-verbal.

4.1.1.4 Cyberbullying shown in Joe Bell movie

The researcher found cyberbullying includes sending chats containing insults and threats on social media networks. The following is a scene of cyberbullying:

Data 14



Duration: 23.47 – 23.56

Shot: Extreme Close Up (ECU)

TEXT ON THE PHONE FROM LA GRANDE:

(Deez F&*kin HOMOS make me sick 2 my ass LOL)

(y DON'T Y JUST off Urself LOLOL)

(just do us all a favor. KILL URSELF)

The situation in data 14 above began when Jadin received a notification from his social media account. One of the accounts, La Grande, sent several messages on the Jadin homepage. There are three notifications viz (Deez F&*kin HOMOS make me sick 2 my ass LOL) (y DON'T Y JUST off Urself LOLOL) (just do us all a favour. KILL URSELF).

The dialogue above illustrates the cyberbullying experienced by Jadin. La Grande's account sends sentences containing insults or expressions of hatred towards Jadin, which everyone can access or see. The sign of bullying contained in this data is in the form of verbal, namely insulting.

Data 15

Duration: 57.16 – 57.24

Shot: Extreme Close Up (ECU)

TEXT ON THE PHONE FROM LA GRANDE:

(You miss us? C u Monday faggot)

(actually we'll find u at this weekend)

(we just getting started w u)

The situation in data 14 above began when Jadin received a notification from his social media account. One of the accounts, La Grande, sent several messages on the Jadin homepage. There are three notifications viz (You miss us? C u Monday faggot) (actually we'll find u at this weekend) (we just getting started w u)

The dialogue above illustrates the cyberbullying experienced by Jadin. La Grande's account sends sentences containing threats such as a threat to be if they meet again, and these messages can be accessed or seen by everyone. The sign of bullying contained in this data is in the form of verbal, namely threatening.

The signs above represent a visual representation of bullying behavior. These signs include cyberbullying because texts sent via social media by someone contain insults, threats, and orders for someone to do something bad. From the data above, it can be concluded that cyberbullying can be seen from what message someone conveys to another person; if it contains a threat or insult, it is bullying.

4.1.2 Denotation and Connotation

Denotative and connotative meanings can be analyzed in the movie. The meaning of denotative meaning can be seen directly both visually and verbally. While the connotative meaning can be seen by looking at the context of the scene. The following is a scene of cyberbullying:

Data 16

Duration : 22.35 – 22.37

JADIN: Come on, Chance! Go, number 5! Whoop! Whoop! Yeah! Whoop!

BOYD: **Hey, Bell, did you forget your skirt?**

JADIN: Whoo!

BOYD: Hey, ass bandit!

The sign of bullying contained in this data is in the form of verbal, namely satirizing. This conversation occurred when Jadin was a cheerleader on the field; suddenly, his friend called and shouted, "Hey, Bell, did you forget your skirt?". The meaning of the sentence is obvious to ask someone when they are dressed femininely. The sentence is a form of interrogative sentence asking whether someone forgot not to wear their skirt. The skirt is usually synonymous with women.

The connotative meaning of "did you forget your skirt" is not asking if someone forgot to wear a skirt, but that meaning means bullying. This sentence means bullying because it is aimed at men who do not deserve to be spoken to. Therefore, the sentence Boyd uttered was a sentence that was deliberately uttered to bully Jadin

Data 17

Duration: 54.23 – 54.27

[WHISPERS] (MEMORIES THAT HAPPEN IN THE PAST)

BOY 2: Don't fucking look at us, fag. **What are you doing in here?**

Girl's bathroom's over there. Come hang out with us.

BOY 1: What the fuck did we say about looking at us?

BOY 2: All he wants to do is watch us change. He's shaking, he wants it so bad.

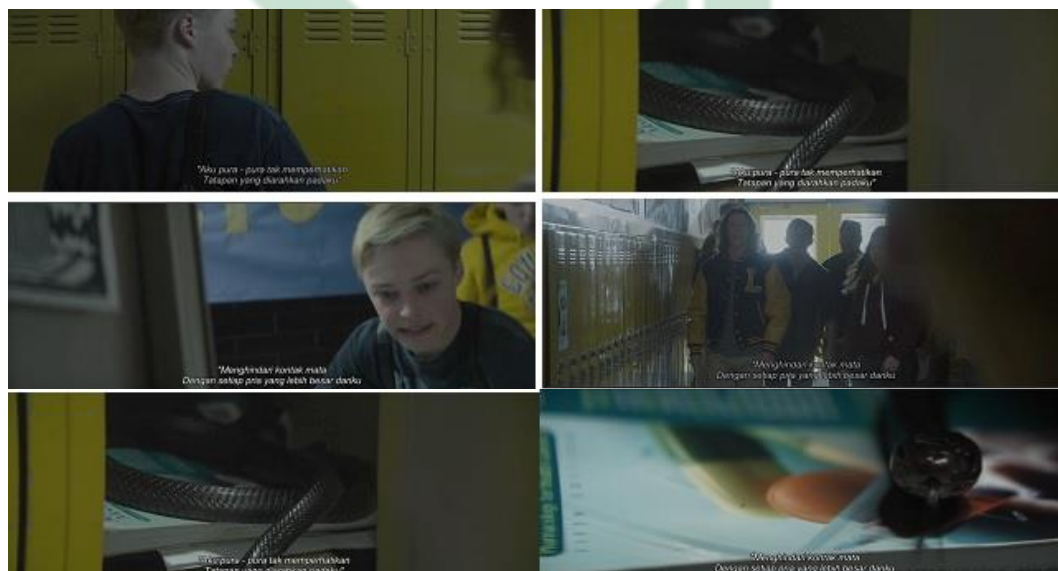
BOY 3: Look at him shake. Stop. Stop. Stop.

The sign of bullying contained in this data is in the form of verbal, namely mocking. The data above shows one form of Verbal Bullying experienced by Jadin. This conversation occurred in the past (flashback) when Jadin was in the

bathroom. Many friends of Jadin were there, and one by one, they mocked Jadin. One of his friends said, "What are you doing in here? Girl's bathroom's over there". The meaning of the sentence is clear: ask someone what needs to be done in the men's bathroom because the women's bathroom is in another corner.

The connotative meaning of "What are you doing in here? Girl's bathroom's over there" does not ask whether someone is looking for a bathroom for women, but the sentence's meaning is bullying. This sentence means bullying because it is aimed at ridiculing someone with a different sexual orientation (gay) who behaves like a woman. Therefore, the sentence uttered by several men was deliberately uttered to bully Jadin.

Data 18



Duration: 53.52 – 54.02

The sign of bullying contained in this data in the form of non-verbal. The data above shows one form of Physical Bullying experienced by Jadin. When Jadin opened the locker, Jadin found a black snake still alive and moving out.

Jadin was shocked and scared. From the right, Jadin saw his friends laughing at him as if everything that had happened was funny. If we look at some of the images above, the black snake has a precise meaning: a snake with black scales.

The connotative meaning of "Black Snake" is not only about a snake with a black side but also a symbol that represents evil, something terrible; its meaning can also be a threat to something in front of it. In this case, a snake in front of Jadin has the same meaning: a threat to Jadin from his friends.

4.2 Discussion

After all the data has been analyzed, the purpose of this chapter is to clarify research question and problems. Each subchapter includes a description, interpretation, and analysis. This study aims to answer two questions on the problem of the study. The first research discussed in this section focuses on analyzing the forms of bullying in the Joe Bell movie. The second research question explained in this chapter is about connotative and denotative meanings. The discussion of research results can be seen below.

Bullying is a topic that is frequently discussed in society. Even so, people are frequently unaware of the bullying around them. Even they are unaware that they are bullies. Something they take for granted is considered bullying by the person they are attempting to influence. Bullying is a type of violent behavior in which a person or group of people uses psychological or physical coercion against a person or group of people who are "weaker" than them. Bullying perpetrators, also known as bullies, can be individuals or groups of individuals who believe they have the power to do whatever they want to their victims. Victims also

perceive themselves as weak and powerless and constantly threatened by bullying. Bullying defines negative behavior that causes someone to feel uncomfortable or injured and usually occurs repeatedly, with an imbalance of power between the perpetrator and the victim (Olweus, 1993)

This study successfully determined answers to the first problem of the study, which find out the signs of bullying in the forms of verbal and non verbal signs depicted in the movie. Both verbal and nonverbal communication can be signified. In this case, two signs are used to help researchers analyse this research: verbal and non-verbal. Verbal communication is any form of spoken or written word exchange. The majority of human relationships use this form of communication. Through words, they use their feelings, emotions, thoughts or intentions. Verbal signs relate to words such as phrases, clauses, and sentences that relate ideas or emotions to other people. In this case, there is a connection between verbal signs and bullying; researchers want to find verbal signs of bullying.

Meanwhile, Non-verbal communication is communication beyond the spoken and written word. Non-verbal signs relate to gestures, physical actions, expressions, mimics, or body language used to convey meaning without the need to say something. In this case, there is a relationship between non-verbal signs and bullying. Researchers want to find non-verbal signs of bullying, which may include physical activities or expressions to reveal the bullying.

All signs of bullying, both verbal and non-verbal, in the movie can be analysed. To know the signs of bullying in the movie, we must first know the

forms of bullying. After we know the forms of bullying, we can find out which are verbal and non-verbal signs. By using Tattum and smith&slonje theories, the forms of bullying will be revealed. Tattum classified bullying into five forms; physical, verbal, gesture, extortion, and exclusivity (Tattum 1995, p.9). Forms of bullying that have recently developed are cyberbullying and bullying that occurs through social media (Slonje & Smith, 2008).

Verbal signs like verbal bullying occurs when someone uses hurtful expressions, ridicules, and others. Meanwhile non verbal signs include physical, gesture, and cyberbullying. Physical bullying refers to bullying behavior that involves physical contact, including minor acts such as pinching, biting, and so on, as well as more severe acts such as punching, hitting, pushing someone, and others. Gesture bullying involves facial expressions to determine whether someone is bullying on purpose, such as laughing, spitting, looking cynical, and others. The last cyberbullying is bullying behavior that occurs in social media networks involving emotions and feelings when reading it, such as being ridiculed, ridiculed, and so on.

Although many forms of bullying were found, researchers did not find bullying extortion and exclusivity. Researchers have yet to find this form because Joe Bell's story does not focus on social inequality or social status in the movie but on the relationship between children and adolescents.

This research also uncovered the denotative and connotative meanings of invisible forms of bullying. Some forms of bullying can be observed directly, but it is also necessary to analyze them in greater depth. For example, when someone

says, "Oh you look so healthy, your body is big", when a friend addresses that statement to a friend, it is not bullying if they don't have a close relationship. But when the information is directed at someone who has power and that person is not very closely related, it is a form of bullying towards people with a fat body shape.

This study reveals that the researcher must analyze several signs of bullying in depth; for example, in this study, "Hey, Bell, did you forget your skirt". The denotation of this sentence is a form of the interrogative sentence about whether someone forgot not to wear their skirt. The skirt is usually synonymous with women. While the connotative meaning of "did you forget your skirt" is not asking if someone forgot to wear the skirt, but that meaning means bullying. This sentence implies bullying because it is aimed at men who do not deserve to be spoken to.

The findings of this study seem to confirm previous research, namely Atika (2020), that bullying occurs because strong people, mentally and physically, become perpetrators, while people who are weak in any way become victims. Atika (2020) examined the thriller genre of the Joker movie and discovered three types of bullying in the movie: physical, verbal, and exclusivity. According to researchers, physical and verbal bullying is the most severe forms of bullying today. Physical bullying includes punching, hitting, and others. Meanwhile, verbal bullying includes mocking, insulting, and calling people nasty names.

Joe Bell is a family drama movie based on a biographical movie and taken from a true story. The movie is about a father who walks from La Grande, Oregon (where he lives) to New York City (over 2500 miles) to spread awareness about

bullying. The journey begins six months due to a traumatic urge following the death of his child. Joe Bell is the name of Jadin's father, a 45-year-old man. This storyline starts from a flashback nine months earlier when Jadin was still alive. Jadin was the first child of Joe Bell and Lola, bullied by their friends at Canyon Ridge High School, Idaho. Joe Bell and Jadin are humans from contrasting backgrounds; Joe is an American who is proud of his TV show and all its propaganda, and Jadin is a teenager who is bullied because he is gay. After experiencing all the traumatic incidents at school, Jadin tells his father he is gay. Instead of receiving support, Jadin was ordered to fight and received no help from his family. Neither the school nor the family effortlessly helped Jadin, as they were busy maintaining and restoring their reputation. Eventually, Jadin decided to end his life because he could not stand the treatment of his friends at school.

After Jadin's death, Joe feels guilty and depressed. Then he decided to travel as one of the forgiveness of death for six months. On his way, he realized two things; firstly, being gay is not a matter of choice because if it were a choice, Jadin would never choose to be intimidated, and secondly, he played an important role in Jadin's decision to end his life. During the trip, Joe has hallucinations as if Jadin is still alive with him until now. Thus, many conversations between Jadin and Joe during the trip came from Joe's imagination, which is useful for reconciling his relationship with his son and understanding him better. When Joe arrived in New York City, right at Jadin's school, Joe talked about tolerance and bullying, and Joe said that bullying and intolerance could be fatal because if we take a look like what happen in Jadin, Jadin committed suicide because of bullying

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusions and suggestions of this study. There are two parts to this chapter. The first part is the writer presents the conclusions of the entire research. In the second part, the researcher provides recommendations for further research that examines the same research.

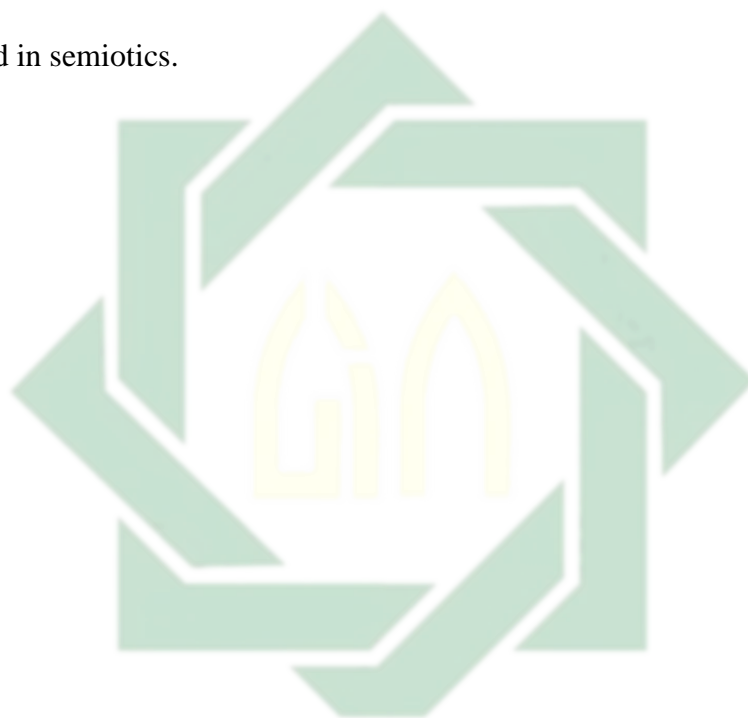
5.1 Conclusion

This study succeeded in finding the signs of bullying in the forms of verbal and non verbal signs. Verbal signs include verbal bullying such as mocking, calling people nasty names, and insulting; meanwhile non verbal signs include physical, gesture, and cyberbullying. Physical bullying includes punching, throwing something, putting something to disturb someone's peace, nudging, pushing, dragging, and pulling. Gesture bullying behaviour includes laughing with the aim of humiliating or insulting someone. Cyberbullying include insults, threats, and orders for someone to do something terrible. Then, this study succeeded in finding the meaning of denotation and connotation both in verbal or non-verbal sign.

5.2 Suggestion

This research focuses on the representation of bullying in Joe Bell's movie using Tattum's theory and the meaning of the bullying sign using Roland Barthes' theory. Future researchers interested in the same topic may consider using different data sources, such as words, phrases, clauses, sentences, and images. In

addition, future researchers may employ other semiotic theories, such as those of Ferdinand de Saussure. Future researchers will be able to compare various approaches. Furthermore, the researcher suggests analyzing semiotics through multiple objects, such as other movies, novels, music videos, and cartoons. Finally, the researcher hopes this research will be helpful to future researchers interested in semiotics.



UIN SUNAN AMPEL
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