

Symbolism in the Animation's Visuals : The Role of the Space Creative in Advancing the Utopian

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ABSTRACT

The purpose of this article is to substantiate the important role of visual creativity in the creative industry sector in meeting the educational needs of the creative economy community. One form of cultural media from the creative sector that has the potential to boost the economy is animated film. When an animated picture is screened, the originality of the imagery takes center stage in order to engage the audience's imagination and foster a sense of personal connection with the entire work. A specific idea is embodied in animated film representation. The primary components that must be prepared in the creative sector are ideas because they are associated with technological innovation and artistic creativity. Utopianism was one of the original concepts that inspired the plot of the Disney animated film Zootopia. Through specific visual representations, the idea of utopia manifests metaphorically. Relational analysis based on Ogden and Richard's triangle of meaning is used to describe how the animated film's visual characters and symbols represent the utopian idea. For the drivers of the creative sectors, the results might be valuable as a way to relate ideas into the form of symbols and visualizations.

Keywords : symbolism, creative sector, utopian, visual representation

INTRODUCTION

This study examines the character of visual originality in the Disney animated film Zootopia. Animation movies in particular are one of the 14 categories of creative enterprises that stress the aforementioned components. They serve as a means for connecting the film's concept with its audience. It might be argued that its outcome determines whether the film succeeds or fails. HERE, THE TERMS OF creative SECTOR AND intellectual ABILITY are used interchangeably. (1)The United Nations Conference on Trade and Development (UNCTAD) describes the creative industrial sector as one that emphasizes creativity, the utilization of ideas, as well as innovation and technical advancement. (2)Valentine et al. (2020) describes the creative sector as the process of creating, producing, and distributing goods and services that in the process rely on creativity and ability. Visual creativity in animated movies is closely related to the creation process, which is the concept of the creative, ability and intellectual.

As the only culturally visible creatures, humans are endowed with the faculty of imagination. It is a virtual and conceptual image. A mental representation of specific ideas is what is meant by imagination. A specific object that is perceived by the senses of sight, smell, hearing, taste, and touch

causes human feelings to be triggered, which in turn causes the visualization of dreams. Images can be divided into five categories based on these types of human senses: visual (which can be seen), auditory (which can be heard), ginrayang (which can be touched), dinilat (which can be felt by the sense of taste), and ginanda (which can be felt by the sense of smell) (can be felt) through the nose. The reconstruction of a picture through its multiple physical manifestations (artifacts), each with a different manifestation, is actually a very sophisticated process that occurs in the human mind and is stimulated by actual external events. The internalization of the human eye, which is intuitive, spiritual, reflective, tradition-bound, and based on belief, is related to the difference in shape as a representation of the world of thinking. This process results in a unique sensory interpretation. As far as human society itself has progressed, the idea of utopia has expanded and developed. It is possible to claim that every success of human civilisation is an illustration of the idealized paradise. In the movie Zootopia, the idea of a paradise is present. The power of the IMAGE takes on an intriguing quality when it is brought up as a concern in the context of utopia. IMAGES are crucial for conveying a precise picture of a specific atmosphere's qualities, for creating (more) vivid images in the mind and senses, and for drawing attention by invoking fictitious images (thoughts). In

order to understand the utopia concept that is intended to be given through the senses, the artifact landscape plays a crucial role in this. According to (3)More (1516), the idea of utopia is a movement between two poles, especially the poles of non-reality and reality (fantasy, imagination, fiction). The non-reality pole can be characterized as a desired state or environment, a representation of the realm of fantasy. The story of Utopia celebrates inventiveness and creative expression. Many images of particular desires can be found in several watching materials, like films, video games, ads, and news broadcasts. Disney's 2016 animated film Zootopia conveys the idea of a utopian society through the setting of a city's environment. Savanna Central-Downtown City, Sahara Square, Tundra Town, and Rain Forest District are the four distinct ecoregions that best exemplify the utopian ideal that the film is trying to convey. The savanna ecology is the main topic of discussion in this essay, as it known as a prairie habitat with the most stable temperatures and conditions among all the districts,

METHOD

The qualitative explanatory research approach used in this work will be in line with Ogden and Richard's idea of meaning triangles. The triangle of meaning illustrates how physical pictures function as symbols in connection to referents, which are seen as true facts or things that can be sensed in other persons or things. In the framework of this research, the interaction between the two will provide a reference that is a utopian concept. According to (4)McElvynny (2014) creative endeavors are symbolic sequences that connect three elements, namely ideas (points of reference), referents, and symbols. As seen in the figure 1 below, the three components of the sign are related in a triangle, as follows:

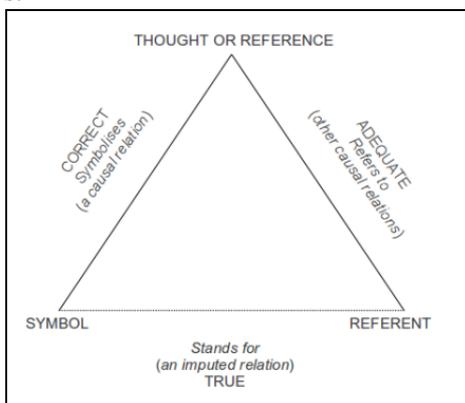


Figure 1. The Triangle of Meaning of Ogden and Richard
Source : McElvynny (2014)

Result and Discussion In the animated movie Zootopia, symbols are used to symbolize the world of humans. In this movie, numerous human attributes, attitudes, and characters are embodied as

distinct animal creatures. The movie contains a variety of visuals that depict the ideal, flawless, and finest possible world. The four ecological images that make up the concept of utopia in the Zootopia movie are the utopian imagery of the savanna central-downtown city, the sahara square, the tundra town, and the rain forest district. As these qualities result from the geographic circumstances of these locations with regard to the earth, it is impossible for ecosystems with significantly distinct features to coexist in the same city in the real world. Yet, in Zootopia, technological advancements have allowed for the manipulation and creation of artificial environments that are extremely similar to natural ones. The relationship between the variety of images included in each district and the referent, which is taken to be the truth, will be used to explain each district in the sections that follow. This partnership is anticipated to be able to grasp the utopian idea introduced by the movie Zootopia.

The ecosystem region of Savanna Central features circumstances that are most similar to those seen in the actual urban environment found in the human world. The government building and other urban utilities are situated in this area, which is a megacity. The markers of the downtown city area are shown in figure 2 with a facade that resembles a gate or gate, which is frequently a marker of a border between one area and another. Three segmental shapes make up the image of the main city gate, which has a centered arrangement. A segmental shape with a large dimension sits in the center, and two smaller segmental shapes on either side. Four features that resemble a horn and have four sharp edges, a curved shape, a textured surface, and an upward-pointing orientation serve to amplify the building's impression (vertical). The gate's image is built not only using a separate image from the buildings behind it, but also using its position in the middle and the area that serves as the foreground of the image. It's fascinating to note how the presence of water, a natural element, seems to dominate this scene and harmonize it with the surrounding terrain.



Figure 2. Symbolic visual creativity of Savana Central - Downtown city as the embodiment of utopian

Figure 3 below shows the zootopia express station, which is shown as an image of a fantasy representation of the regularity of motion and

circulation that is its primary activity. Figure 3 shows how it appears to be converging when viewed from the length of the room. The common supply of elements and spatial arrangement are aided by composition that is space-centered. The arrangement of the people and the space is directly impacted by this. The zootopia express line is shown in figure 3 as a feature that divides the area between this zootopia express station. The path's position in front of the plant life emphasizes its position as the space's focal point. A vertical palm species makes up the planted vegetation. The juxtaposition of a vertical (palm) and horizontal (zootopia express line in front of the palm tree and plant path behind the palm tree) composition becomes the focus of attention and an illustrative representation of the paradise that the movie is trying to sell.



Figure 3. Visual creativity of Zootopia Express Station in Savana Central district

One of the atmospheres displayed in downtown Zootopia district is a meditation facility known for yoga activities, as shown in figure 4. (5)The Hindu University of Indonesia Denpasar (2018) writes that yoga is one of the Hindu philosophical systems founded by Maharsi Patanjali, with the aim of controlling the activity of the mind and is a medium to unite the personal spirit with the highest spirit, namely God Almighty.



Figure 4. Visual creativity of Meditation facilities in the Savana Central district

What is intriguing about Figure 4 is that it shows a landscape of pictures that are rendered as Islamic architecture with a distinctly Arabic architectural aesthetic. from the minaret, seen (tower). The minaret, which is a reference to Martana (no year), is one of the distinctive features of Islamic architecture that was inherited from the first mosque that the Prophet Muhammad built in Medina and its auxiliary features that date from pre-Islamic times and were adapted from churches and synagogues. The building's front, which has a distinctive arch shape,

also contains images that depict other Islamic structures in the Arabic style. Islamic architecture uses 12 different forms of arches, including lancet, round, segmental, horseshoe, shouldered, trefoil, convex, tudor, ogee, tented, parabolic, and moorish multifoil. These types of arches are shown in Figure 5. The building form in the Zootopia movie mixes two different types of arches: round and ogee. According to (6)Bawazier, Purwoko, and Indrawan (2018), the arch is a form of the primary building structure in Islamic architecture and later becomes a decorative component of a building. It is further revealed that the semi-circular arch, also known as the round arch, is the first arch to emerge in the field of Islamic architecture and has one point in the middle. The Al-Aqsa mosque, which is depicted in figure 6, is one mosque with an ogee arch, which is a form of arch that is present in many mosque constructions.

<p>Figure 5. Twelve types of arches in Islamic architecture Source : https://id.pinterest.com/pin/339107046931028912/ downloaded November 2, 2021</p>	<p>Figure 6 : Ogee arch at Al-aqsa mosque Source : https://www.pinterest.es/jeremynortonart/art-architecture-of-islam/ downloaded November 2, 2021</p>

The elements of Islamic architecture are referenced in the Zootopia movie through the graphics that are utilized in meditation centers. Although the Middle East is a region predominately made up of large deserts, replanting is not possible, the element of vegetation is what distinguishes it as a top. But, in this instance, the use of greenery serves as a means of creating an image of tranquil, calming surroundings that are consistent with meditation practices that place a priority on spirituality and introspection. The initial conclusion is that the idea of utopia is presented here through images that contrast spirituality through the representation of two religions, namely Hinduism and Islam, as well as opposing geographical conditions through the construction of Islamic buildings as realistic elements with the provision of fertile vegetation as non-realistic elements.

Figure 7 below shows a vision of utopia that moves vertically. It is evident from the composition that rises upward from different architectural structures in the Savana Central neighborhood of the city

center. Although there are many different architectural shapes, the proportion of skyscrapers, both those that are and those that are not, is what unites them. This district can be distinguished by its vegetation. On the left and right sides of the district's landscape, there are hints of greenery. The vegetative components in the composition to the left and right are vertically oriented, as if to balance the foreground and backdrop. In contrast to the towers behind it, the greenery feature in the centre creates a horizontal direction. In terms of composition and depiction of reality, vegetation is an aspect that contrasts with skyscrapers. Skyscrapers are present, and the idea of a large metropolis devoid of vegetation is the same. Yet, it is offered in this instance so that the goal of balance can be met. The tentative conclusion is that this image of the contrast between realistic and non-realistic conditions serves as an iconic representation of the idea of paradise.



Figure 7. Downtown City in the Savana Central district film Zootopia

CONCLUSION

The law of binary opposition is used to artistically illustrate the idea of Utopia in the Zootopia movie. Each ecosystem area's ideal representation has a reference in the form of geographical features, such as climatic conditions and architectural structures. More specifically, the utopian idea embodied by the Savana ecosystem is as follows:

1. the utopian concept of unification or harmony between the secular and religious in human life as the essence of an ideal life.
2. the idea of a utopia that contrasts geographical conditions by creating Islamic structures that are realistic aspects and providing abundant vegetation that is non-realistic.
3. the idea of utopia that combines pure fantasy and the reference point. Harmony is the utopian idea that lies between the real and the unreal.

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