

CHAPTER III

DISCUSSION OF RESEARCH FOCUS

In this chapter the researcher will provide a clear explanation of the phenomena that occur in the film "Up", related to this research, that is the semiotic analysis of violence based on data obtained through the documentation mentioned in the previous chapter.

A. Semiotic Analysis of The Violent Elements Contained in The film of Up

In this film there are several elements of violence contained in the animated film Up, based on the concept of semiotic analysis, which analyzes the signs contained in it. There are also semiotics contained in the animated film Up, namely:

1. Analytical Semiotics

Analytical semiotics is semiotics that analyzes sign systems. Pierce said that semiotics objects as signs and analyzes them into ideas, objects and meaning. Ideas can be said to be symbols, while meaning is the burden contained in symbols that refer to certain objects¹⁰².

The signs contained in the animated film Up which refer to analytical semiotics are elements of violence in the animated film Up which are caused by the main character or other actors.

The animated film Up is a film that tells the story of the adventures of a grandfather named Carl Fredricksen and a boy scout named Russell towards Paradise Falls.

a. Previously, Carl had hit one of the construction workers on the head

¹⁰² Alex Sobur, Media Text Analysis, P 100

until it bled.¹⁰³



Figure 4 scene 1minute: 1, 16:44

- Carl** : “Hey, hey you... what are you doing?”
- Construction Worker** : "Sorry, Sir"
- Carl** : "**Don't touch that!**" (Loudly)
- Construction Worker** : “No, let me fix it for you...”
- Carl** : "Stay away from our post box! Hey... I don't want you to touch it"

When Carl hit the head of one of the construction workers named Steven so that it bled, at that time Carl was angry and annoyed with the construction workers because they had hit and damaged Carl's mailbox with a troncon, the mailbox almost fell off. When Carl hit Steven's head, many other people saw it, including one of the children who was passing by with his mother in front of Carl's house. Carl felt afraid and he ran into the house and closed the door, then Carl saw from the window many people gathered to help Steven. Carl saw Steven's boss looking at Carl's house with a cynical look, because Carl was too emotional and ignored Steven's words of apologizing to him, so the violence occurred and resulted in Carl

¹⁰³ (Observation of the animated film Up, 04-27-2024).

being in court¹⁰⁴.

- b. During Russell and Carl's adventure, Russell was captured by Charles Muntz's men and tied to a chair and about to be dropped from the ship.¹⁰⁵



Figure 5, scene 2 minute: 1:11:18

Charles : “Where is your old friend?”

Russell : “He is not my friend anymore!”

Charles : “**Well, if you're here, Fredricksen can't be far behind**”

Russell : “Where you saved Kevin?, let me go!”

Delta : “**Scream all you want little postman! None of your postmates will hear you!**”

Russell : “**Hey...! Where do you go? I'm not done with you yet.**”

During Carl and Russell's adventure, Russell, at that time, felt disappointed with Carl because he let Kevin be captured and taken by Charles Muntz, so that morning Russell decided to help Kevin alone by using a balloon from Carl's house. However, Russell was caught by Delta, Gamma and their friends who were Charles Muntz's subordinates. Russell was tied with a rope to a chair, dragged and about to be dropped by Charles Muntz from the ship,

¹⁰⁴ Ibid

¹⁰⁵ Ibid

which was at a height high enough to cause someone's death¹⁰⁶.

But Charles Muntz ignored what Russell said, he just left after opening the ship's door to drop Russell.

- c. Carl fought with Charles Muntz who used a sword to injure Carl and during the fight Carl was hit by a kick from Charles Muntz so that Carl fell.¹⁰⁷



Figure 6, Scene 3, minute: 1:15:19

After Carl succeeded in saving Russell, Carl and Doug returned to Charles's ship to save Kevin, using a shortcut so as not to be caught by Charles Muntz's men. After Carl managed to get Kevin out and take him, Charles suddenly came to block him using a sword to injure Carl. But Carl quickly held back, Charles' sword with used his cane and several times Carl was almost hit by Charles' sword¹⁰⁸.

During Carl's fight with Charles, Carl was a bit careless and was hit by a kick from Charles. This made Carl fall and almost get killed. Their fight was quite long. Carl and Kevin try to escape from Charles. When the ship shifted because Doug touched one of the tools on the ship and diverted Charles' attention, so Carl could get on the ship, but when Charles chased them and grabbed Carl's leg. Carl hit Charles' head with his stick several times, causing Charles to go downstairs.

¹⁰⁶ ibid

¹⁰⁷ ibid

¹⁰⁸ ibid

- d. Russell had to face Beta, Delta and their friends who were shooting at him using an airplane.¹⁰⁹



Figure 7: Scene 4, minute: 1:17:42

- Delta** : “Target sighted!”(Shoots at Russell)
- Russell** : "I can't do this"(as Russell hangs on the rope)
- Carl** : "Russell...! Huh..."
- Russel** : "You left Mr. Fredricksen alone!!"
(Arriving at the top, Russell's house says:
"hey there's a squirrel")
- Delta** : “Squirrel? Where? Where are the squirrels? I hate squirrels!!”

On the other hand, Russell had to face Delta, Gamma and their friends who were shooting at him using airplanes. While Russell was still hanging on the rope at Carl's house. Russell was afraid because he was almost hit by gunfire from Charles' men, but suddenly Russell heard Carl calling him from the boat so that Russell could bring the flying house onto the boat. Russell Seeing Carl, Kevin was trying to run from Charles Muntz. Seeing this, Russell became enthusiastic and managed to climb onto Carl's flying house. Delta and his friends try to shoot Russell, but Russell scares

¹⁰⁹ Ibid

Delta, Gamma and their friends by mentioning squirrels, because Charles' dogs are very afraid of squirrels. Their plane collided due to panic and exploded into pieces, but Delta and his friends used parachutes to save themselves (Observation of the animated film Up¹¹⁰).

- e. Russell, Doug and Kevin who were in Carl's flying house were shot at by Charles Muntz using a firearm.¹¹¹



Figure 8: Scene 5, minute: 1:18:32

Carl : “**No...Russell! Get out of there!!**”

Charles : “**No, just leave them alone!**”

Carl : “**Russell, hold on to Kevin! Don't let him go! Kevin...chocolate!!**”

After Russell arrived on Charles's ship, Carl, Kevin and Doug climbed into his flying house, but Charles shot the balloon above Carl's house so that the house hit hard and Carl fell. Russell, Kevin and Doug remain inside Carl's flying house. At that time Carl managed to stop his house from falling from a height because many of the helium gas balloons above Carl's house had burst, but suddenly Charles came shooting at Russell, Kevin and Doug so they entered the house and closed the door. Charles, who was heading

¹¹⁰ Ibid

¹¹¹ Ibid

into the house, broke down the door several times. At that time, Carl couldn't move to help them, he had to hold the rope in the house. Charles, who managed to enter, immediately pointed a gun but to Russell, Kevin and Doug. But, after they managed to outwit Charles, Carl told Russell, Kevin and Doug to hold on to the rope he was holding. Carl calls Kevin using chocolate, because Carl knows that Kevin really likes Russell's chocolate. So Kevin ran towards Carl. Meanwhile, Charles, who at that time wanted to chase Russell, was unsuccessful and fell from a height, which caused his death¹¹².

From the explanation and several dialogues in this scene from the film *Up*, it can be seen that there is violence, whether produced by Carl and Russell as the main actors or the entire cast in this film.

2. Descriptive Semiotics

Descriptive semiotics, is semiotics that pays attention to the sign system that we can experience now, even though there are signs that have long remained as witnessed now. For example, rainbow, lighting, storm and others¹¹³. The signs that occur in the animated film *Up* which refer to descriptive semiotics are:

- a. Clouds, followed by wind and lightning, will indicate a rainstorm.

In the animated film *Up*, the sign that produces descriptive semiotics occurs when Carl and Russell are in their house where they have installed ten thousand helium gas balloons and flown Carl's house so that it is at a fairly high altitude. Russell saw in front

¹¹² Observation of the animated film *Up*, 05-06-2024.

¹¹³ Alex Sobur, *Media Text Analysis*, P 100

of him dark clouds accompanied by wind and lightning, indicating that a rainstorm would occur that could destroy their house. This happens naturally due to natural factors. Dark clouds followed by wind and lightning usually indicate an impending rainstorm.¹¹⁴



Figure 9: Scene 6, minute 25:13

Russell : "There's a storm coming, it's starting to get closer, we're going to be blown into trouble"

Carl : "What do you do there?"

Russell : "look...!"

From the dialogue above, it can be seen that Carl and Russell experienced events that were quite stressful and endangered their lives. Clouds followed by wind and lightning will indicate a rainstorm. When Carl and Russell are inside his house which he had installed ten thousand helium gas balloons and flew Carl's house, so that it was at a fairly high altitude. Russell saw in front of him a dark cloud that would indicate a rainstorm that could destroy their house. Carl tried to get through and save him from the situation so that Carl fainted.

b. A rainbow appears

When Carl woke up from his stupor, they were at a high enough

¹¹⁴ Observation of the animated film Up, 04-29-2024.

altitude, so Carl broke some of the balloons. To be able to go down, after almost getting to the bottom Carl and Russell fell. After that Carl ordered Russell to go up to the top of his house, but it didn't work. So several times Russell stepped on Carl's nose, mouth and head. By then they had arrived at Paradise Falls and saw the waterfall and the appearance of a rainbow.



Figure 10, scene 7, minute 46:06

After Carl woke up from his stupor, they were at a high enough height that Carl broke off some balloons to go down. After almost getting to the bottom of the house, Carl was hit hard by a rock so that Carl and Russell fell from their house and Carl tried to hold his house which was carried away by the gusts of wind and almost fell into a ravine, Carl tried to pull his house to a safe place. That's when Carl realized that he had arrived at Paradise Falls. Carl saw a waterfall and a beautiful rainbow appeared there.¹¹⁵

3. Faunal Semiotics

Faunal semiotics is semiotics that specifically pays attention to the sign systems produced by animals¹¹⁶. Animals usually

¹¹⁵ Ibid

¹¹⁶ Alex Sobur, Media Text Analysis, P 100

produce signs to communicate between each other. But it also often produces signs that can be interpreted by humans. For example: a hen clucking indicates that the chicken has laid an egg or there is something she is afraid of.

The animals that take part in this scene from the film *Up* provide signs that can provide certain meanings in the scene from the film *Up*. The signs refer to faunal semiotics in animated films *Up* are:

- a. A giant ostrich named Kevin who was captured, dragged and caged by Charles Muntz.¹¹⁷



Figure 11: Scene 8 minute: 1:03:01

Charles : “Be careful we want him to be in good condition when he is return”

Figure 11 explains that Kevin is a giant ostrich that was captured by Charles Muntz and will be shown to him public. Kevin is a rare animal and hard to find, that's why Charles has been trying for years to catch Kevin at all costs. When Kevin was caught and dragged by Charles' men, he made a sound as if asking for help from Russell and Carl who at that time couldn't do anything because they

¹¹⁷ Ibid

were cornered by Charles Muntz and Kevin was locked in a cell on Charles Muntz's ship.

b. Dog

Dogs are animals that are often kept by the people of the United States, they have strong jaws that can bite their opponents fiercely. This is what makes Kevin, a giant ostrich, unable to return to his place, because he is being chased by dogs belonging to Charles Muntz who can talk with a translation collar device. When Charles Muntz found out that Kevin was with Carl and Russell, he ordered his dogs to chase and catch Kevin. When Kevin was caught and taken by Charles Muntz, Carl was angry and blamed Doug for it all.



Figure 12 scenes 9 minute: 1:02:59

Russell : "You gave Kevin...! You handed him over...!"

Carl : "It's none of my business, I'm none of this!"

Doug : "Sir, this is okay"

Carl : "I'm not your master! (carl angry) And if you don't show up, then none of this will happen, now it's up to you Russell help me or not, I'll go to Paradise Falls if it's going to kill me."

Dogs are animals that have jaws that are strong enough to bite their opponents fiercely. Figure 12 shows some of Charles's dogs dragging Kevin, a giant ostrich, into Charles' boat. After Kevin was taken by Charles, Carl was angry because Russell beat Carl, because Carl decided not to help Kevin at that time. So Carl gets emotional and beats Doug over all of that (Observation of the animated film Up).

From the dialogue and picture 12, it shows that there are elements that lead to violence when Kevin is caught and dragged away by Charles's dog which can talk using a translation collar. When Carl felt annoyed with Russell and Doug. Carl spoke in such a loud tone that Russell fell silent in disappointment. This is psychological violence that can weaken the child's mentality.

4. Cultural Semiotics

In this cultural semiotics, the researcher analyzes the elements of violence in the UP film using Roland Barthes' semiotic analysis model which focuses more on a sign that reflects the assumptions of a certain society at a certain time, and describes the interactions that occur when signs meet feelings or emotions. From readers as well as cultural values found in people's lives.

According to Fiske, who developed Roland Barthes' theory, the first stage of significance is the relationship between the signifier and the signified in a sign towards external reality. Barthes calls it denotation, that is, the ultimate meaning of the connotation sign is the term used by Barthes to indicate the second stage of

significance¹¹⁸.

From the first image on the map, Roland Barthes previously stated that denotative signs consist of a signifier and a signified, but at the same time a denotative sign is also connotative markers basically have a difference between denotation and connotation in the general sense which is usually understood because in the "literal" meaning the real meaning is sometimes also confused with reference or referent.

In the animated film *Up*, there is not much cultural semiotics that specifically examines the sign systems that apply in certain cultures or societal habits, the signs contained in the animated film *Up* that refer to cultural semiotics are:

- a. When one of the construction workers greeted Carl Fredrickson by raising his hand.¹¹⁹



Figure 13 scene 10: minute 13:36

Construction Worker : "Hey...! Good morning sir, need help Sir?"

Carl : "No. Yes..., tell your boss there, your men destroyed our house."

¹¹⁸ Sobur. 2001: 128

¹¹⁹ Observation of the animated film *Up*, 04-30-2024.

Construction Worker : “Just give you know, my boss will happy to receive this place from my hands...”

What is meant in this scene is as a sign or other way of greeting other people. Apart from that, Carl shook hands with Charles Muntz when he met at Paradise Falls.

When one of the construction workers greeted Carl Fredricksen by raising his hand that morning, because he saw Carl taking and cleaning his mailbox from dust, Carl, who at that time felt annoyed with the construction worker, immediately turned on the dust cleaner and pointed it at the construction worker. Bad actions are carried out by someone and this can also lead to elements of violence.

Apart from that, during his adventure at Paradise Falls, Carl shakes hands with Charles Muntz. What is meant in this scene is as a sign or other way to greet other people.¹²⁰

b. Drink alcoholic beverages and toast

In western life, drinking alcoholic beverages is normal and even a habit both in daily life and at certain celebratory events.

¹²⁰ Observation of the animated film Up, 05-06-2024



Figure 14: Scene 11, minute 52:28

In western life, alcoholic drinks are commonplace and have even become a habit both in daily life and at certain celebratory events. Western traditions or habits are not good to emulate and demonstrate because alcoholic drinks are very dangerous for the body's health. As in figure 14 in chapter III.

Basically, alcohol (ethanol) has the property of suppressing the activity of the central nervous system, the same as caffeine and nicotine which can damage the body. Moreover, this was shown in an animated film, which was seen by children and that is not a good thing to show to children.

5. Natural Semiotics

Natural semiotics is semiotics that specifically examines sign systems produced by nature. However, in the animated film *Up*, there is not much natural semiotics in the film *Up*. The signs in the animated film *Up* that refer to natural semiotics are: a stone in the shape of a human and a cloud of mist.

In the animated film *Up*, when Carl and Russell were at Paradise Falls in South America, they saw a rock in the shape of a human, so Carl

thought it was a human.¹²¹



Figure 15 scene 12: minute 37:41

Carl : “Hello sir, thank you...it's great to know there are other people in here”

Russell : "Hey...you're talking to a rock, that one looks like a turtle, look...it's like a dog”

The shape of the stone that resembles humans and animals is a sign produced by nature and occurs naturally. At that time, Carl and Kevin met Doug, a dog who could talk using a translation collar device, which was made by Charles Muntz. However, Carl doesn't like Doug and Kevin's presence. In the scene of Carl and Russell as he gets to Paradise Falls, at a fairly high altitude they saw that near the falling waterfall there were several wisps of mist clouds.¹²²

During Carl and Russell's adventure on their journey, he saw a stone in the shape of a human so Carl thought it was him man. The shape of the stone that resembles humans and animals is a sign produced by nature and occurs naturally. Likewise, in the scene where Carl and Russell see near the waterfall there is a cloud of mist. While traveling, Carl and Kevin met Doug, a dog who could talk using a translation

¹²¹ Ibid

¹²² Ibid

collar device, which was made by Charles Muntz. However, Carl doesn't like Doug and Kevin's presence. Carl tried to chase Kevin away with Russell's chocolate and Doug with the ball on his stick, then Carl pulled Russell quickly leaving Doug with Kevin. But Carl's efforts were unsuccessful. Carl's easily emotional nature and lack of liking for other people, as well as his lack of adapting to the existing environment, are actions and behavior that are not good.

6. Normative Semiotics

Normative semiotics, is semiotics that specifically discusses sign systems created by humans in the form of norms¹²³. The signs contained in the animated film *Up* that refer to normative semiotics are:

- a. When Carl Fredricksen was tried in court because he had violated state law.¹²⁴



Figure 16 scene 13: minute 16:20

Normative semiotics in this film are depicted when Carl Fredricksen was tried in court, because he had violated state law, because Carl had hit the head of one of the construction workers named Steven until he bled, then Carl was reported to the police and tried in court. Finally, the rights to Carl's house and land fell into the

¹²³ Alex Sobur, *Media Text Analysis*, P 100

¹²⁴ *ibid*

hands of the construction worker's boss, because Carl had committed violence against another person which caused that person to be injured.

- b. When Carl fights against Charles Muntz, Carl wants to save Russell and Kevin who were caught by Charles Muntz.



Figure 17 scene 14: minute: 1:15:19

Carl fights against Charles Muntz to save Russell and Kevin from Charles' evil use of a sword to injure Carl. But Carl tried to ward off Charles' sword using his stick. Their fight lasted quite a long time, and several times Carl was almost hit by Charles' sword.

- c. Apart from that, there are several signs made by humans that indicate things such as: compass and GPS¹²⁵.



Figure 18, scene 15: minute 21:41

¹²⁵ Ibid

A compass is a guide to the direction of the road (cardinal directions). Meanwhile, GPS is an abbreviation for Global Positioning System, namely a navigation and positioning satellite system owned and managed by the United States. This system is designed to provide three-dimensional position and speed as well as information about time, continuously throughout the world without depending on time and weather. For many people simultaneously, GPS can provide information, position, speed and time quickly, accurately, cheaply anywhere on earth without depending on the weather.

- d. When Carl pulled the rope that was tied to Russell, Russell fell because Carl was feeling annoyed.¹²⁶



Figure 19: Scene 16 minute 411:46

Carl : "I'm not your teacher!"

Doug : "I'm warning you once again, Kevin!"

Russell : "Hey, get out!!"

Doug : "I'll jump you now!"

Carl : "Russell...! At this level we will not fall"

During the adventure, Carl pulled the rope that was tied to Russell so that Russell fell, because at that time Russell was busy

¹²⁶ Ibid

with Doug and Kevin so Carl felt annoyed

7. Social Semiotics

Social Semiotics is semiotics which examines the sign system produced by humans in the form of symbols, both in the form of words and symbols in the form of words in units called sentences.¹²⁷ The social semiotics in the film Up are found in the following scenes:

- a. Russell treats Kevin (a giant ostrich) when Kevin is bitten by a dog named Alfa.¹²⁸



Figure 20 scene 17 minute 59:18

Russell : “Kevin...! Oh, no no no Kevin, stay downstairs, he's seriously injured, and can't we help him get home?”

Carl : “Okay!! But we have to hurry”

When Russell was treating Kevin (a giant ostrich) because Kevin was bitten by a dog named Alfa who was one of Charles' men. At that time they were chased by Charles' dogs who wanted to catch Kevin. When Kevin was injured, Russell quickly bandaged the wound on Kevin's leg.

¹²⁷ Alex Sobur, Media Text Analysis, P 100

¹²⁸ Ibid

- b. When Carl helped Russell from the evil Charles Muntz who wanted to throw Russell off the ship.



Figure 21 scene 18: minute 1:12:17

- Russell** : “Mr Fredricksen...”
Carl : “Doug, bring him here”
Russell : "**You came back for Kevin, come on... let's get him...**"

When Carl helped Russell from Charles' crimes, Russell, who at that time felt annoyed with Carl, decided to save Kevin himself by using a balloon from Carl's house. However, Carl, who was trying to catch up with Russell, was caught there by Charles and was about to be thrown out of the ship, but luckily Carl quickly came and saved Russell so he didn't fall down.

- c. When Carl freed and helped Kevin from the crimes of Charles Muntz and tried to return Kevin to his place of origin¹²⁹.

¹²⁹ Ibid



Figure 22: Scene 19 minute 1:02:25

Carl: "I'm sorry Kevin, let's get you out of here"

Carl frees and helps Kevin from Charles' crimes and tries to return Kevin to his original place. When Kevin was caught by Charles' net, Carl tried to break the net rope but Carl was unsuccessful so Kevin was taken by Charles and locked in a cell, but Carl came to save Kevin from that place. After Carl saw Ellie's adventure book which contained a picture of him and Ellie and Ellie wrote: "Thanks for the adventure got a new one! Ellie." And Carl realized that he had to save Kevin.

And after Carl succeeded in defeating Charles, Carl, Doug and Russell went to return Kevin to his original place.

8. Structural Semiotics

This is semiotics which specifically examines sign systems which are manifested through language structures¹³⁰. The signs contained in the animated film Up which refer to structural semiotics which are manifested in the form of language in the dialogue contained in this film are:

- a. The dialogue between Carl and Russell was in the forest, when Russell felt tired and that's where he met Kevin.

¹³⁰ Alex Sobur, Media Text Analysis, P 100

- Russell** : "I'm tired, my knee hurts..."
- Carl** : "Which knee?"
- Russell** : "My elbows and I'm going to the bathroom"
- Carl** : "I already offered you five minutes ago"
- Russell** : "Okay, I'm not going, I don't want to go anymore, can we stop?"
- Carl** : "For the love of Pete? Go into the bush and do your business!"
- Russell** : "Okay... here hold my item, I've always wanted to try this Mr Fredricksen, should I dig a hole before or after?"
- Carl** : "None of my business!"

After that, Russell saw footprints and followed them, so he met Kevin, a giant ostrich. At that time, Carl didn't like Kevin, he tried to get rid of Kevin. But it didn't work because Kevin always followed him.¹³¹

The dialogue between Carl and Russell was in the forest when Russell felt tired, so Russell fell. But for a moment Carl didn't realize it so Carl continued walking and Russell was attracted by the rope connected to him. So after that they stopped for a while to rest.

And that's when Russell met Kevin, a giant ostrich. However, Carl didn't like Kevin at that time and tried to get rid of Kevin, but didn't succeed because Kevin always followed him.

- b. Carl and Russell's dialogue after Kevin was performed by Charles Muntz. At that time, Russell was disappointed with Carl, because he let Kevin be taken by force by Charles Muntz.

Russell : "You gave up Kevin, you gave him up!"

¹³¹ (Observation of the animated film Up, 05-03-2024.

Carl : "This is none of my business, I didn't ask for this to happen"

Doug : "Master, this is okay"

Carl : "I'm not your master and if you didn't appear, then none of this would have happened! Now it's up to you to help me or not, I'm going to Paradise Falls even if I have to be killed."¹³²

From the dialogue above, Carl was annoyed by Russell's words. So Carl got angry and said the words in his dialogue in a loud and loud tone, Russell fell silent. Carl's actions included elements of violence that could damage or weaken the child's mentality.

In this structural semiotics, the researcher analyzes the elements of violence in UP animated films using Ferdinand Saussure's semiotic analysis model which focuses on sounds and images called "Signifiers" and the concepts of these sounds and images.) sounds and images called "Signified" come from the agreement.¹³³

A sign is something in physical form (any sound-image) that can be seen and heard which usually refers to an object or aspect of reality that you want to communicate.¹³⁴

What this means is that signs consist of: sounds and images, called signifiers or markers, and concepts from sounds and images, called signified In communication, someone uses

¹³² Ibid

¹³³ Kriyanto Jakarta: Kencana Prenada Media Group.: 267

¹³⁴ Ibid. 268.

signs to send meaning about objects and other people will interpret these signs. The object for Saussure is called the "referent". Almost similar to Peirce who used interpretant for signified and object for signifier, the difference is that Saussure uses "object" as a referent and mentions it as an additional element in the signification process. Example: when people say the word "dog" (signifier) in a swearing tone then this is a sign of bad luck (signified). Thus, according to Saussure, "Signifier and signified are an inseparable unity, like two sides of a piece of paper."¹³⁵

This research initially focused on themes of violence. Films are the main media or tool through which audiences can learn about life and their environment. In other words, what perception is awakened in the minds of the audience, about society and culture is largely determined by television or film, because they learn about the world, its people, its values and customs. Based on the assumptions above, it can be concluded that one of the real dangers of violence that plagues television or film is the increasing perception of viewers that the world is indeed a cruel and dangerous place.

Thus, they will of course conclude that the violent displays they see in cartoons are reality, real, the same as everyday life and consider this to be normal. As the effects of showing violence are shown, it gives the impression that the surrounding environment is the same as depicted

¹³⁵ Sobur, 2006

in the film. Not only that, the thinking ability of children aged 4-6 years who are not yet able to think critically about what is behind the incident, also causes children to easily assume what is shown in violent films, especially in animated films which are children's favorite shows. Children are things that are okay to do in their lives.

Meanwhile, according to research results from the Indonesian Child Welfare Foundation (YKAI) regarding film screenings for children, it was revealed that 62% were anti-social scenes such as violence and the rest were proportional. Where they found evidence that the material presented in the cartoon was very dangerous for children's development, where children will image themselves like characters in cartoons and which has become endemic to children's personalities and behavior.¹³⁶

Cartoon films generally show different influences on each child's behavior. Cartoon films provide lots of entertainment, insight and lessons about new things, thereby stimulating children to think and ask questions. The child will be influenced by every scene performed by the character in the cartoon film, both in terms of speech, behavior and the character's behavior which is often imitated by children in their daily life. However, the presence of foreign films for children needs to be limited and adapted to children's personalities so that they do not have a negative influence on children.

The animated film *Up* is a film produced by Disney pixels which

¹³⁶ Kuswandi, 1996: 62.

is a combination of drama, comedy, action and romance. The story is about the adventures of a grandfather named Carl Fredricksen and an enthusiastic boy scout named Russell. Using Carl's house, he had installed ten thousand helium gas balloons so that he could fly Carl's house and they were ready to fly to Paradise Falls, where Charles Muntz lived, who was Carl and Ellie's idol since they were little¹³⁷.

The moral message contained in this UP animated film is when you try to help Russell to help Kevin from the crimes of Charles Muntz because of Carl's character. In this animated film, UP has an angry and easily emotional nature, and doesn't care about other people and his environment. Meanwhile, Russell is a boy scout who has a cheerful nature, is easy to open up to other people and is lively. Because of Russell's good nature, it softened Carl's heart to care and socialize with the environment around him.

From the story above, it can be concluded that the moral message conveyed in this UP film. That in our life we have to help each other, and we have to socialize with other people and don't ever get angry or emotional easily. Apart from that, the educational message contained in this UP animated film can also be seen from the characters or traits of the main players, as explained above, where Russell can provide an example or positive influence for Carl, and change all of Carl's grumpy traits for the better, because we as humans can learn about life anywhere, because of anything and with anyone. And we can

¹³⁷ ibid

learn and understand someone's nature or character, and change our bad characteristics to be better, and take positive things from other people. And remove negative things from that person's character. So that we are not affected by these bad things.¹³⁸

In this film, researchers try to analyze the elements of violence produced by the main character alone in this film. But also the entire cast in the animated film *Up* contains elements of violence that they produce and all of this is analyzed using semiotic analysis. Each individual with different experiences has different imagination and fantasy powers. Likewise, the actors in the animated film *Up* played a role in producing elements of violence.

B. Elements of violence in the animated film *Up*

The eight semiotics analyzed above are part of the signs found in scenes from the animated film *Up*. To find a study of the problem, this research connects the eight semiotic analyzes above with the elements of violence contained in the film. Apart from using the eight types of semiotics, the element of violence in the film can still be analyzed again, if it is viewed in terms of two forms of violence according to Poerwandari which are related to the element of violence as follows:

1. Physical

Physical Violence which includes: beatings, use of weapons, wounding, torture, use of drugs to harm, physical destruction and murder¹³⁹. In the animated film *Up*, the element of violence lies when Carl gets angry and hits one of the construction workers

¹³⁸ Observation of the animated film *Up*, 05-05-2024

¹³⁹ E. Kristi, Poerwandari. Bandung: Eja Insani 2004 p 13

named Steven on the head, causing him to bleed because Steven accidentally hit Carl's mailbox with a tronon (Figure 5, scene 2, minute 1:11:18). But Carl was too emotional when he immediately hit Steven on the head, which resulted in Carl being dragged to court because he had violated state law and what Carl had done was an act of violence against other people.



Figure 4 scene 1 minute 1, 16:44

Charles : “Where is your old friend?”

Russell : “**He is not my friend anymore!**”

Charles : “Well, if you're here, Fredricksen can't be far behind”

Russell : “**Where you saved Kevin?, let me go!**”

Delta : “**Scream all you want little postman!, none of your postmates will hear you!**”

Russell : “Hey...!Where do you go? I'm not done with you yet.”

Apart from that, there is also a scene when Carl fights against Charles Muntz (Figure 6, Scene 3, minute: 1:15:19), because Carl at that time wanted to save Kevin and Russell from Charles Muntz's ambitions and crimes. Charles Muntz's actions contained elements of violence.



Figure 6, Scene 3, minute: 1:15:19

Not only that, Charles caught, tied and wanted to drop Russell from a height and tried to shoot Russell and Carl using a firearm. Figure 11 explains that Kevin is a giant ostrich that was captured by Charles Muntz and will be shown to him public. Kevin is a rare animal and hard to find, that's why Charles has been trying for years to catch Kevin at all costs. When Kevin was caught and dragged by Charles' men, he made a sound as if asking for help from Russell and Carl who at that time couldn't do anything because they were cornered by Charles Muntz and Kevin was locked in a cell on Charles Muntz's ship.



Figure 11: Scene 8 minute: 1:05:06

Charles : "Be careful we want him to be in good condition when he is return"

2. Psychological

Namely, including attacks on self-esteem, humiliation, destruction, motivation, humiliating activities, attempts to make

people afraid, terror in its many manifestations such as cursing or harsh words, threats, insults and stalking¹⁴⁰.

In the animated film *Up*, the element of violence is when Carl feels irritated by Russell's words, saying that Carl had handed Kevin over to Charles Muntz, so Carl gets angry and in a harsh tone, Carl says: **"This is not my concern, I didn't ask for anything from This..."**.

But Carl, who was annoyed at that time, vented his anger at Doug. Carl says to Doug in front of Russell: **"I'm not your master and if you didn't show up, then none of this would have happened, you naughty dog...!!! Now it's up to you (Russell) to help me or not, I will go to Paradise Falls if it will kill me."** Carl's harsh words towards Russell and Doug made Russell fall silent and disappointed with Carl's actions and that was psychological violence against children.

Apart from that, when Carl was angry with the construction workers, Carl said: **"Stay away from the postal mailbox hey...I don't want you to touch it"** (with loud and impolite tone).

As explained in the previous discussion, films have a lot of influence on the audience. Animated films cannot be separated from children's lives, although many adults also like to watch them, even as animated films. However, there are many impacts resulting from showing films, both consciously and unconsciously. In other words,

¹⁴⁰ ibid

television films are able to have an influence on the audience, both positive and negative elements of violence.

Animated films or cartoon films are films that are popular with children because of their entertaining nature. Children are an age that is very easily influenced. When they see what the actors do in the film, their brains are stimulated to do the same things they have done before seeing it in the movie. In other words, children are very vulnerable to being influenced by watching a lot of films, but in reality there are still very few films that provide presentations that educate character and morals or that the audience can be formed through the films they watch.

The two forms of violence above give the author an idea that there are elements that contain the meaning of violence conveyed by the characters through the animated film *Up*. The actions carried out by the characters in each scene in the film are in accordance with the specified form of violence. This form becomes a benchmark in determining acts of violence or the absence of violence.

In conveying a message to society so that it is interesting, films will use impressions that make the audience interested. Moreover, the audience will interpret the implied meaning of the animated film *Up*, so the audience will get meaning that contains elements of violence from the scenes played by the characters in the film.