CHARACTER AND CHARACTERIZATION IN THE *FILM INSIDE OUT* BY PETER HANS DOCTOR

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ABSTRACT

In the animated film Inside Out explained about various types of emotions, including five basic emotional characters found in the film Inside Out, such as Joy (happy), Sadness (sad), Anger (angry), Fear (fear) and Disgust (disgust or hate). The basic emotions in this animated film will be interpreted by the signs implicit in the film. Mass media are official means and channels as a communication tool to spread news and messages to the wider community. But the media are not only a source of information and entertainment, but are also used as a means of communication. This study aims to find out how to present basic human emotions in the animated film Inside Out. The method used in this research Semiotic analysis method is Roland Barthes's semiotic analysis, by looking at the meaning of Denotation, Connotation, and Myth. The result we can see from the specified criteria, namely physical, fashion and clothing. This research shows that there are denotations, connotations, and myths in the representation of basic emotions in the film Inside Out**.**
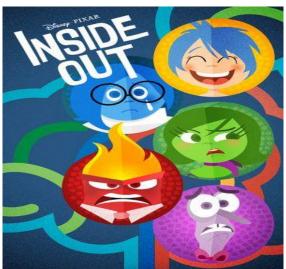
Keywords: Emotions, Film, Inside out, Semiotic

ABSTRAK

Dalam film animasi Inside Out dijelaskan tentang berbagai jenis emosi, termasuk lima karakter emosi dasar yang ditemukan dalam film Inside Out, seperti Joy (bahagia), Sadness (sedih), Anger (marah), Fear (takut), dan Disgust (jijik) atau benci). Emosi dasar dalam film animasi ini akan ditafsirkan oleh tanda-tanda yang tersirat dalam film. Media massa adalah sarana dan saluran resmi sebagai alat komunikasi untuk menyebarkan berita dan pesan ke masyarakat luas. tetapi media tidak hanya menjadi sumber informasi dan hiburan, tetapi juga digunakan sebagai alat komunikasi. Penelitian ini bertujuan untuk mengetahui bagaimana menghadirkan emosi dasar manusia dalam film animasi Inside Out. Metode yang digunakan dalam penelitian ini Metode analisis semiotika adalah analisis semiotika Roland Barthes, dengan melihat makna Denotasi, Konotasi, dan Mitos. hasilnya bisa kita lihat dari kriteria yang ditentukan, yaitu fisik, mode dan pakaian. Penelitian ini menunjukkan bahwa ada denotasi, konotasi, dan mitos dalam representasi emosi dasar dalam film Inside Out.

Kata Kunci: Emosi, Film, Inside out, Semiotik

INTRODUCTION

Emotions are an important aspect of life. Without emotions in the mass media will also be very boring. Because the mass media as a means of communication, mass media in the sense of understanding mass communication is like radio, newspapers, magazines, television and film. With the mass media information dissemination is easier and faster (Sobur, 2009: 14). Film is something that has the ability to play space and time and develop and shorten freely within the limits of a fairly roomy area. The range of films is increasingly expanding as time progresses and can be enjoyed by anyone without age restrictions. Films are distinguished according to their nature, which generally consists of the types of films including: feature films (story films), news films (newsreel), documentaries and animated films (animated films). One of them is animated film as a genre of film that functions as a media for children which is packaged in an interesting, funny and unique way. But over time, the animation film industry also expanded the space in animated films both in terms of storytelling, images (visuals), and themes so that the audience segment is expanding which is not only for children who are used as the main goal. The animated film Inside Out by Disney-Pixar Animation in 2015 is a film that tells about an 11-year-old girl named Riley Anderson. Riley has a variety of emotions in her body. In Riley's mind there are five emotional characters namely joy, sadness, anger, fear and disgust. The five emotional characters are enough to represent the meaning of the message to be conveyed to the audience. High imagination is used by directors in making films to be used as a form of communication in delivering messages to interpret signs. This film has more value because it was directed by Pete Docter who was inspired by his daughter. In enjoying the film Inside Out, the audience will be invited to see the contents of Riley's head (Riley mind). This basic emotional character will be further investigated by researchers to dig deeper using semiotic analysis.

Picture 1. Five Character Emotion Inside Out

Semiotics is a theory that studies signs. Semotic studies about signs in a context of scenarios, images, text and scenes in a film can be interpreted. Semiotics according to Barthes in (Kurniawan, 2001)is a semiology that basically studies how humanity (meaning) things. Understanding (to signify) in this case can be confused with communicating (to communicate). Interpret the objects, not only carry information but want to communicate through signs. The sign is not limited to language but there are also things that are not languages. Social life is a form of sign,

in other words social life of any form is a separate sign system. Social life is often depicted in film shows. Thus the signs implicit in the film can be received by the audience into his life (Kurniawan, 2001).

In this study, researchers wanted to see how basic emotions were presented in the film Inside Out by using Roland Barthes's semiotic approach. Researchers want to see how basic emotions are presented in animated films through three approaches namely connotation, denotation and myth. Given that what is shown in the animated film scenes depict basic human emotions. The benefits of this research are to understand how basic emotions are presented in animated films. Film As a Mass Media Communication that uses mass media is called mass communication (Effendy, 2002: 50). The mass media in terms of understanding of mass communication are newspapers, magazines, radio, television and film (Suherdiana, 2008). Mass media has an important role in daily life. How if the world without media, like a monotonous film. The media is not only a source of information and entertainment, but also used as a means of communication. Animated film is a series of images that move and as if alive (Chandra, 2000: 1). Films are also known as films with the art of making animated objects that are animated to present a story or drama. Animated films can increase knowledge and get pleasure from watching the program (Xiao, 2014: 12).

Before, the film has been widely studied by previous researchers as an interesting research material to be examined. Such as a study conducted by Kadek Suniarini in 2017 entitled "Semiotic Study on Color Terms in" Aquamarine "Film". From this study it can be concluded that each color has its own meaning that is shown in the film. Animation is also very diverse to only be categorized as a single entity, and that is in paying attention to specific work practices and recognition among different people that lies that certain characters of animation will appear (Ward, 2010). Analyze animated characters with various perspectives including the main characters who use cultural and social background, nature, personality, color and shape of clothing from character formation. Realistic images and the natural behavior of animated characters are suggested as the most important things due to attract the attention of the audience (Xiao, 2014).

The Relationship between Emotion and Interpersonal Communication Life without emotions will be very boring. Although only those who can understand and feel emotions experience it, others will also be able to know it because it can be seen from the expression of various forms of emotions. According to A. Setiono Mangoenprasodjo (2005: 34) each form of emotion basically makes life more enjoyable. This non-verbal communication is used by humans by only giving emotional expression that is felt without having to say it. Expression is an expression that comes from a person, the expression is related to emotions or feelings, imagination and personal desires (Widia Pekerti, 2008: 1-29). The Relationship between Emotion and Interpersonal Communication Life without emotions will be very boring. Although only those who can understand and feel emotions experience it, others will also be able to know it because it can be seen from the expression of various forms of emotions. According to A. Setiono Mangoenprasodjo (2005: 34) each form of emotion basically makes life more enjoyable. This non-verbal communication is used by humans by only giving emotional expression that is felt without having to say it. Expression is an expression that comes from a person, the expression is related to emotions or feelings, imagination and personal desires (Widia Pekerti, 2008: 1-29). There are some basic emotions including joy, sadness, anger, fear and hate or disgust. The process of emotion

through five stages as follows: Elicitors, is the existence of a drive in the form of a situation or event. Receptors, are activities in the nerve center after the senses receive stimuli from outside then the senses continue these stimuli to the brain as the central nervous system. State, is a specific change that occurs in aspects of physiology. Expression, namely the occurrence of changes in areas that can be observed, for example, such as the face, body, sound or actions that are driven by physiological changes.

Picture 2. Basic emotions in the film Inside Out

Many people mistakenly equate emotions with anger. Even though anger is a form of emotion. Emotions are subjective reactions to certain experiences characterized by psychological or behavioral changes. In addition to knowing and controlling one's own emotions, another thing that is no less important is helping children understand the emotions of others. Emotional intelligence is one component of intelligence that we need to build since the child is still small. The recognition and management of emotions is related to the formation of temperament of a child. Therefore, the earlier the child learns to recognize the emotions he feels, the more easily the child teaches them to channel and manage emotions properly. With the right understanding of the emotions felt by children, children will also learn how to channel and control the emotions they feel.

According to Deandra, the characteristic of interpersonal communication is that the communication process occurs without going through communication media, so that the interpersonal communication process has the following characteristics: Messages from communicators are not limited to verbal messages but also nonverbal messages such as facial expressions and limb movements so that the message has meaning and communication. can switch roles as a communicator at the same time (during the communication process). Color can be interpreted psychologically as part of the experience of sense of sight and physically can be interpreted as the nature of the light emitted (Sutrisno (2005: 9). Color has the power to balance emotions. Color often indicates emotional mood and taste (Mulyani, 2007). The ability to perceive color as the basic form of many activities of making and using signs through out the world (Dina, 2012: 80). Color is very important to be displayed in films such as for example clothing colors have a very important role in human life with the existence of related strong with emotions felt by the user and can cause certain feelings (mood) can even reveal the personality of a person in the use of clothing colors that are being used.

DATA SOURCE

The data source is taken from Film "Inside Out" by Peter Hans Doctor.

METHODS

This research uses the analysis approach method Semiotics of Roland Barthes. This approach can assist researchers in understanding and describing a phenomenon experienced by the subject in depth ie about behavior, an individual or group in a particular context as a whole (Jessie: 2009). This research uses Roland Barthes's semiotic analysis approach through three approaches namely **connotation**, **denotation** and **myth** in the animated film Inside Out. Inside Out animated film that aired in 2015 film with English subtitles was distributed by Walt Disney Studios Motion Pictures. Semiotic sign seen in the animated film Out Inside, from the physical (appearance) and clothing (fashion) basic emotional character that will be presented in the animated film. Therefore, this researcher chooses to use Roland Barthes's semiotic analysis, because the meaning of a sign is related to myth. In this study, researchers chose a sample based on certain considerations. In this study choosing a sample with consideration of the film discusses how basic emotions are presented in the film. researchers also use theory triangulation, namely where the examination of data creatiability is carried out by using more than one theory to examine research data findings (laela, 2012). Steps that will be taken by researchers on the basis of theory triangulation are that researchers can draw myths through the animated films under study, then it will be checked against the theory used by checking it on several sources or the web.

FINDINGS AND DISCUSSION

To explain how basic emotions are presented in the film based on physical criteria (appearance) and clothing (fashion), the scenes that show the basic emotions in the film Inside Out will be analyzed using the meaning of aspects of connotation, denotation and myth. Connotation expresses the hidden meaning behind the sign implicit in a thing. Denotation according to Suryanto is a special meaning contained in a sign and in essence can be called a description of a sign (Sobur 2003). This research can be seen from the scene pieces that explain how basic emotions are presented in the film based on criteria determined by the researcher. The five basic emotional characters in the film Inside Out are Joy (Happiness), Sadness (Sadness), Anger (Anger), Disgust (Hate) and Fear (Fear). There are two important criteria that will explain how basic emotions are presented in the film, as follows:

a. Physical

Impressions obtained through gesture or physical posture can affect other people. Physical appearance is very important to be interpreted in the film. Body posture must appear with an image that attracts attention.

1. Joy

It can be seen from the form of picture, Joy is a character that shows joy happiness, cheerfull and there are many other terms for this positive emotional depiction. When compared with other

feelings, these feelings are among the most pleasant feelings. Generally this emotion is shown by laughter, smile, optimism, and light feelings. When you feel happy, it can be that the world will feel more beautiful (Nugroho: 2008).

Picture 3. Joy's physical

Denotation in picture 3, has a high body meaning with a character that is agile, soft and cute, supported by joy hair which reflects the soft blue, and yellow skin shows that Joy is cheerful girl.

The connotation in the picture 3 the blue color on Joy's hair, depicts calm, a confident person is also a person who is able to communicate well. Joy's skin color is yellow describe happiness. The yellow and blue myths attached to Joy's body are interpreted that the joy and sadness that come together, will feel even more joyful joy. Because of the joy that comes after sadness.

2. Sadness

Picture 4. Sadness' physical

Sadness is described as a character who is always easily discouraged. Sadness has something to do with feelings of disappointment, helplessness and sadness which are then shown by a sad face or a cry. In this film the sadness character has a short posture wistful eyes and not passionate showing an attitude of helplessness and despair.

The denotation in figure 04 Short body is often described as a female figure and the color of the skin is interpreted as tenderness, moody or sad expression is a symbol of helplessness or sadness.

The connotation in the picture above is the short body posture and cubby is a figure that describes as a cute woman. Bob's haircut is perceived by the public as a female haircut that has intelligence.

3. Anger

Picture 5. Anger's physical

Hold grudges, think bad things about others, close people, daydreaming and always jealous. That's the nature of angry people. Anger is a physical characteristic that is seen as an emotional and aggressive character. The red color symbolizes strength and has an aggressive nature so that it has a strong willful influence and is full of passion (Barden, 2003).

The denotation in Picture 5 has a short body and red skin color, red has the meaning of values of masculinity such as aggressiveness, self-confidence, independence and emotional, gnashing of teeth also includes symbols of people who are not patient

The connotation of Picture 5 is the figure of a man gritting his teeth as a form of expression of annoyance with glaring eyes.

4. Fear

Picture 6. Fear's physical

Fear is portrayed as a character who always protects Riley and always makes sure Riley is safe, fear will always think of various possibilities that are dangerous. One of the physical characteristics of the fear character is that it has a tall body, thick eyebrows and a hairstyle that only grows a single hair.

Denotation in picture 06, has a body that is too high and thin is a figure who has a certain syndrome.

The connotation of picture o6 is the figure of a man who has the behavior of avoiding and running away from danger or threat is a male figure who is timid or not gentlemen.

5. Disgust

Picture 7. Disgust's physical

The disgust character in the animated film Inside out is portrayed as a character who always prevents Riley from getting "poisoned" both physically and socially. The figure depicted by the disgust character is a woman who holds fast to her opinion. The physical characteristics of disgust characters are having an ideal body posture for a female figure with a body that is not too thin, bob hairstyle, green hair color matching the disgust skin color and blushing cheeks and curved eyelashes.

Denotations in the physical form of disgust are flushed cheeks, pink lipsticks, curly eyelashes, bob hairstyles and ideal female posture. The connotation that describes the character of disgust is a character that has the physical characteristics of an ideal woman with a menor's makeup to make it look attractive or sassy.

a. Pakaian (fashion)

A person's appearance is judged by the clothes he wears (Ragasaka: 2016). This is indeed true, because the way a person dresses can reflect personality.
Many say that, do not judge people from the outside, but in fact, appearance is the main thing that most viewed. So, it is true that clothing that is used indirectly can show the character of everyone who wears it. From the clothes seen through the images of the five emotional characters wearing different forms of clothing in the film Inside Out. Every form of clothing worn by each emotional character can convey a certain message or meaning. Differences in dress are found in meanings that originate from one culture to bring up or not bring out characteristics (Bertrand : 2004).

1. Joy

Joy character wears a sun-type dress. From the perception of the community dress model clothes will only be worn by women. Dress is a type of clothing that describes the feminine figure of a woman. The blue color of the sun is interpreted by the light of joy. The yellow color of the joy dress is often associated with happiness and happiness; a bright yellow color is also a "absorbent attention" color. When viewed in terms of clothing can lead to the perception that the character of

joy is an energetic and always optimistic character, the meaning of the yellow color is symbol for cheerful.

The denotation on the form of clothing worn by the joy character is a dress without using footwear and additional accessories. The connotation in how to dress Joy's character is a woman who is simple and straightforward in appearance.

Picture 8. Joy's fashion

2. Sadness

Sadness character wants to show as a character who is always easily discouraged or does not have high spirits like other characters. Can be seen from the form of clothes that wear knit sweaters combined with jeans and flat shoes that are colored in color with the skin color of the sadness character can cause the meaning that the sadness character is a character that is always cold around or always feels sad in every situation. Goanga, a color psychologist in the early 20th century, explained that blue meant pain (Kress, 2002). The meaning of blue connotation is also interpreted as a dramatic feeling (Kadek, 2017).

Denotation in the form of clothing worn by the sadness character that only uses sweaters and trousers combined with round eye glasses accessories. The connotation in how to dress sadness is the figure of a woman who feels lonely and fragile when viewed from the way she dresses.

Picture 9. Sadness' fashion

3. Anger

It can be seen from the picture of anger character wearing a short shirt combined with a tie and brown trousers combined with a belt accessory. The white color of the shirt is interpreted as perfection, the brown color of trousers and gray for pants and footwear is interpreted formally and elegantly and the red color for tie accessories can symbolize the color of sexuality or desire (Danesi, 2010). Belt accessories worn by anger can be interpreted as neatness or discipline. When viewed in terms of dressing in society, the character of anger is a character that must be perfect in any case and must be in accordance with what he wants.

The denotation on the form of clothing worn by the character of anger is a short shirt, long pants and accessories such as belts and ties. Short shirts are formal clothes that are used by men to go to work, to campus and to events that require formal dress. Accessories used by men in general are belts and ties to give the impression of neatness in clothing.

The connotation in how to dress the character of anger is neatly dressed usually done by a woman, because men seem indifferent in appearance. Myths that are born from people dressed according to mood or emotions are often carried out by men who give the impression of being indifferent in appearance but different in character that describes the character of anger. Dressing neatly is not a nature that must be conserved for women, but men can also dress up neatly and dress neatly.

4. Fear

The character of fear is depicted wearing a long shirt and combined with a knit vest and bow tie and black shoes. The purple color on the shirt used by the fear character has an impression of tenderness. Line pattern on the form of clothing used. The character of fear is to always think straight ahead. Dark purple trousers symbolize frustration or gloom. The bow tie accessories used in this purple fear character have an appeal to attract attention. Formal shoes in black symbolize formality or ignorance. In terms of the shape and model of clothing used by this character, it can be concluded that the fear character wants to show the character that has a soft side as a man, with the softness in this character makes the fear character as a character full of worry about what he will do or lack of confidence.

The denotation in the form of clothing worn by the fear character is a long shirt, long pants and accessories such as a bow tie. Long shirts are formal clothes that are usually used by men to go to work, to campus and to events that require formal dress. Accessories that are used by men in general are bow ties that will be used by male figures who want to look neat and polite.

The connotation in the way to dress fearful characters is to dress neatly and politely, it is rarely done by a man, a man famous for his impression of being or ignorant in appearance. Dressing up neatly which is depicted by male figures such as anger and fear is a form of myth denial if men cannot dress neatly and politely.

Picture 10. Fear's fashion

5. Disgust

Disgust characters who wear forms of clothing that depict female figures. The green color in the form of clothes worn by disgust characters has a meaning as an uncomfortable feeling (Kadek, 2017). The flower pattern on the dress used disgust signifies a woman who likes beauty. The dark green used by the disgust character symbolizes jealousy. Pink flat shoes show a sensitive woman. In terms of the clothes used by disgust characters, it can be concluded that this character wants to show the audience as emotional characters who are sensitive and too picky about everything.

Picture 11. Disgust's fashion

Denotations on the form of clothing worn by disgust characters are dresses, leggings, flat shoes and accessories for scarves and belts. Scarf accessories used in pink symbolize elegance and belts used in dresses are interpreted with neatness.

The connotation in how to dress disgust characters is how to wear who want to show the public that is a sassy woman figure. High self-confidence leads to perception if women are able to express themselves.

6. Anger

Picture 12. Anger's fashion

Short shirts are paired with a tie and brown trousers combined with a belt accessory. Brown pants and gray pants for pants and footwear are meant to be formal and elegant, white shirt is interpreted as perfection, and red for a binding accessory can symbolize the color of sexuality or desire (Huta, 2009). This character is a character that must be perfect in any case and must be in accordance with what he wants.

Denotation on the character anger is a short shirt, anger character also wears formal attire with long pants and added accessories such as belts and ties. These Accessories are commonly used by men in general to give the impression of neatness. Also clothes like that are commonly worn for work, or going to college.

The connotation in this picture shows that the character of anger is the character of a man who is wearing neat clothes, even though usually dressed neatly is always impressed by the appearance of women. Men usually always wear clothes that are just ordinary or practically ignorant. Myths according to the community too, men who dress according to emotions (mood) give the impression of indifference in appearance, but different from the character Anger, dress neatly is not a nature that must be conserved for women but men can also dress up neatly and dress neatly.

CONCLUSION

Based on this research using the theory of Roland Barthes, basic emotional characters such as joy (happiness), sadness (sadness) and disgust (hatred or disgust) in the animated film have physical and dressed characteristics that depict female figures. The characters anger (anger) and fear (fear) have physical characteristics and how to dress more describe the figure of a man's masculinity. The man depicted in the animated film Inside Out is more concerned about his appearance and fashionable. The suggestion of this research is that it must be realized that the concept of the difference in the representation of emotions of happiness, sadness, anger, fear and hate or disgust in the animated film Inside Out provides a meaning that is seen in terms of physical (appearance) and dress that describes the emotional character. and seen from the myths that are almost similar in each country can have a different meaning to interpret everything.

Judging from the shape of clothing and clothing colors, that are used are able to represent the basic emotions in the film Inside Out. So, based on the signs above it can be concluded that the clothes are able to represent something of meaning or convey the message of the clothes used. Basic

emotions can be presented in the film through the criteria of clothing that is used daily. The character of joy, sadness and disgust is a character that is described as a female figure whose form of clothing is worn more towards the feminine because women who are more often experience happy emotions, sad and hateful or disgusted. However, the character of disgust and anger is depicted as a male figure whose way of dressing is more masculinity. Emotions of anger and fear are often felt by men compared to women.

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