

**SIGN ENVIRONMENT BUNDANG CITY AND CHARACTER MI-REU
IN *THE FLU* MOVIE USING CHARLES SANDERS PIERCE'S
THEORY
THESIS**



**UIN SUNAN AMPEL
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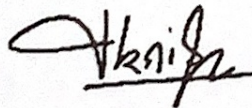
**SIGN ENVIRONMENT BUNDANG CITY AND CHARACTER MI-REU
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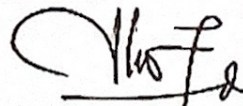
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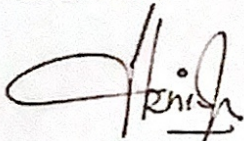
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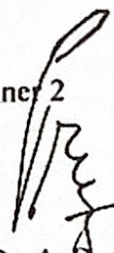
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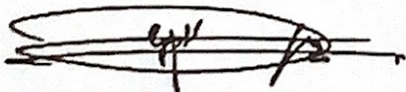
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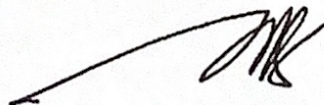
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ABSTRACT

Ismah, Z. (2024). Sign Environment Bundang City and Character Mi-reu in The *Flu Movie Using Charles Sanders Peirce's Theory*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Murni Fidiyanti, M.A., (II) Suhandoko, M.Pd.

The study aims to analyze the use of types of signs in the movie *The Flu*. The researcher analyzed the environment in which the virus exposed the residents of Bundang city. The researcher uses Peirce's point of view to investigate the object. Two problems to be solved in this research, namely (1) what are the signs of the Bundang city environment when exposed to the virus in the movie *The Flu* and the hidden meaning of the signs from Peirce's perspective and (2) what are the signs of Mi-reu's condition when exposed to the virus in the movie *The Flu* and the hidden meaning of the signs from Peirce's perspective.

This study uses a descriptive qualitative approach. It relates to using clear and systematic descriptions of the movie under study. A descriptive study is applied in this research to collect scene parts and explain the meaning of icons, symbols, and indexes of the movie *The Flu*. The film features a variety of signs, including icons represented by objects, realistic artwork, artifacts, and lighting. Symbols can be found in alphabets, gestures, facial expressions, and written materials. Indexes can be identified through the situations and narratives depicted in each scene. This research uses several analytical procedures, from data collection to selecting, filtering, and labeling signs such as icons, symbols, and indices. The data source comes from the movie *The Flu*, which the researcher viewed from the Netflix app. Screenshots of movie sequences relating to signs have been used to create the data

This research reveals that many signs can be found in *The Flu* movie, the sign contain icons, symbols, and indexes. The results of this study show that the movie as a whole contains 68 signs. There are 37 signs (10 icons, 15 symbols, and 12 indexes) regarding the environmental condition of the city of Bundang when exposed to the H5N1 virus and 31 signs (12 icons, 12 symbols, and seven indexes) of Mi-reu's condition when exposed to the virus in the movie *The Flu*. The movie highlights the condition of the environment and individuals before and after the spread of the H5N1 virus in Bundang.

Keywords: movie, semiotics, signs

ABSTRAK

Ismah, Z. 2015. Tanda Lingkungan Kota Bundang dan Karakter Mi-reu dalam Film *The Flu* Menggunakan Teori Charles Sanders Peirce. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Murni Fidiyanti, M.A., (II) Suhandoko, M.Pd.

Penelitian ini bertujuan untuk menganalisis penggunaan jenis-jenis tanda dalam film *The Flu*. peneliti menganalisis lingkungan di mana virus tersebut memapar penduduk Kota Bundang. Peneliti menggunakan sudut pandang Peirce untuk menyelidiki objek tersebut. Ada dua masalah yang akan dipecahkan dalam penelitian ini, yaitu (1) apa saja tanda-tanda lingkungan kota Bundang ketika terpapar virus dalam film *The Flu* dan makna tersembunyi dari tanda-tanda tersebut dari sudut pandang Peirce dan (2) Apa saja tanda-tanda kondisi Mi-reu ketika terpapar virus dalam film *The Flu* dan makna tersembunyi dari tanda-tanda tersebut dari sudut pandang Peirce.

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Hal ini berkaitan dengan penggunaan deskripsi yang jelas dan sistematis dari film yang diteliti. Studi deskriptif digunakan dalam penelitian ini untuk mengumpulkan bagian-bagian adegan dan menjelaskan makna ikon, simbol, dan indeks dari film *The Flu*. Film ini menampilkan berbagai tanda, termasuk ikon yang diwakili oleh objek, karya seni realistik, artefak, dan pencahayaan. Simbol dapat ditemukan dalam huruf, gerak tubuh, ekspresi wajah, dan materi tertulis. Indeks dapat diidentifikasi melalui situasi dan narasi yang digambarkan dalam setiap adegan. Penelitian ini melalui beberapa prosedur analisis, mulai dari proses pengumpulan data hingga pemilihan, penyaringan, dan pelabelan tanda-tanda seperti ikon, simbol, dan indeks. Sumber data berasal dari film *The Flu*, yang dilihat peneliti dari aplikasi Netflix. Tangkapan layar dari urutan film yang berkaitan dengan tanda-tanda telah digunakan untuk membuat data.

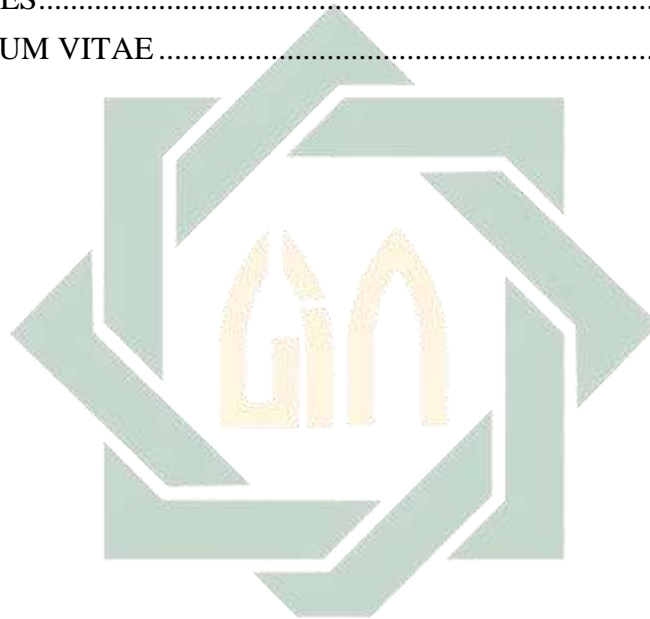
Penelitian ini mengungkapkan analisis kontekstual yang digunakan sebagai sumber data untuk film tersebut. Hasil dari penelitian ini menunjukkan bahwa film tersebut secara keseluruhan mengandung 68 tanda semiotik. Terdapat 37 tanda semiosis (10 ikon, 15 simbol, dan 12 indeks) mengenai kondisi lingkungan kota Bundang ketika terpapar virus H5N1 dan 31 tanda semiosis (12 ikon, 12 simbol, dan tujuh indeks) mengenai kondisi Mi-reu ketika terpapar virus dalam film *The Flu*. Film ini menyoroti kondisi lingkungan dan individu sebelum dan sesudah penyebaran virus H5N1 di Bundang.

Kata Kunci: film, semiotika, tanda

TABLE OF CONTENTS

INSIDE COVER	i
APPROVAL SHEET	iii
EXAMINER SHEET	iv
DECLARATION	v
ACKNOWLEDGMENT	vi
ABSTRACT	viii
ABSTRAK	ix
TABLE OF CONTENTS	x
LIST OF TABLES	xii
LIST OF FIGURES	xiii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problems of the Study	5
1.3 Objectives of the Study	6
1.4 Significances of the Study	6
1.5 Scope and Delimitations	7
1.6 Definition of Key Terms	7
CHAPTER II REVIEW OF RELATED LITERATURE	9
2.1 Semiotics	9
2.1.1 Charles Sanders Pierce Semiotics Theory	10
2.1.2 The Flu Movie	11
CHAPTER III RESEARCH METHOD	14
3.1 Research Design	14
3.2 Data Collection	15
3.2.1 Research Data	15
3.2.2 Data Source	15
3.2.3 Instrument	15
3.2.4 Data Collection Technique	16
3.3 Data Analysis Technique	16
3.3.1 Identifying the data	17
3.3.2 Classifying the data	17
3.3.3 Describing and interpreting the data	18

3.3.5	Concluding the result of the study	19
CHAPTER IV FINDINGS AND DISCUSSION		20
4.1	Findings	20
4.1.1	The Bundang city environment	21
4.1.2	The condition of Mi-reu	36
4.2	Discussion	45
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....		48
5.1	Conclusions	48
5.2	Suggestions.....	49
REFERENCES.....		50
CURRICULUM VITAE		52



UIN SUNAN AMPEL
S U R A B A Y A

LIST OF TABLES

Title	Page
Table 3. 1 Classification table of types of semiotic sign by Charles	18
Table 4.1.1. 1 Classification table of types of semiotic sign by Charles	21
Table 4.1.1. 2 Classification table of types of semiotic sign by Charles	22
Table 4.1.1. 3 Classification table of types of semiotic sign by Charles	24
Table 4.1.1. 4 Classification table of types of semiotic sign by Charles	25
Table 4.1.1. 5 Classification table of types of semiotic sign by Charles	26
Table 4.1.1. 6 Classification table of types of semiotic sign by Charles	28
Table 4.1.1. 7 Classification table of types of semiotic sign by Charles	29
Table 4.1.1. 8 Classification table of types of semiotic sign by Charles	30
Table 4.1.1. 9 Classification table of types of semiotic sign by Charles	30
Table 4.1.1. 10 Classification table of types of semiotic sign by Charles	31
Table 4.1.1. 11 Classification table of types of semiotic sign by Charles	32
Table 4.1.1. 12 Classification table of types of semiotic sign by Charles	33
Table 4.1.1. 13 Classification table of types of semiotic sign by Charles	34
Table 4.1.1. 14 Classification table of types of semiotic sign by Charles	35
Table 4.1.1. 15 Classification table of types of semiotic sign by Charles	36
Table 4.1.2. 1 Classification table of types of semiotic sign by Charles	37
Table 4.1.2. 2 Classification table of types of semiotic sign by Charles	38
Table 4.1.2. 3 Classification table of types of semiotic sign by Charles	39
Table 4.1.2. 4 Classification table of types of semiotic sign by Charles	39
Table 4.1.2. 5 Classification table of types of semiotic sign by Charles	40
Table 4.1.2. 6 Classification table of types of semiotic sign by Charles	41
Table 4.1.2. 7 Classification table of types of semiotic sign by Charles	42
Table 4.1.2. 8 Classification table of types of semiotic sign by Charles	43

UIN SUNAN AMPEL
S U R A B A Y A

LIST OF FIGURES

Title	Page
Figure 3. 1 A man cough.....	18
Figure 4.1.1. 1 The Bundang city environment	21
Figure 4.1.1. 2 The Bundang city environment	22
Figure 4.1.1. 3 The Bundang city environment	24
Figure 4.1.1. 4 The Bundang city environment	25
Figure 4.1.1. 5 The Bundang city environment	26
Figure 4.1.1. 6 The Bundang city environment	27
Figure 4.1.1. 7 The Bundang city environment	28
Figure 4.1.1. 8 The Bundang city environment	29
Figure 4.1.1. 9 The Bundang city environment	30
Figure 4.1.1. 10 The Bundang city environment	31
Figure 4.1.1. 11 The Bundang city environment	32
Figure 4.1.1. 12 The Bundang city environment	33
Figure 4.1.1. 13 The Bundang city environment	34
Figure 4.1.1. 14 The Bundang city environment	35
Figure 4.1.1. 15 The Bundang city environment	36
Figure 4.1.2. 1 The condition of Mi-reu	37
Figure 4.1.2. 2 The condition of Mi-reu	38
Figure 4.1.2. 3 The condition of Mi-reu	38
Figure 4.1.2. 4 The condition of Mi-reu	39
Figure 4.1.2. 5 The condition of Mi-reu	40
Figure 4.1.2. 6 The condition of Mi-reu	41
Figure 4.1.2. 7 The condition of Mi-reu	42
Figure 4.1.2. 8 The condition of Mi-reu	43

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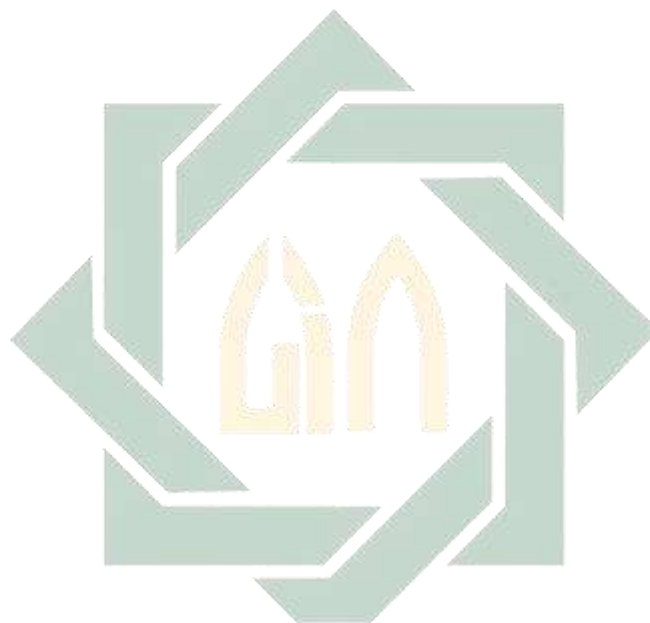
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