

**THE VISUALIZATION OF SHERLOCK HOLMES FIGURE
IN ITS BRITISH, AMERICAN, AND KOREAN SERIES**

THESIS

**Submitted as a Partial Requirements
for the Degree of *Sarjana* in English Letters**



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Thank you for the attention.

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DEDICATION

This thesis is dedicated to:

1. My beloved parents
2. My beloved sister
3. My beloved brother
4. My beloved friends
5. English Letters Department
6. Liberty Class
7. My beloved comrades in Literature Hokya
8. My Almamater IAIN Surakarta

MOTTO

Poor are those who have eyes but cannot see. (Luis Marques)

Death could scarce be more bitter than that place!

But since it came to good, I will recount
all that I found revealed there by God's grace. (Dante Alighieri)

PRONOUNCEMENT

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I hereby sincerely state that the thesis titled “The Visualization of Sherlock Holmes Figure in Its British, American, and Korean Series” is my real masterpiece. The things out of my masterpiece in this thesis are signed by citation and referred in the bibliography.

If later proven that my thesis has discrepancies, I am willing to take my academic sanctions in the form of repealing my thesis and academic degree.

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Surakarta, January 31, 2020

The Researcher

Hanang Ilhamianto Putro Utomo

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CHAPTER I

INTRODUCTION

A. Background of the Study

Sherlock Holmes is a great detective character for ages. Although he is only a fictional character created by Arthur Conan Doyle. Along with his sidekick, Dr. Watson, Sherlock Holmes creates the stock character of detective which universally known for the noticeable figures and the icons. Sherlock Holmes' figure is believed to have been inspired from Arthur Conan Doyle's own professor, Dr. Joseph Bell, whom able to make an instant diagnose of his patient's disease based on minimal observations (Lycett, 2007); whilst Dr. Watson's figure is the author himself, Arthur Conan Doyle. A century later, people are making their figures in many different genres such as movies, drama, TV series, video games, comics, theatre, and even *anime* (Japanese animation). Throughout several actors who played their roles, the audiences get so many different representations yet they are a bit closer to Holmes and Watson's figures. The fact that Holmes and Watson's figures who are performed by many actors in many different cultures unconsciously herd audiences into one idea of visualization. The spectacles can watch the character from the countries' perspectives. This may lead the audiences to see and compare them as if they can see the real ones comparing with new born figures through its original

visualization and the latest visualizations which are affected by cultures of certain countries.

The culture of certain countries are influencing the way Sherlock Holmes and Dr. Watson figures being visualized. Starting from their physical appearances and the icons are changing or even been held in the stories. Vickers, Faith, and Rossiter (2013) described: “Visualization is a catch-all term that embraces a wide range of activities concerned with representation.” Visualization happens when an image in the mind is formed when someone reads. The particular text may describe a place, condition, feeling, animals, plants, situation, or even a person, and when someone reads, an image appears in his/ her mind that allows s/he ‘see’ what is the text about. This visualization which occurs in every mind of people is various, that is why, a particular text—a novel for example—of an author has the ‘visualizer’ to standardize what the author ‘sees’ in his/ her mind with the readers’. Hence, when the readers of Arthur Conan Doyle’s stories of Sherlock Holmes read the stories, they tend to visualize the setting of 221B Baker Street and London in 19th century, Sherlock Holmes and Dr. Watson’s appearances, and the condition in their own perspective.

Sherlock Holmes and Dr. Watson characters show up along with several possessions which are very attachable to the personages. Whenever the audiences see the things, one idea that crosses their mind is the greatest detective being; the belongings of Sherlock Holmes are deerstalker, pipe, coat, and magnifying glass. Whilst for the doctor, the very famous thing of him is

walking stick. Magnifying glass and deerstalker are commonly associated with detective (Chopra, 2017); besides, those things are culturally attached to Sherlock Holmes figure (Jensen, 2014). These things are also known as icons. Nachbar and Lause (1992: 170-171) once stated that,

Icons are three dimensional objects which are visible, concrete embodiments of the myths, beliefs, and values which form a culture's mindset... Icons, therefore, simultaneously express those ideas and provide additional evidence for their continued force and validity.

Sherlock Holmes' belongings share the values each and every one of the things. For example, he smokes pipe to stimulate his mind whenever the case is rarely exist in his presence; the using of magnifying glass helps him to gain small details which lead to the bigger conclusion. Genuinely he mentions the observation of minor details as deduction. Since Dr. Watson got shot by bullet and caused a condition in which his walking is staggering, he needs walking stick to help him sustain his condition (Doyle, 1887: 38).

Both visualization and icons share the same idea of visual semiotics. Theo Van Leeuwen in Handbook of Visual Analysis (2001: 92) says, Barthian visual semiotics ask two same fundamental questions: the question of representation and the question of the 'hidden meanings' of images; means that the two approaches (visualization and icons) derive from 'the layer' and 'the core' system, or in Saussurean terminology known as 'the signifier' and 'the signified'. Semiotics allows an image to be read as language across many cultures. Furthermore, Barthes developed the semiological system of Saussure and proposed new concepts of denotation and connotation (Jensen, 2014).

These notions are needed when a reader is reading an image then interpreting it.

The very first Sherlock Holmes' visualization by British illustrator, Sidney Paget (1860-1908), was famous for his illustrations of the Sherlock Holmes stories in *The Strand Magazine*. Below are the examples of Sherlock Holmes figure—narrated by his sidekick, Dr. John Watson (Arthur Conan Doyle, 1887: 23) and Sidney Paget drawing:

In height he was rather over six feet, and so excessively lean that he seemed to be considerably taller. His eyes were sharp and piercing, save during those intervals of torpor to which I have alluded; and his thin, hawk-like nose gave his whole expression an air of alertness and decision. His chin, too, had the prominence and squareness which mark the man of determination...



Figure 1.0

Sherlock Holmes and Dr. Watson Illustration

Between 1891 and 1904, Sidney Paget did 589 illustrations for Arthur Conan Doyle's works, and most of them is relatively close to 'mental images' of Sherlock Holmes and Dr. Watson which are 'seen' by Arthur Conan Doyle. The visualization gives 'basic' Sherlock Holmes and Dr. Watson's figure—along with their belongings to the readers.

In this new era, the figures of Sherlock Holmes and Dr. Watson are visualized in several countries with different sets and background. Uniquely, these countries visualize the figures in modern era, in so, their appearances and the icons which they own are changing from the Victorian era to modern age.

First, the figure appear in British TV series. For many years past, British made a-present-set of Sherlock Holmes' stories into TV series under the title *Sherlock*. The series' first aired on 25 July 2010 until 15 January 2017 with four in sum series. Sherlock's characters are created by Steven Moffat and Mark Gatiss and produced by the British network BBC, along with Hartswood Films, with Steven Moffat, Mark Gatiss, Sue Vertue, and Rebecca Eaton as the executive producers. *Sherlock* is one of unique series of Sherlock Holmes, because each of the title of the episodes derives from original titles of Arthur Conan Doyle's Sherlock Holmes stories with a bit changing in particular word. For example the first episode of the first series entitled *A Study in Pink*, same way with the very first case of Sherlock Holmes, *A Study in Scarlet*, except for the tint using. It also shares the same city, London, with the original story. Though, as the researcher stated above that setting of time is slightly different of the two.

This series is a reflection of present Londoners life, which crime full almost in their daily life. In so, BBC generates the crime problem into an edible entertainment for all citizens and takes the notorious detective figure and his sidekick, Sherlock Holmes and Dr. Watson, as the main protagonists. The fact that in their original stories sets in 19th century of London makes the story relates with the presents sets because back in the Victorian era, crimes were wide-spreading like mushrooms in the rain and forced both Scotland Yard (polices' nest in London) and the consulting detective to lay their hands upon

the problems. The Scotland Yard also appears in the series with the similar name of the original place.

The figures also can be found in America. America created its own Sherlock Holmes under the *Elementary* TV series. The series' first premiered on CBS on September 27, 2012 and reaches the latest season in 2019. The personae in *Elementary* are created by Robert Doherty. Along with Sarah Timberman, Carl Beverly, John Coles, John Polson, and Jason Tracey, Doherty served as the executive producers of *Elementary* TV series. If British hold London as the main set, it did not happen to America. It brings Sherlock Holmes from London to the New York City, where he abides and solves the crime with his sidekick, Dr. Joan Watson—a female version of Dr. John Watson. America chooses female Dr. Watson because it wants to break the stereotype of man and woman who live under the same roof will fall to each other. In fact, in *Elementary*, Sherlock Holmes and Dr. Joan Watson remain in professional affairs. American's Sherlock Holmes seems more rebel in his appearance; he tattooed his upper left arm to show his individual freedom; and he fall-from-grace back in London when he suffered from drug addiction that is why he forced to move to New York.

The series depicts the mighty New York City and its jammed neighborhood. New York is famously known as the jungle of the dark world which criminals and the likes are surrounding it, and thus NYPD (New York Police Department) is taking the circumstances down. The cops are so lucky because the consultant detective is nesting in their city and waiting for them to

gain his helps. Another interesting part is that the chief inspector of NYPD has similar name with Sherlock Holmes' arch rival in Scotland Yard from the original stories, Lestrade. America seems taking couple of original aspects into its own version of visualization.

The last but not least, in which the figures can be found, is in Korea. Korea is widely known as a country which famous with its music influence (K-Pop) and TV/ web drama. They are conquering the world through their product: TV/ web drama, movies, culture, and the main influence, music. Everything in Korea is not far from love—passionate things. They do love watching TV drama with romance genre and the production house commonly producing the love—passionate things because people do like happy-ending. Hence, when Sherlock Holmes arrives in Korea, he transforms from crime detective consultant to love detective consultant. Not only has his occupation which changed, Sherlock Holmes' name followed the substitution as Sherlock K, and also the alteration of Sherlock Holmes gender from male to female who disguises herself as a man whenever she solves the love problems. The letter 'K' in thr name stands for 'Korea'—apparently the same with the abbreviation of 'K(Korean) Drama'. *Love Detective: Sherlock K* is the name of Korea's web series, broadcasted by Naver TV Cast with Kim Aaron as the director, whilst Lee Hyun Sook, Kim Eung Seok, and Lee Young Seo served as the screenwriters. The episodes first aired on November 11 to November 20, 2015. Sherlock Holmes original stories deal with crime, mystery, and murder cases, while this Sherlock K solves love problems.

Based on the explanation above, the researcher focused on Sherlock Holmes figure and the iconic belongings visualization throughout three different TV/ web series. This research entitled ‘**The Visualization of Sherlock Holmes Figure in Its British, American, and Korean Series**’, analysing the latest Sherlock Holmes and Dr. Watson actors in three different TV/ web series comparing with the original description of Arthur Conan Doyle using Roland Barthes’ visual semiotics and Jack Nachbar and Kevin Lause’s popular culture. Even though visualization of each person creates different figures, there will be the same manifestation of the figure itself. Yet the researcher takes five primary sources of data and assembled them into one result.

B. Problem Statements

The researcher is focusing on visualization Sherlock Holmes figure into three different TV series. Based on the explanation above, the problems are formulated as follows:

1. How do British *Sherlock* (2010-2017), American *Elementary* (2012-2014), and Korean *Love Detective: Sherlock K* (2015) series visualize the figure of Sherlock Holmes and Dr. Watson?
2. What are myths, beliefs, and values reflected by the figure of Sherlock Holmes and Dr. Watson in British *Sherlock* (2010-2017), American *Elementary* (2012-2014), and Korean *Love Detective: Sherlock K* (2015) series?

C. Limitation of the Problem

The researcher is concerning on Sherlock Holmes and Dr. Watson figure and their icons which are being visualized in three different series—served with different cultures: British, American, and Korean. British *Sherlock* (2010-2017), is produced by the British network BBC, along with Hartswood Films, with Moffat, Gatiss, Sue Vertue, and Rebecca Eaton serving as executive producers; the whole characters in the series is created by Steven Moffat and Mark Gatiss. American *Elementary* (premiered on CBS on September 27, 2012-2014), it was created by Robert Doherty; he served as the executive producer along with Sarah Timberman, Carl Beverly, John Coles, John Polson, and Jason Tracey. The last but not least is Korean *Love Detective: Sherlock K* (2015), broadcasted by Naver TV Cast with Kim Aaron as the director, whilst Lee Hyun Sook, Kim Eung Seok, and Lee Young Seo served as the screenwriters.

To spot the differences of the newest figure visualizations with the original visualization of the figure itself, the researcher draws the description of the figure out of Sherlock Holmes' canon stories and novels by Arthur Conan Doyle and the earliest visualization of Sherlock Holmes and Dr. Watson by Sidney Paget (1860-1908), a British illustrator.

It is quite interesting to see how their 'in-mind imagination figures' transform into 'seeing-by eyes' figure. Sherlock Holmes fans—commonly named themselves as Sherlockian—do fond of the new figures, yet they still put an interest in the latest visualizations. Although the newest visualization of

his figure is totally different with what they imagined, several appearances and his original props are added to the stories with new setting and plot.

Sherlock Holmes is popular with magnifying glass, pipe, coat, and the deerstalker. The latter is an addition in the story by Dr. Watson, but Holmes never wears it in the reality. As for coat, he wears it in every occasion and never leaves his magnifying glass behind—whenever he needs it to examine the crime scene. In several occasions, Holmes smokes his pipe all alone or along with his sidekick. As for Dr. Watson, though he is an army retirement whom got shot by Jezail bullet (Arthur Conan Doyle, 1887: 5), still keeps in pace with Sherlock Holmes in every crime-chasing.

D. Objectives of the Study

The objectives of the research to reveal the problems are:

1. To describe the visualization of the figure of Sherlock Holmes and Dr. Watson in *Sherlock* (2010-2017), *Elementary* (2012-2014), and *Love Detective: Sherlock K* (2015).
2. To reveal and explain the myths, beliefs, and values reflected by the figures of Sherlock Holmes and Dr. Watson in *Sherlock* (2010-2017), *Elementary* (2012-2014), and *Love Detective: Sherlock K* (2015).

E. Benefits of the Study

This study hopefully able to provide some benefits to the readers and the other researchers either theoretically or practically.

1. Theoretically

This research is expected to enrich the knowledge of visualization and popular culture theories in TV/ web series or movies. Also hopefully it can be a trigger for further research about the same topic, especially for English Letters students of the State Islamic Institute of Surakarta.

2. Practically

The researcher hopes that this research gives contribution to the readers, to the students of English Letters of the State Islamic Institute of Surakarta, and to the movies/ TV series spectators about visualization and popular culture theories; increasing the awareness that different background gives different visualization. It can also be used as a reference for whom interested in the same topic as the next research.

F. Definition of Key Terms

In this research, researcher mentions several key terms related to the topic. Those are:

1. Sherlock Holmes

Sherlock Holmes is a fictional character created by the Scottish writer Arthur Conan Doyle (1859-1930). He became the prototype of modern consulting detective, whom famous with deduction method.

2. Visualization

Is a catch-all term that embraces a wide range of activities concerned with representing, or making visible aspects or features of a given set of data or system, from the graphical analysis of scientific data, through the ‘infographics’ used to communicate in the popular media, to data art.

3. Figure

The shape of the human body, or a person.

4. British and American TV Series

A television series is usually released in episodes that follow a narrative, and are usually divided into *seasons* (US and Canada) or *series* (UK)—yearly or semi-annual sets of new episodes.

5. Korean Web Series

A web series is a series of scripted or non-scripted videos, generally in episodic form, released on the internet and part of the web television medium, which first emerged in the late 1990s and become more prominent in the early 2000s.

CHAPTER II

REVIEW ON RELATED LITERATURE

A. Theoretical Framework

1. Semiotics

Semiotics is the science of communication studied through the interpretation of signs and symbols as it operates in various fields, especially language. It is widely known that semiotics is established to be a limited subset of semiology (Daylight, 2012: 37). As it comes from the etymology, semiotics derived from Ancient Greek *σημειωτικός* (*sēmeiōtikós*, “observant or signs”). Whilst for the terminology, semiotics is the study of signs, symbols, and signification. Modern semiotics is based upon works of two notorious thinkers, the Swiss linguist Ferdinand de Saussure and the American philosopher Charles Sanders Peirce.

Saussure presented semiotics as a study of sign, which is the relation between signifier and signified. The word /cow/ is the signifier of the concept that is known as cow. This formula only focusing on the psychological concept of ‘a thing’ and the existence of it in both image and word. Saussure omitted the reference to objects which exist in the real world; signified is not directly associated with an object but with a mental image. As for Peirce, he draught semiotics in which today as known amongst linguists and students of linguistics as triadic relationship. It

comprises three elements: the object, the thing to be represented (it takes not the material forms); the representamen, the form that the sign takes—word, sound, image, etc. (it represents the object—takes the material forms); the interpretant, the sense which makes the sign (a subject who interprets a sign) (Vickers, Faith, and Rossiter, 2013: 2).

Saussure presented the concept and sound-image, he then named the combination of the former and the latter as sign (Saussure, 1959). The previous terms were replaced, as Saussure proposed to retain, by signified and signifier, and yet the relation between them is remain the same with the former terms. The sign has other name that is symbol, in Saussurean terms symbol designates signifier, and it is, as what sign proposes, bound signifier and signified. Thus, a symbol is not merely a thing but it bears something within.

a. Signifier and Signified

The concept of signifier and signified is the latest terms in which Saussure stands for. Before the two exist, he declares the concept and sound-image (Saussure, 1959). Concept then is being replaced by signified, as for signifier takes sound-image part. The union of signifier and signified forms the sign (Barthes, 1967: 38). But as for the sign, it remained ambiguous and commonly related with signifier and that is what Saussure tries to avoid. The bond between signifier and signified is arbitrary (Saussure, 1959).

A linguistic sign—a word—is both form and meaning. Saussure calls the form—the word as it is spoken or written—the signifier and the meaning the signified (Bertens, 2008: 45). The mental nature of signified which was marked by Saussure is concept. When it comes to a word, e.g. cow (this as signifier), the signified is not the animal cow, but the mental image of cow which appears in our mind; as what Barthes (1967) stated: the signified is not ‘a thing’ but a mental representation of the thing. Storey (2018) added that the relation between the two—signifier and signified—is simply the result of convention—of cultural agreement. It possibly happens that signifier ‘cow’ could easily produce the signified ‘buffalo’: a four leg ruminant.

The concept of signifier and signified is adopted into literature as Structuralism. The main subject of Structuralism is: structure is more fundamental than form. Form is bound up with meaning, and yet structure is what makes the meaning possible (Bertens, 2008: 42). Structure, in other words, is deeper than form of the text. The task of structuralism is to make explicit rules and conventions that construct the production of meaning (Storey, 2018).

On the following, Hjelmslev, a Danish Linguist, has introduced a distinction which may be important for the study of the semiological sign, with two planes: plane of expression is summed up by signifiers, whilst plane of content is made by the signifieds

(Barthes, 1967: 39-40). These two planes, each of them comprises two strata: form (can be described simply and coherently) and substance (needs deeper description).

The semiological sign is same with later concept which bounded signifier and signified together. Barthes (1967) said that semiological system is not always to signify something's form (objects, images, icons, gestures) to its substance, but it can be used in the daily life by society in derivative way. He then gave example, such as clothes signify protection and food for sustenance. In addition, Barthes proposed that once there is a society, an every usage is then converted into sign. In other words, semiological sign also known as sign-function.

Those three theorists have the same way in their theory, which is focusing on two systems of signification whether in the different names. The first system or first layer is usually common thing to describe or represent something. Yet the second system is broader than the former because it conveys the meaning of the surface layer or the first system.

2. Barthian Visual Semiotics

Roland Barthes appeared with his own understanding in semiology, a system which he mentioned as a fragment of the vast science of signs (Barthes, 1972). He then put semiotics to analyse popular culture. Barthes developed Saussure theory of Semiology by adding denotation and

connotation. The former is merely a physical aspect of a particular thing whilst the latter is the way the reader applies system of codes to interpret the meaning behind an object in regards its cultural background (Jensen, 2014). Yet, the reader's cultural background affects his/ her interpretation of the thing and automatically adds its meaning. Strinati (2005) added that signs and codes that it refers are meant to be historically and culturally, and the two make the meaning possible. Furthermore, van Leeuwen (2001) points out that Barthian visual semiotics deals with the key idea of layering meaning. It divided into two layer, denotation as the surface and connotation as the broader and deeper layer.

a. Denotation and Connotation

Barthian visual semiotics is focusing on denotation and connotation; the latest terms of signifying system. The signification systems of this semiology are comprises of which expresses the relation between expression and content. This system includes the signifier and signified; separated into two layers or two systems.

First is denotation (first system), widely known as signifier or plane of expression. Commonly, the denotation is making the content of the second system has an expression, as Saussure first encountered, form, idea, and image. The second one is connotation (second system). Thus, Barthes proposed that denotation becomes the plane of expression of connotation; the signifiers of connotation are made up of signs (the union of signifier and signified) (Storey, 2018). It is constituted by

signifying system, and consists of complex systems of which language of the first system. These systems according to Hjelmslev in *Elements of Semiology* (1967) are called as connotative semiotics.

The opponent set of the plane of expression is the plane of content or signified. This plane of content or the signifieds of connotation have a very close communication with culture, knowledge, history, and even environmental world (Barthes, 1967). In other words, the plane of content bears ideology of idea and practice; values and interests of the dominant groups in society (Storey, 2018).

As it is known that connotation is wider than denotation; it will give the deeper meaning than only considering it through the layering meaning. Van Leeuwen (2001: 94) said that Barthian visual semiotics deals with key idea; is the layering meaning. The first layer is the layer of denotation, of a person or thing is being depicted. The second layer is the layer of connotation, of the ideas and values which are expressed through what the things or people and through the way they are being represented. Barthes (1967: 91) described connotation as a single system:

Connotation, being itself a system, comprises signifiers, signifieds, and the process which unites the former to the latter (signification)...

A connoted system is a system which the expression is consist of several signifying systems, it makes the second system is wider than the first system. That is the name where connotation emerged.

In the introduction of the book Van Leeuwen pointed out that:

the formulation ‘people, places, and things’ indicates that Barthian visual semiotics and iconography deal, by and large, with the individual bits and pieces within image...the formulation ‘people, places, and things’ might also seem to exclude ‘abstract things’.(92)

In so Barthian visual semiotics takes the denotation and connotation from its wide system about layering meaning and expression and puts the ‘people, places, and things’ formulation to make a new and different theory of visual semiotics. Barthes (1972: 115) made an example of this,

I am at the barber’s, and a copy of *Paris-Match* is offered to me. On the corner, a young Negro in a French uniform is saluting, with his eyes uplifted, probably fixed on a fold of the tricolours.

The formulations of denotation and connotation are, first is denotation, this ‘people, places, and things’ formula must be combined with it; people: the young Negro, places: France, things: a flag. These are only the images of the signification; not the content. The second one is connotation; those mean that no matter whom you are, your colour, your race, you can live underneath her (France) bosom and rise as other. Each of the French must serve their country loyally, because difference is what makes the bound grows stronger.

3. Popular Culture

The study of popular culture probably owes its importance and grandeur to Roland Barthes, a French critic and semiologist, and his book *Mythologies* (1973) in which it contains essays of French popular cultures

(Strianti, 2005). His idea notably known as myths, are the forms of popular culture. But it is more than that, myth is system of communication and also a message.

Culture is the constant process of producing meanings of and from societies experience, and such meanings necessarily produce a social identity for the people involved (Fiske, 2005). As mass people realized or not, any kind of popular culture mark is all around them and the environment gradually use it and pass it onto the heirs. Nachbar and Lause (1992) once stated that, the clothes, the mall or store, the food, the television program, and the very textbook in every hand in the world are all aspects of popular culture. In other words, popular culture is what people see, touch, and feel in everyday lives. Moreover, Fiske (2005: 16) explained,

Popular culture is always in process; its meanings can never be identified in a text, for texts are activated, or made meaningful, only in social relations and in intertextual relations.

That is why popular culture always moving on as the culture goes; dynamic along with the civilization and the older version of it stagnant or even changes in order to modernize the later. As what it seen, many brands become the base of popular culture understanding, whether it is a food-franchise, movie industry, clothing company, and even fictional figures.

In understanding popular culture, Nachbar and Lause provided several characteristics of it in *Popular Culture: An Introductory Text* (1992):

a. Myths

Myths are forms of popular culture, aside from beliefs and values which share altogether in forming a culture's mindset; beliefs and values can be evaluated on two scales of measurement: the stability of the belief/value over the time and the significance of the issues the belief/value shapes and defines. Myth says nothing about 'truth' or 'falsity' of any belief or value; it says that belief/value is signification of culture's mindset which widely accepted as being true.

b. Icons

Icons are three-dimensional objects—in some cases appear in two-dimensional image of the object, that is the manifestation of three-dimensional—which represent myths, beliefs and/or values in forming a culture's mindset. Icons share three basic characteristics: a. objects, b. express important popular beliefs and/or values, and c. convey 'magical' powers upon its defining group. The broadest definition of icons can be narrowed into two, those are pure icons: icons which only express elements of popular mindset, in other words its purely expressive icons; and functional icons: icons which convey beliefs and have function in the culture than mere symbols. According to its size and nature, popular icons can also be classified into three: icons which only give significantly

to individual or smaller group are named personal icons; whilst icons which supply iconic significance throughout a small community, town, or even area are termed local icons; and those which represent beliefs and values of cultural subgroup or culture as a whole are entitled cultural icons. The two and three categories are summarized into six ones:

1. Pure Personal Icons (PPI), objects which has no other function than to symbolize a meaning to an individual or small group. Examples: tattoos; family photographs,
2. Functional Personal Icons (FPI), objects which have function in addition to the symbolic meaning for an individual or small group. Examples: a baseball player's favorite bat; a child's security blanket,
3. Pure Local Icons (PLI), objects which has no other function than to symbolize a meaning or belief of a small community or a town. Examples: statue of city founder; fraternity rocks,
4. Functional Local Icons (FLI), objects which have a use in addition to the symbolic roles of beliefs and values to a small community or a town. Examples: courthouses; community bars/ taverns/ nightclubs; Lovers Lane; logos for local radio stations,

5. Pure Cultural Icons (PCI), objects which have no function than to symbolize significant beliefs and values to cultural sub-groups and/or to the culture as a whole. Examples: American flag; Mount Rushmore; Statue of Liberty; Democratic Donkey and Republican Elephant; Uncle Sam, and
6. Functional Cultural Icons (FCI), objects which have use in addition to express emotional and/or intellectual meaning to the entire culture and/or to the sub-groups in the culture. Examples (almost endless): cars; televisions; telephones; sunglasses; chainsaws; restaurants; videogames; blue jeans.

c. Stereotypes

Stereotype is a standardized conceptual image of a specific group of people or objects. Many commonly use the term to be applied to human beings, whereas objects can be struck as well. In popular culture, both types of stereotypes can be examined in result of people are stereotyped around characteristics of age, sex, race, religion, vocation, and nationality. On the other hand, objects can be stereotyped around characteristics of two points: places and things. Because objects rewardingly taken as icons and stereotypes are used as a tool to examine popular beliefs and values of people.

d. Heroes

In popular culture, heroes are real or imaginary people who represent the ideals of the members of the culture or the culture itself. Heroes are human icons whom produced by culture and served—representing as individuals—as the most admirable person in the society. Although heroes have shared certain characteristics in common, there are two broad categories in regard to cultural mindset's beliefs and values. Citizen-heroes are the men and women who embody myths, which associated with the traditional values of the community and the nation. The second one is rouge-heroes, in contrary with the former, this category are representative of the beliefs and the values associated with individual freedom—intended to challenge the ruling of majority rules above minority rights.

An individual may serve good qualities of citizens and rogues, whilst many heroes role as 'heroic mediators' in that the heroes repeatedly express conflicting or even contradictory beliefs and values. Heroic mediators enable people to believe both myths and/or values as the heroes 'prove' that they are generally compatible. In order to discover and understand the beliefs and values which are represented by heroic mediators, there are couple of questions as follow (in this research, the researcher only focuses on two points of nine):

1. What images of the hero are especially common? How is the hero represented visually?

The tough decision to present a figure with an image is not merely pure cosmetics but rather reflected the very significant sequence in the realm of popular heroes: the recognition of the images (serve as icons) carry important messages in which the way society constructs their heroes; the heroes must convey the beliefs and values that society associates with the heroes. Example: image of the King of Rock, Elvis Presley, is cannot be separated from the pictorial of the young “Jailhouse Rock” Elvis and/ or “In the Ghetto” King, when it comes to the decision that Elvis Presley deserves his own postage stamp.

2. Are there important icons associated with the hero? What are they and what meanings (beliefs and values) do they embody?

A hero commonly associated with one or two iconic things which help him/her in the heroic realm; to help the character gains deeper uniqueness and widely famous. Each and every one of the icon serves its own role and often carries beliefs and values in which the hero was born. Example: the silver gun of the Lone Ranger only spits silver bullets—an emblematic of both special skills (as an accurate and magical

marksman) and the fact that he values human life—thus he uses them wisely and economically. The Lone Ranger fires only to disarm—not to kill his enemies.

e. Rituals

Rituals or rites are orthodox and briefly repeated sets of action and it must be a special activity which has a number of repeated parts. Some rituals tend to be personal ones, means that a person has his/her own way to do something in particular before s/he takes the actions. Whilst commonly, rituals act to be communal activities of its nature when it is performed and participated by large numbers of people; named public ritual. The very first thing that cross in the mind of society, public ritual is related with religious popular rituals. It deals with the relation of human being and the deity. Religious popular rituals gain so many worshippers whom believe in the existence of the Mighty who creates the universe along with its occupants. On the other hand, secular (non-religious) popular rituals provide more emotional needs as religious rituals, especially in comfort and security of sequential elaborated sets of action. It tends to believe in human nature; the nation of its origin; and the deepest reality of it.

f. Formulas

Popular formula is a created product which naturally repeated and hence tend to be familiar to both the creators and audiences. A

popular product formula consists of two broad categories of elements, which are entitled conventions and inventions. Conventions are the elements which each specific example shares its genres with any other specific example. As for inventions are the special twist which creators use in attempt to keep the formula fresh and interesting. Popular culture is repetitive and imitative in order to ensure the continued commercial success. Sometimes this repetition takes form in immediate action, for example the popular movies sequels and spin-off.

4. British, American, and Korean Series

Series are similar things placed in order or happening one after another. Also in the media it known as a set of related television or radio programs, especially of a specified kind. But in its development, series are not only limited on screen or through the speaker, it already exist in what people know as web-drama series and very popular in a particular country, Korea. Web-drama series share the same elements with its predecessor, although web-drama series are broadcasted in a part of the web television medium or internet yet sometimes are played in the screen either. TV series are a group of episodes of a television program broadcast in regular intervals with along break between each group, usually with one year between the beginnings of each. When it comes to the terms—about different in several countries. United Kingdom stands still with its *series* label. Far away to the

West, United States and Canada holds on to *seasons* idiom; it is just a matter of naming, nevertheless the characteristics are completely the same.

Thus the British, American, Korean series definitely share the same characteristic which are listed into episodes in each of the season/series and aired in the interval of time.

5. Synopsis of British, American, and Korean TV Series

a. British *Sherlock*

A modernized version of Arthur Conan Doyle's canon stories. Sherlock Holmes lives in 21st century London city, a city which full of crime, mystery, robbery, and any other deceit act. Here he solves those problems along with his sidekick, Dr. John Watson, an army doctor retirement who wounded from Afghanistan war.

b. American *Elementary*

The detective, Sherlock Holmes, lives in modern of New York City. He takes cases of murders, robberies, kidnaps, and any other mystery as the consulting detective. He is accompanied by his private doctor who later becomes his partner, Dr. Joan Watson.

c. Korean *Love Detective: Sherlock K*

The Korean version of Sherlock Holmes is a woman who disguises as a man. She takes only love problems. With Watson as company, she becomes the very first love detective in Korea.

B. Previous Related Study

Sherlock Holmes is a famous fictional detective figure who attracts people to his world. Hence, there is lot of studies or researches which focus in Sherlock's world. So the researcher gives several previous studies related with the topic.

The first is Sameer Chopra, an Assistant Professor in Gargi College, University of Delhi. His research entitled *Sherlock Holmes on Screen: the Aesthetics and Politics of Adapting the "Great Detective" in a Hyper-mediated Age*. He is focusing on adaptation of Sherlock Holmes on screen through the aesthetics and politics aspect in hyper-mediatized age. Through the stories of the movie, it reflects the ideology of Victorian to-short-Edwardian era, the social condition, and even the gender and sexuality. Each of the sets, icons, and even the characters is conveying a meaning. With same resource, Arthur Conan Doyle stories and novel and Sindy Paget illustrations of Sherlock Holmes for the hypogram; as for the main object comes from Granada Television Series, *The Adventure of Sherlock Holmes* (1984-1985) and the 2011 movie, *Sherlock Holmes: A Game of Shadows* (dir. Guy Ritchie). The second one is *Representations Sherlock Holmes: A Study of Sherlock Holmes' New Trademarks as a Sex symbol, Action hero, and Comedian in the 21st Century*, a final thesis of Louise Jensen. He was a student in Aalborg University. Jensen focusing on Sherlock Holmes figure is being represented in several movies. But more specifically takes Sherlock Holmes as a sex symbol; how the relationship with his sidekick-Dr. Watson and few women in the story

e.g. Irene Adler, as an action hero through *Sherlock Holmes* (2009) and *Sherlock Holmes: A Game of Shadows* (2011) how he is being delivered as a detective who is not afraid to flow in the fight, and the last his jokes in the same movies which make him a sort of comedian in the 21st century.

But this research is different with previous of the studies, because the researcher purely focusing on Sherlock Holmes and Dr. Watson visualization in several medias and drawing out the myths which are projected in the conclusion of its figures and remarkable objects; in television and web series with each different cultures.

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

The researcher uses descriptive qualitative method in doing the research, which means in using the method, the researcher is able to collect and analyse the data, then procure a conclusion. Qualitative method is a method which focuses on text, images, picture, narration, artifacts, and non-numerical format data (Semiawan, 2010: 108). The data of this research are in the form of pictorial evidence, which included within: the physical appearances and icons of Sherlock Holmes and Dr. Watson. The researcher presents the data which taken from British, *Sherlock* (2010-2017), American *Elementary* (2012-2014), and Korean *Love Detective: Sherlock K* (2015) series into sequence description. Surakhmad (1994: 139) once stated that, descriptive method is a kind of research method using technique of searching, collecting, classifying, analyzing the data, interpreting them, and finally drawing conclusion. On the other hand, Moleong (2012: 6) said that, qualitative research is a research to comprehend phenomena of what happens on the research subject holistically and by description in words and language form, in a certain natural context and use several scientific methods.

In order to draw a conclusion, the researcher analyzes the data based on the Visual Semiotics theory of Roland Barthes (1983, 1991) and Popular Culture of Nachbar and Lause (1992) in a brief explanation. Thus, the most suitable design to be applied in this research is descriptive qualitative method.

B. Data and Source of the Data

Data is the most important element in a research and might have many different forms. Oxford dictionary (retrieved from <https://en.oxforddictionaries.com/definition/data>, on September 26, 2019) writes that, data are facts or information, especially when examined and used to find out things or to make decisions. There are two types of data, main data and secondary data, and each of the data will be able to draw conclusion from the very basic analysis.

The main data in this qualitative research are the physical appearances and icons of Sherlock Holmes and Dr. Watson figures in British *Sherlock* (2010-2017), American *Elementary* (2012-2014), and Korean *Love Detective: Sherlock K* (2015). As for the earliest visualization of Sherlock Holmes and Dr. Watson figures by Sidney Paget in between 1891 and 1904, illustrated the publications in *The Strand Magazine* based on Sherlock Holmes novels and stories by Arthur Conan Doyle; the description of Sherlock Holmes Dr. Watson appearances in Sherlock Holmes canon novels and stories will become the hypogram of the data. It will be the Sherlock Holmes and Dr. Watson figures are being visualized in three different series; focuses on their physical appearances and their remarkable things which attached to the figures. Whilst

the secondary data are gained from other resources, such as the evidences of physical appearances and icons in the society, that can be found in the journal and any other article related to the main data; then being considered as the part of data.

As for the sources of the data itself, the researcher takes out from British *Sherlock* (2010-2017) produced by the British network BBC, American *Elementary* (2012-2014) produced by CBS TV Network, and Korean *Love Detective: Sherlock K* (2015) series produced by Naver TV; the hypogram sources are coming from arthur-conan-doyle.com which provides the earliest visualization of Sherlock Holmes and Dr. Watson figures by Sidney Paget and Arthur Conan Doyle novels and stories of Sherlock Holmes.

C. Technique of Collecting Data

The sole purpose of data collection in qualitative descriptive research is to provide evidence for the experience or topic which is investigated (Polkinghorne, 2005). This step of analysis is just one of the many steps that must be done when doing a research. The researcher used documentation a technique in collecting the data. Documentation is used because the data which in the form of physical appearances and icons are being examined thoroughly by the researcher. Data from various sources were collected, examined, and then analysed to create findings or conclusions of the research itself. Thus, the procedures of this research could be explained as follows:

First, data are collected from *Sherlock* (2010-2017), *Elementary* (2012-2014), and *Love Detective: Sherlock K* (2015) series; whilst the hypogram are

coming from Signey Paget's illustration of Sherlock Holmes and Dr. Watson figures and Sherlock Holmes novels and stories.

Second, the researcher gains some suitable theories relating to the discussion with considering the gap knowledge in each of the previous studies and this research.

Third, the researcher is analyzing the data. In analyzing the data, the researcher is providing specific description about Sherlock Holmes figure in the novels and stories and of the earliest visualization of it; which presented and being visualized into British *Sherlock* (2010-2017), American *Elementary* (2012-2014), and Korean *Love Detective: Sherlock K* (2015) series. Then classifies the finding of Sherlock Holmes and Dr. Watson physical appearances and their iconic belongings into tabulation. After the tabulation is surely done, the researcher makes a deeper analysis of the findings thus it will lead to several considerable results.

The last step is, the researcher draws a conclusion based on the analysis in Sherlock Holmes and Dr. Watson physical appearances and icons in British, American, and Korean series and makes suggestion for further studies if there any.

D. Trustworthiness of Data

Trustworthiness of a research can be gained by conducting credibility, transferability, dependability, and conformability (Moleong, 2004). The point credibility means to achieve the validity of the data. To attain the credibility of the data, the researcher watches carefully and thoroughly the data: British

Sherlock (2010-2017), *American Elementary* (2012-2014), and *Korean Love Detective: Sherlock K* (2015) series, and after that the researcher categorizes the data. Whilst to reach the transferability, the researcher tried to classify the data—using Popular Culture theory by Nachbar and Lause (1992)—as obvious as the researcher could make it easier to be understood by the readers, which then the researcher handed it to the expert along with the theory of Popular Culture. In this technique, the researcher categorizes the data based on the physical appearances and the iconic things (Nachbar and Lause, 1992). Dependability is the concept of reliability; named the stability of the consistency of the data. The last point of trustworthiness of data is conformability. It is another sentence to determine the objectiveness of the research by considering the whole data and asking the expert about the validity of the data. In this research, the researcher has obtained suggestion and information from Yustin Sartika, S.S., M.A., a lecturer of English Letters of The State Islamic Institute of Surakarta, to validate the data. The reason of choosing the expert because, on the researcher's opinion, the expert is having the background of popular culture studies and do concern on the recent issues of it.

E. Technique of Analysing Data

In analyzing the data, the researcher uses theory of data analysis of Spradely (1979), the steps of data analysis as follow are domain, taxonomy, componential, and cultural theme analysis. Domain analysis is used to separate which ones are the data and the other that do not, in regard to the object of the

research that is the physical appearances aspects (Hairs, Nose, Eyes, Chin, Height, Age, Gender) of Sherlock Holmes and Dr. Watson and their icons, which later are inserted into the taxon. Taxonomy analysis is the further development of domain analysis, this step classifies each domain as its original category and focuses only on its internal structure. Icons, then, being classified into three categories (Pure Personal Icons, Functional Personal Icons, and Functional Cultural Icons). Whilst the next step is componential analysis, it is the systematic search for the attributes (components of meaning) associated with cultural symbol (Spradely, 1979: 178), in other words, the step is acquired to gain the relation within each domain and its category in taxonomy analysis. Thus, the latter leads the research into cultural theme analysis—the basic theory or the theme of cultural background—which influences the situation and context on each domain and its category. Spradely (1979: 191) points out that, cultural themes are elements in the cognitive maps which made up cultures. Themes itself are larger units of thought. They consist of number of symbols which is linked into meaningful relationship.

This analysis for research so the researcher considering the trustworthiness of the data aspect. Later, the researcher gives the conclusion in the end of the research.

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

In this chapter, the researcher analyses the object of the thesis through description and discussion of Visual Semiotics theory of Roland Barthes (1973) and using Popular Culture approach of Nachbar and Lause (1992). Based on Barthian Visual Semiotics, it deals with the relation between denotation and connotation, in which an icon signifies something; the key of layering meaning of an idea or object. In doing so, the researcher directly applied Visual Semiotics theory to analyze each icon meaning. Whilst for Popular Culture, there are several points that the researcher previously mentioned, those are Myths, Icons, Stereotypes, Heroes, Rituals, and Formulas. The researcher is focusing only on Myths of which beliefs and values emerge from each of the visualization, Icons (the categories (Pure Personal Icons (PPI), Functional Personal Icons (FPI), Pure Local Icons (PLI), Functional Local Icons (FLI), Pure Cultural Icons (PCI), and Functional Cultural Icons (FCI)), and Heroes (Images of the hero—represented visually and Important icons associated with the hero—their meaning) in analyzing both the figures and their icons.

The major goal of this thesis is to depict the changing of Sherlock Holmes and Dr. Watson's figure and the signification of each of their icons through three different visualizations, and to reveal the myths which are presented in each of the visualization. Before discussing them, the researcher would tell about the subject of the research. The

subject is the visualization of Sherlock Holmes figure in its British, American, and Korean series. Sherlock Holmes is the notorious fictional detective who was born of Arthur Conan Doyle's mind. Arthur Conan Doyle was born on 22 May 1859. He is a British writer, author, physician, spiritualist, and critic. Doyle was knighted on October 24, 1902 by King Edward VII in regards to his services to the Crown. Thus from that on he became Sir Arthur Conan Doyle. The stories of Sherlock Holmes and Dr. Watson are ageless and widely known as the remarkable detective stories for decades. In fact, they are adapted and visualized into movies, series, comics, video games, and even being recreated as an anamorphic anime, and yet it is being served with different cultures in each of the visualization.

A. Physical Appearances of Sherlock Holmes in British, American, and Korean Visualization

The researcher broke down Sherlock Holmes physical appearances into seven points, based on the aspects which are very significant in changing from the original one into its British, American, and Korean visualization. The researcher differentiated the seven points on each of the visualization.

Physical appearances:

- Gender
- Hairs
- Nose
- Eyes
- Chin
- Height

- Age

The list can be seen in table below,

Table 1.0
Sherlock Holmes Physical Appearances

No.	Images of Hero	British	American	Korean
				
1.	Gender	Male	Male	Female
2.	Hairs	Mid; curly; black	Short; messy; black	Short; straight; black
3.	Nose	Snub nose	Roman nose	East Asian nose
4.	Eyes	Slanted; blue	Hooded; blue	Upturned; black
5.	Chin	Square	Square	Round
6.	Height	1.83m	1.8m	1.65m
7.	Age	About 34 years	Around 40 years	About 26 years

Each of the points exists in each of the visualization. It is as follows:

1. British

In British visualization of Sherlock Holmes physical appearances, the researcher found 6 data. They exist in data number 1, 2, 3, 4, 5, and 6.

Those can be separated as below:

a) Gender: Male

British visualization of Sherlock Holmes sticks to the gender which the original figure possesses.

b) Hairs: In British visualization of Sherlock Holmes' hairs, it appears in Datum 1 (Mid; curly; black)

British visualization of Sherlock Holmes presents the figure with mid-length, curly, and black hair. He never arranges his hair and left it messy, even when he attends John Watson's wedding.

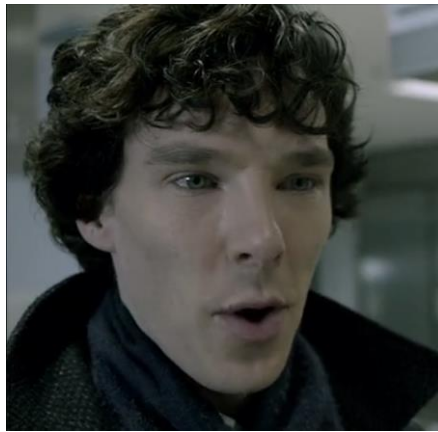


Figure 1.1

British Sherlock Holmes Hairs

When British is trying to bring Sherlock Holmes to their series sets in 21st century, they brought a very look-alike cast to the original figure. His physical appearances are about the same with the original one. Many know that Sherlock Holmes is reckless in personality, then he is being shown in the series that he rarely arranges his hairs and prefer to let it untidy. Even when he attends Dr. Watson's wedding, he lets his hairs messy.

c) Nose: In British visualization of Sherlock Holmes' nose, it appears in Datum 2 (Snub nose)

British Sherlock Holmes' nose is being considered as snub nose. It is noticed that snub nose is thin and pointed appearance.

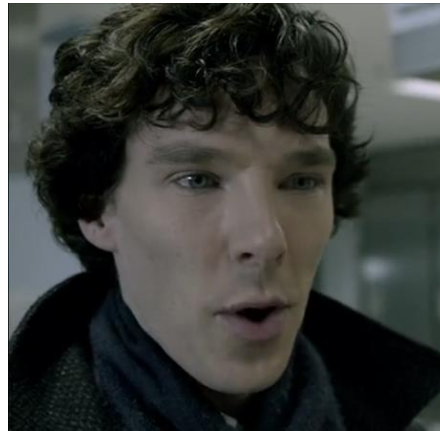


Figure 1.2

British Sherlock Holmes Nose

d) Eyes: In British visualization of Sherlock Holmes' eyes, it appears in Datum 3 (Slanted; blue)

Slanted eyes have the appearance of smaller tip in each of the point. Slightly different from the original Sherlock Holmes' eyes which colored in brown, this British Sherlock Holmes has blue eyes.



Figure 1.3

British Sherlock Holmes Eyes

The eyes part is different from the original one: from sharp and piercing to slant; as it seen in figure above. Even though the characteristic is slightly different, British Sherlock Holmes still able to spot every detail—every small things on the crime scene, even in the absence of his magnifying glass.

e) Chin: In British visualization of Sherlock Holmes' figure, it appears in Datum 4 (Square)

Although there is a particular distinction in the hairs, nose, and eyes, there remains the similarity between the original Sherlock Holmes and British visualization that is the chin. Both figures has the same type of chin, a square chin. As Dr. Watson stated that Sherlock Holmes had the prominence and square chin, and in the British visualization of Sherlock Holmes, it is obviously can be seen.



Figure 1.4

British Sherlock Holmes Chin

The original figure of Sherlock Holmes and its British visualization share the same chin type: square. It distinguishes the owner is having strong and prominence character. Both Sherlock Holmes are persistent in solving every case and even the obstacles are challenging they never surrender.

f) Height: In British visualization of Sherlock Holmes' height, it appears in Datum 5 (1.83m)

Besides share the same chin characteristic, both figures share same height. Sherlock Holmes in the original stories is depicted having over six feet height or approximately 1.83m, whilst in British visualization, Sherlock Holmes or the actor himself has 1.83m of height.

British Sherlock Holmes also inherits same aspect with its predecessor that is height. The original figure is revealed to be 1.83m of

height, it is the exact number which British Sherlock Holmes stands: 1.83m of height.

g) Age: In British visualization of Sherlock Holmes' age, it appears in Datum 6 (Between 27 and 34)

In the British series, Sherlock Holmes is between 27 and 34 of age, due to the actor's age. It is close to the original Sherlock Holmes' age, when he first met Dr. Watson in his 27.

The researcher took an event in which Sherlock Holmes and Dr. Watson first meeting, in the original stories, Sherlock Holmes was 27 years when he met Dr. Watson. Whilst in British series, Sherlock Holmes is in his 34 when he first met Dr. Watson in his 40. British Dr. Watson is older than Sherlock Holmes, just like in the original stories.

2. American

In American visualization of Sherlock Holmes physical appearances, the researcher found 6 data and it appear in data number 7, 8, 9, 10, 11, and 12.

a) Gender: Male

American visualization of Sherlock Holmes figure is copying the gender of the original Sherlock Holmes and pasting it on their series.

b) Hairs: In American visualization of Sherlock Holmes' hairs, it appears in Datum 7 (Short; messy; black)

American visualization of Sherlock Holmes appears with short-length, messy, and black hairs, different with the original figure who has slicker hairs.



Figure 1.5

American Sherlock Holmes Hairs

American Sherlock Holmes is totally different with the original one in the hairs point, whilst other similarities are in chin and height points. His hairs are seen to be short-length, messy, and black, contrary with the original Sherlock which straight and slicked. It shows that American Sherlock Holmes, also, possesses natural habit of the original one that is reckless character as it appears on his hairs characteristic.

c) Nose: In American visualization of Sherlock Holmes' nose, it appears in Datum 8 (Roman nose)

American Sherlock Holmes has the Roman nose type. This type of nose gains its name because, mostly, it resembles noses found on Roman sculptures' faces. It marks with sloping which protrudes from

the face. Also, it often found in those who strong and defined in character.



Figure 1.6

American Sherlock Holmes Nose

d) Eyes: In American visualization of Sherlock Holmes' eyes, it appears in Datum 9 (Hooded; blue)

Sherlock Holmes in American visualization has hooded eyes and blue pupils. This type of eyes feature extra layer of skin which droops over the crease and causes the lid looks smaller.



Figure 1.7

American Sherlock Holmes Eyes

e) Chin: In American visualization of Sherlock Holmes' chin, it appears in Datum 10 (Square)

It appears that American visualization of Sherlock Holmes shares the same chin type, which is square, with British visualization and the original figure himself.

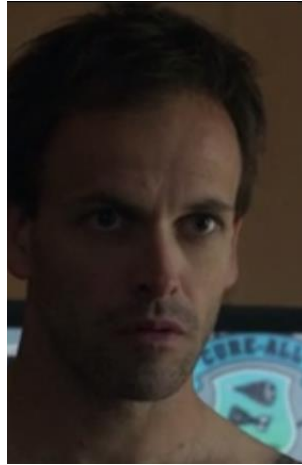


Figure 1.8

American Sherlock Holmes Chin

Yet the strong and prominence jaws which make his chin looks square, just like the original one's denotes that American Sherlock Holmes is a man of tough and persistent in will. He never gives up on every case he takes, even if the cops stands on his way or the group of criminals beat him up; he always follows his believes.

f) Height: In American visualization of Sherlock Holmes' height, it appears in Datum 11 (1.8m)

Aside from the chin similarity with the original figure, American Sherlock Holmes shows up with the same height. This American visualization presents Sherlock Holmes in 1.8m of height, couple centimeters different with the original one.

American Sherlock Holmes pops up as a man of 1.8m of height, this number is about the same with original height of Sherlock Holmes, he

stands in 1.83m of height, couple centimeters taller than the American visualization.

g) Age: In American visualization of Sherlock Holmes' age, it appears in Datum 12 (Around 40)

Another difference of original Sherlock Holmes and its American visualization is the age. In the beginning of the story, Sherlock Holmes appears to be 27 years of age, whilst in the beginning of American series *Elementary*, Sherlock Holmes appears to be older than the original one that is around 40 years of age.

The American Sherlock Holmes is younger than Dr. Watson, just like in the original series. Even though Dr. Watson is older than Sherlock Holmes, their age numbers are different from the original ones', because Sherlock Holmes is in his 40 when he first met Dr. Watson in her 44.

3. Korean

In Korean visualization of Sherlock Holmes physical appearances, the researcher found 6 data. They can be seen in data number 13, 14, 15, 16, 17, and 18.

a) Gender: Female

Sherlock appears to be a woman dresses in man's cloth; Korea wants to present a new Sherlock with second gender.

Korea chooses woman to play Sherlock role is because it wants to degenerate the stereotype of the women incapable in doing men's job. Since detective works is commonly associated with male. Besides, it also wants to present love matters with new wrappings: the detective-field work—combine the harsh character of detective, in general, with the gentleness of love touch. Thus it creates a very fresh-from-the-oven detective story.

b) Hairs: In Korean visualization of Sherlock Holmes' hairs, it appears in Datum 13 (Mid; straight; black)

Korean visualization of Sherlock is presenting the figure with mid-length, straight, and black hairs, and she often crowns her head with a particular hat. Different with the original figure who has a short-length, slick, and black hairs, yet it still shares the same colour.



Figure 1.9

Korean Sherlock Hairs

- c) Nose: In Korean visualization of Sherlock Holmes' nose, it appears in Datum 14 (East Asian nose)

East Asian nose is marked with slim and flat shape with shorter tip, although it varies from one country to another, this kind of nose commonly exists on East Asian people's faces.



Figure 2.0

Korean Sherlock Nose

- d) Eyes: In Korean visualization of Sherlock Holmes' eyes, it appears in Datum 15 (Upturned; black)

Upturned eyes marked with the shape of an almond; the lower lid appears longer than the upper lid, and thus it gives a natural uplift in each of the corners.

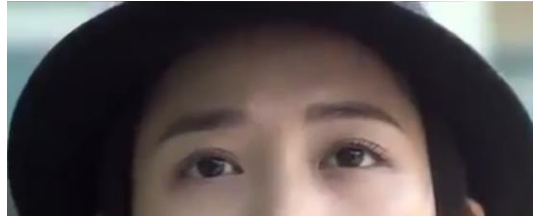


Figure 2.1

Korean Sherlock Eyes

- e) Chin: In Korean visualization of Sherlock Holmes' chin, it appears in Datum 16 (Round)

Korean Sherlock's chin is round in shape. It makes the face look fuller and rounder. Person with round chin often open and more flexible.



Figure 2.2

Korean Sherlock Chin

Her chin is considered as round chin, it signifies that the owner is sympathetic and kind. It is because Korean Sherlock mostly deals with

love problem which acquires strong feeling and the combination of sharp mind; that is why she gains the 'Love Detective' title, besides using her ability in reading people.

f) Height: In Korean visualization of Sherlock Holmes' height, it appears in Datum 17 (1.65m)

Due to the true identity of Korean Sherlock that is a woman disguises in man's clothes, her height average just likes any other women. Surprisingly, she even looks shorter than men's height average.

She stands in 1.65m of height, it makes her shorter than the original Sherlock, and even with her Watson. This happens because Korean visualization of Sherlock, actually, is a woman who disguises as a man when solving cases, and thus, her height is deprived of common men in women nature.

g) Age: In Korean visualization of Sherlock Holmes' age, it appears in Datum 18 (About 26)

This Korean Sherlock is presented to be younger than the original one. If the original Sherlock is about 27 years of age, then the Korean Sherlock shows up on 26 years of age, the difference is not significant. Surprisingly, Korean Sherlock is older than Watson, in converse with the original age and previous visualizations which Watson is older than Sherlock. It happens because in Korean visualization, Sherlock is wiser and more mature than Watson. On the other hand, Korean Watson always acts like teenager because he is younger than Sherlock, it results



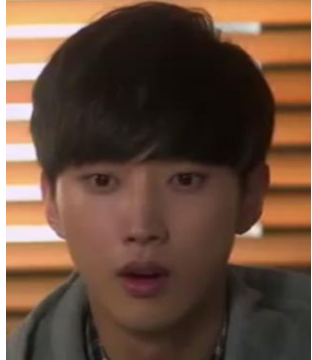
that Watson is more inattentive than Sherlock. Whilst in British and American visualizations, Watson is depicted as the mature one between them, due to the age.

B. Physical Appearances of Dr. Watson in British, American, and Korean Visualization

The researcher also applied the six points of physical appearances upon Dr. Watson figure in its British, American, and Korean visualization.

Table 1.1

Dr. Watson Physical Appearances

No.	Images of Hero	British	American	Korean
				
1.	Gender	Male	Female	Male
2.	Hairs	Short; straight; grey	Long; straight; black	Mid; straight; black
3.	Nose	Nubian nose	East Asian nose	East Asian nose
4.	Eyes	Protruding; black	Monolid; black	Monolid; black
5.	Chin	Receding	Square	Round
6.	Height	1.69m	1.6m	1.78m
7.	Moustache	Yes; grey	No	No
8.	Age	In his 40s	About 44 years	Around 21 years

1. British

In British visualization of Dr. Watson physical appearances, the researcher found 7 data, and each of them shows up in data number 19, 20, 21, 22, 23, 24, and 25.

a) Gender: Male

British Dr. Watson stays with the original gender of the figure that is a male.

b) Hairs: In British visualization of Dr. Watson's hairs, it appears in Datum 19 (Short; straight; grey)

Apparently, British visualization of Dr. Watson has the same hairs characteristics with the original one that is short-length, straight and grey.

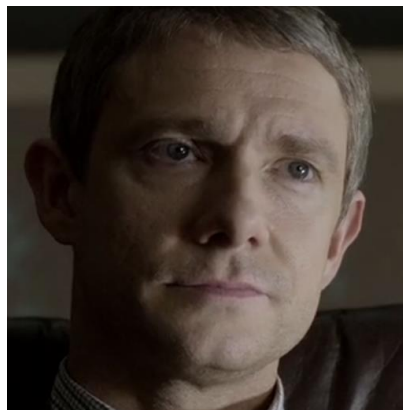


Figure 2.3

British Dr. Watson Hairs

British visualization of Dr. Watson is having hairs characteristic exactly the same with the original figure: short-length, straight, and grey. It is a proof

that Dr. Watson is wiser than Sherlock Holmes, since grey often described as color of wisdom. Dealing with a man such like Sherlock Holmes, forces Watson to think sanely because if he follows Sherlock's mind he will unable to escape. In so, he acts like his advisor withstand on his point of view.

c) Nose: In British visualization of Dr. Watson's nose, it appears in Datum 20 (Nubian nose)

The Nubian nose characteristic is longer bridge with larger base, and so it, sometimes, mentioned as wide nose.



Figure 2.4

British Dr. Watson Nose

d) Eyes: In British visualization of Dr. Watson's eyes, it appears in Datum 21 (Protruding; black)

Protruding eyes custom projected lids in the eye socket area and it makes the eyes looks doubled.



Figure 2.5

British Dr. Watson Eyes

e) Chin: In British visualization of Dr. Watson's chin, it appears in Datum 22 (Receding)

Receding or weak chin marked with a backward slant which alter the face shape. It scarcely looks parted into two bumps.



Figure 2.6

British Dr. Watson Chin

f) Height: In British visualization of Dr. Watson's height, it appears in Datum 23 (1.69m)

In the original stories of Sherlock Holmes, height difference between Sherlock and Dr. Watson is almost equal; with 1.83m for Sherlock and 1.8m for the doctor. When both figures come to British visualization, Dr. Watson is seen shorter than the detective.

His short appearance compares to Sherlock Holmes is definitely different with the original figure. When the original Dr. Watson stands on 1.8m, its British visualization stands on 1.69m. It makes the difference between the original figure and its British visualization looks plainly obvious.

g) Moustache: In British visualization of Dr. Watson's moustache, it appears in Datum 24 (Grey)

At his first appearance, British Dr. Watson did not grow moustache, but when he realizes that Sherlock Holmes is dead, he begins to mourn and decides to grow moustache on his face. Hence, it makes his profile more Watson-ish than before. Moreover, the color of British Dr. Watson's moustache is grey, same with its predecessor.



Figure 2.7

British Dr. Watson Moustache

Yet they still share the same physical appearance: moustache. In beginning of the series, Dr. Watson shows up with no moustache, but later on when Sherlock Holmes dies, Dr. Watson starts to grow moustache on his face—to show how he grieves over his best friend. It is exactly similar with the original figure, except he made his first appearance, already, with moustache.

h) Age: In British visualization of Dr. Watson's age, it appears in Datum 25 (In his 40s)

The not so distinct differences between the original Dr. Watson and its British visualization are only the hairs and moustache. Whilst for the age, Watson's very first meeting with Sherlock Holmes—in the original stories—is in his 29 years of age. On the other hand, in British series *Sherlock*, Watson is in his 40s when he met Sherlock Holmes.

The fact that Dr. Watson is wiser than Sherlock Holmes can be proofed to their age gap. Watson was in his 40s when he first met Sherlock, on the other hand, Sherlock was about 34. It gives result that age is affecting a person's personality.

2. American

In American visualization of Dr. Watson physical appearance, the researcher found 6 data. They appear in data number 26, 27, 28, 29, 30, and 31.

a) Gender: Female

Dr. Watson here changes to a woman, and so, the name is following the shifting from John Watson to Joan Watson.

Her name, when it is pronounced, Joan, is closely to the original name of Dr. John Watson. In fact, Joan is the feminine form of John back in the Medieval English. So it is not coincidentally that American visualization turns Dr. John Watson's first name to Joan; and naturally she possesses the intellectual mind: she is able to help Sherlock Holmes in solving cases in regards to her specialty as a doctor, sporty: with the eye-catching outlook whenever she goes out with the detective, outgoing: many like Joan of her calm personality that is why she easily befriended with anyone around her, and even loyal to his companion. One of very famous the name bearers is Joan of Arc, she had been granted by Divine messages in which she was chosen to lead the French army in the Battle of Orleans.

Since American visualization of Dr. Watson turns to be a woman, the physical appearances are a-hundred-eighty degree different with the original figure. With long, straight, and black hairs make her becomes prominent figure, plus she came not from Caucasian race but Asian. It makes her more careful than Sherlock when they are dealing with several cases. The appearance of Joan Watson as Sherlock Holmes' sidekick in American visualization is to sooth Sherlock Holmes habit of drugs addiction and recover him from the condition since naturally a woman owns the angelic character of melting the iron of man's character. The fact is, that Joan Watson's role is to breakdown the thoughts of commons in considering Sherlock Holmes' sexual desire, they tend to put Sherlock as a homosexual or even asexual rather than heterosexual. Though Sherlock Holmes and Dr. Joan Watson do not end up in the relationship and it is more like professional affair.

b) Hairs: In American visualization of Dr. Watson's hairs, it appears in Datum 26 (Long; straight; black)

Since American visualization of Dr. Watson figure is acted by woman, automatically, the hairs part is long-length, straight, and black in particular, just like other women.



Figure 2.8

American Dr. Watson Hairs

c) Nose: In American visualization of Dr. Watson's nose, it appears in Datum 27 (East Asian nose)

This American Dr. Watson is not coming from Caucasian inheritance, but gets Asian DNA. This fact is totally separated from the original figure whom appears to be Caucasian. In so, her nose is considered as East Asian nose.



Figure 2.9

American Dr. Watson Nose

d) Eyes: In American visualization of Dr. Watson's eyes, it appears in Datum 28 (Monolid; black)

Monolid type is flatter on the surface and does not have any crease. It appears, commonly, on Asian faces.



Figure 3.0

American Dr. Watson Eyes

e) Chin: In American visualization of Dr. Watson's chin, it appears in Datum 29 (Square)

The jawbones make rectangular shape with strong angles. It gives heavier and lower face.



Figure 3.1

American Dr. Watson Chin

f) Height: In American visualization of Dr. Watson's height, it appears in Datum 30 (1.6m)

American Dr. Watson is shorter than Sherlock Holmes, this because, mostly, women are less in height than men. Yet in the original stories, they share, almost, the same height.

Due to her nature as a woman, Dr. Joan Watson height is in average of other women, if it compares to height average of men. Hence, American Dr. Watson appears to be shorter than Sherlock Holmes.

g) Age: In American visualization of Dr. Watson's age, it appears in Datum 31 (About 44 years)

Although she is shorter than Sherlock, Dr. Watson age is older than Sherlock Holmes. This exactly the same with the original figures ages which Sherlock Holmes' below Dr. Watson's.

Though she is less in height than the detective, she still brings the age condition in which she is older than Sherlock Holmes. Their age gap is about 4 years between them.

3. Korean

In Korean visualization of Dr. Watson physical appearances, the researcher found 6 data. Those can be seen in data number 32, 33, 34, 35, 36, and 37.

a) Gender: Male

Korean Watson remains as a man in the series, following the original Watson gender.

b) Hairs: In Korean visualization of Dr. Watson's hairs, it appears in Datum 32 (Mid; straight; black)

Korean Watson appears as young shot, in so he possesses trend hairstyle with middle-length, straight, and black hairs.



Figure 3.2

Korean Watson Hairs

c) Nose: In Korean visualization of Dr. Watson's nose, it appears in Datum 33 (East Asian nose)

East Asian nose marked with flat and slim shape and shorter tip. This kind of nose can be found on almost of East Asian people.



Figure 3.3

Korean Watson Nose

- d) Eyes: In Korean visualization of Dr. Watson's eyes, it appears in Datum 34 (Monolid; black)

This type of eyes is flatter on the surface and does not have any fold on it.

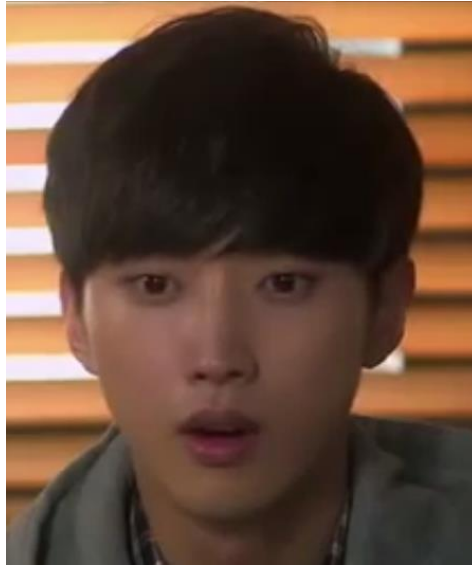


Figure 3.4

Korean Watson Eyes

- e) Chin: In Korean visualization of Dr. Watson's chin, it appears in Datum 35 (Round)

Korean visualization of Watson appears to be younger than the original one and they are different in races also. Thus it affects Korean Watson appearance, especially on chin. Round chin makes the owner face looks fuller and it defines a flexible personality.



Figure 3.5

Korean Watson Chin

f) Height: In Korean visualization of Dr. Watson's height, it appears in Datum 36 (1.78m)

When it comes to the height point, Korean Watson is nearly equal with the original Watson, only about couple of centimeters. The original Watson stands with 1.8m of height, whilst the Korean version with 1.78m of height.

Height comparison between the original Watson and its Korean visualization is definitely different, although it is only about couple of centimetres. Even when Watson stands with Sherlock, he is taller than the detective.

g) Age: In Korean visualization of Dr. Watson's age, it appears in Datum 37 (Around 21 years)

On the age point, Korean Watson seems younger than the original one. Even, compare to Sherlock, Watson is younger than him. Thus, the Korean

visualization of Sherlock and Watson is different from the other visualizations of age point.

It is plainly visible that Korean Watson is younger than the original figure, even compared to the British or American visualization. Unlike the original figure or British or American visualization whom older than Sherlock, this Korean Watson is younger than Sherlock himself; Watson is about 21 years whilst Sherlock is about 26 years. It affects their characters, Sherlock whom usually pictured as reckless, ignorant, and apathy person becomes empathic, wise, and behaved person. Watson, on the other hand, sums up teenager-ish, silly, and misbehaving profile.

C. Icons of Sherlock Holmes in British, American, and Korean Visualization

Nachbar and Lause (2012) categorized icons into six points, those are Pure Personal Icons (PPI), Functional Personal Icons (FPI), Pure Local Icons (PLI), Functional Local Icons (FLI), Pure Cultural Icons (PCI), and Functional Cultural Icons (FCI), in which the researcher took three points only for Sherlock Holmes' icons: Pure Personal Icons (PPI), Functional Personal Icons (FPI), and Functional Cultural Icons (FCI). Because the researcher focused only on the figures' belongings and for Pure Local Icons (PLI), Functional Local Icons (FLI), and Pure Cultural Icons (PCI) had being considered as the points for wider societies/ groups. Then the researcher separated a very significant icon which appears in the series; for it affects Sherlock Holmes personality and his action in cracking the cases. It is as follows:

1. Pure Personal Icons (PPI)

a. American

In American visualization of Sherlock Holmes Pure Personal Icons, the researcher found 1 datum. It appears in datum number 38.

- Datum 38: Tattoos

The researcher considered tattoos as Pure Personal Icons because it is merely a symbol to a person (i.e. Sherlock Holmes) and has no function at all. Pure Personal Icons (PPI) are objects which has no function other than to symbolize a meaning important to an individual.

American Sherlock Holmes is acted by an American-English actor, Jonny Lee Miller, whom inked his body, the resemblance of tattoos is following Sherlock's personality. Tattoos define personal identity; as well as permanence and bodily freedom. In American *Elementary*, Dr. Watson mentions that she is sent by Sherlock's father to help him to recover from drugs addiction. That is why Sherlock Holmes moves from London to New York due to his medication. It can be explained that Sherlock wants to show his freedom through the tattoos which embodied on his body. As if he frees his mind from the boredom of the cases' absence with the drugs. Yet it also signifies permanence, persistence and tough, with his exodus to

America, Sherlock hopes that he can be a better person; and his will is unbreakable.



Figure 3.6

American Sherlock Holmes Tattoos

This icon appears only in the American visualization, *Elementary*, whilst in the original figure there is no single line or even the earliest visualization which shows that Sherlock inked his body and there is no pictorial evidence that appears in both the British *Sherlock* and Korean *Love Detective: Sherlock K* because the idea of individual freedom is strongly attached as a part of American values. It is widely known that one of American values is freedom, and so, the freedom itself is associated with the Americans. That is why the American *Elementary* wraps up freedom in the form of tattoos which drawn upon Sherlock's torso. It also explains that tattoos

become symbol to every person who owns it. Despite from the fact that tattoos are, commonly, associated with the gangsters or criminals, it becomes an art to some people; tattoo is not a crime, it is an art.

2. Functional Personal Icons (FPI)

a. British

In British visualization of Sherlock Holmes Functional Personal Icons (FPI), the researcher found 6 data, those can be seen in data number 39, 40, 41, 42, 43, 44, and 45, for instance in data number 39, 41, 42, 43, and 45.

- Datum 39: Pea coat

This icon belongs to Functional Personal Icons (FPI) because it has been worn by Sherlock Holmes only along in the series; an icon which has function other than just to symbolize meaning, and yet pea coat signifies durability.

Sherlock Holmes in the original stories is spotted to wear an ulster coat and/ or smoking coat. The former is been used whenever Sherlock Holmes and Dr. Watson go out to inquiry a case, in which they consider it as a tough and rough one, aside from the weather, so it drains lots of thought and energy. While the latter is proved to be worn when Sherlock Holmes smokes pipe in his drawing room. As Sherlock Holmes is being

visualized into modern British, he puts on pea coat, which is considered as kind of overcoats.



Figure 3.7

British Sherlock Holmes Pea Coat

Traditionally, the overcoats—pea coat and trench coat—are double breasted coat. Yet this double breasted coat gained its appearance from naval reefer jacket. Both trench coat and double breasted coat are used in each US Army and US Navy. Double breasted coat is different with double breasted jacket, although it shares the same appearance of a four-or-six button yet the material of each frock is totally different. Double breasted jacket is made to complete the suit, on the other hand, double breasted coat is created to serve the soldiers. The latter is adapted into British series, Sherlock. In the series, Sherlock wears pea coat—different in shape and color, compared to the original one. Trench coat and pea coat share the same

characteristic: the usage of military. These coats signify durability, because soldier needs something strong and tough to cover their body from the rough condition, so double breasted coat, commonly, is made of wool tweed. Moreover, pea coat originally made for sailors, they wear the coat to protect them from cold-weather-spray of the sea. Whilst the black symbolizes the absence of light. It means that Sherlock Holmes is doing a job in which he left the light and embraces the dark just to lit up the light. His job—known as consultant detective; mostly deals with crime, mystery, murder, and any other bizarre cases—acquires strong, persistence, and tough in virtue, and hence those symbolizations fit in the significance of durability which pea coat bears.

- Datum 41: Modernized magnifying glass

This object is decided to become the part of Functional Personal Icons (FPI) because it is Sherlock Holmes only who uses it; and it gains its function not merely a symbol.

Sherlock Holmes has an ability that allows him to see everything in small details. From blotch of ink on hand, the haircut, the dirt on shoes, height of a particular person from the traces, and many more. If he meets someone, particularly upon a chance, he automatically analyses his companion on a glimpse through the physical appearance and stuffs that often ‘a normal’

person do not pay attention in. When it happens to be a case, a murder case for example, he will draw out his magnifying glass to spot any possible evidence which can conduct to reveal the factuality. In the original stories, the magnifying glass which Sherlock Holmes uses to escort him in cases is a traditional one, whilst in British visualization, they offer a brand new magnifying glass. The name is folding pocket magnifier: rectangular shape, the lids cover the strong magnifying lens and it is slide-able. This both magnifying glasses signify the truth, means that no truth can escape from his light-hands. Since he rarely fails in revealing every cases in which he serves to solve. Even it can be said that he is the truth itself.



Figure 3.8

British Sherlock Holmes Modernized Magnifying Glass

- Datum 42: Deerstalker

A particular hat with double caps in each front and back and double lapels to cover up the ears. It is been used by Sherlock Holmes alone to hide his face from paparazzi and to give an air to the people that he is Sherlock Holmes.

The very famous icon of Sherlock Holmes is the deerstalker. It originally has been worn in rural areas, often for hunting, especially deer stalking; with double caps in each front and back to protect from the heat of the sun, and earflaps give warmth when the wind is chilling down. Deerstalker itself signifies protection. A protection to Sherlock Holmes, means that he always gets back-up, whether it is the knowledge in which he dwells or his comrades of homeless network and/ or Scotland Yard, to cover him up from the evil doers. It also signifies that Sherlock is able to see past, present, and future all at once, regarding to the particular scope of knowledge that he masters in.



Figure 3.9

British Sherlock Holmes Deerstalker

This deerstalker is placed in Functional Personal Icons point, because the usage of deerstalker is merely to give an air to society that he is Sherlock Holmes and to hide his face from the paparazzi.

Sherlock wears a grey deerstalker, this colour symbolizes sobriety, steadiness, modesty, and also it comes to the 'grey area' term is an area of indetermination, indecision, or ambiguity. In order to solve a case, Sherlock Holmes often becomes a rogue person; to beat people with beating. Thus in order to keep-in-touch with the criminals, he becomes one of them. Grey also symbolizes paradox, means that it is between black and white; partly good-partly bad, live in the darkness only to see the light. Sherlock often does a bad habit, such as beating criminals, trespassing, and even gate-crashing, although people see him as the best of his kind. As the researcher stated above

that Sherlock adapts with his surroundings by becoming one of them.

- Datum 43: Nicotine patch

The researcher spotted two persons are applying nicotine patch to their arms, those are Sherlock Holmes and Inspector Lestrade. In so, it can be considered as Functional Personal Icons (FPI) because this object has a function to replace a smoking habit of someone.

Nicotine patch is a Nicotine Replacement Therapy (NRT) product that is made to help a person quits smoking. It looks a bit like a square-ish Band-Aid and it is used by sticking it to the skin. Nicotine patch is a transdermal patch which releases nicotine to the body through the skin; by peeling off the protective strip and immediately apply the patch to the skin, especially on arm. In British *Sherlock*, nicotine patch is revealed to replace the cigarette addiction of Sherlock Holmes. Since he is addicted to smoking, he is forced to stop the habit. Hence he looks for another way to fill his nicotine daily dosage by using the nicotine patch. As Sherlock's job acquires steadiness and calmness, he often uses the patch to help him think; to help increasing the focus. In the series, the nicotine patch that Sherlock uses is white in color, white symbolizes both the absence of any color and the sum of all colors together, so in a

sense it can mean everything or nothing. Since Sherlock puts on nicotine patch in hours of need and eliminates all of the disturbances around him, just to increase his focus and to contemplate the case. The nothingness is around him whilst the every-thingness is within him. Moreover, the most telling of both ends of white's symbolic spectrum are reflected in its associations with purity and a fresh start. In regards to the questioning of the case, Sherlock should eliminate the aspects which can stray his path far away from the truth. Thus he applies the patch to escort him to the right path of fact and begin a new start.



Figure 4.0

British Sherlock Holmes Nicotine Patch

- Datum 45: Violin

Violin becomes the part of Functional Personal Icons due to the user is only Sherlock Holmes, although later it has been

revealed that his sister, Eurus Holmes, is playing it too. Yet it still considered to be the part of Functional Personal Icons (FPI).

Alike with the original icon of Sherlock Holmes, British visualization presents violin in its series. Sherlock Holmes, in the original stories, once mentions that he plays violin in the first chance of meeting Dr. Watson. Violin emerges from Arabic *rebab* as its predecessor and begins to develop in the Europe. This stringed instrument is easily found upon a church painting, and the very remarkable one is that violin had been played by the angels, along with its family. In the British *Sherlock*, Sherlock Holmes plays the instrument either. Occasionally, he plays it when he is contemplating and/ or discussing a particular case with his brother or alone. He also once spotted plays violin to sulk his sister, Eurus Holmes,—as conciliator to express the feelings between them—after a very serious trouble which she causes and affects England. Moreover, violin symbolizes elegance, serenity, and calmness. Sherlock Holmes somehow has a class of his own besides the reckless figure, he manages himself as a man of respect and a man of the show. But he still keeps the down-to-earth personality as brown color of the violin symbolizes. Aside from the nicotine supply which helps him to think and to calm his gigantic mind, violin takes part also in

presenting the calmness and peacefulness upon Sherlock Holmes' face.



Figure 4.1

British Sherlock Holmes Violin

b. American

In American visualization of Sherlock Holmes Functional Personal Icons (FPI), the researcher found 7 data, those can be seen in data number 46, 47, 48, 49, 50, 51, and 52. For example in data number 46, 49, and 52.

- Datum 46: Waistcoat

The researcher found out that waistcoat belongs to Sherlock Holmes since there is no one whom depicted to wear it and thus waistcoat happens to be the part of Functional Personal Icons (FPI).

Waistcoat originally used to keep the pocket watch, since the 19th century onward. Also, this piece of clothes resembles the

neatness of fashion since the waistcoat keeps shirt in order. Although Sherlock Holmes is a reckless, ignorant, dull, and even expressionless person, he wants to show that behind the character that he bears is lying a decent personae, by wearing the waistcoat. As for the colors, Sherlock mostly wears black and grey waistcoat and seldom in black-grey combination. Black symbolizes night, the absence of light; mourning, sobriety, denial; authority; perfection and purity; maturity and wisdom. Whilst grey symbolizes sobriety, steadiness, and modesty.



Figure 4.2

American Sherlock Holmes Waistcoat

Waistcoat with black and grey color symbolization signifies perfection and modesty at once. To deny that he is a man of ignorance, he puts on waistcoat with particular colors. Also, grey symbolizes partly good and partly bad. Sherlock's

condition in present is an upside down of his past. He moves to America to get drug rehabilitation, since in England he is a drug user.

Aside from signifies neatness, the reason why American Sherlock Holmes wears waistcoat is, to show to the audiences that he still the British. As the researcher mentioned above in tattoos explanation, that Sherlock Holmes departs to America due to his condition of drug addiction back in England. The using of waistcoat is naturally associated with British, since it developed, broadly, within the Kingdom walls. Hence, when Sherlock moves to America to pick up a new life, he still keeps in his heart that he is the part of England.

- Datum 49: Extended smartphone camera lens

This lens-like gear is attached to smartphone camera. It is used to widen a picture so the very minor details could be seen. This icon helps Sherlock Holmes in solving a case, and yet it is pictured that he, himself, is the one who able to use the tool. In so, extended smartphone camera lens takes part in Functional Personal Icons (FPI).

If the original Sherlock Holmes uses a traditional magnifier and the British *Sherlock* declares a folding magnifier which looks more modern, the American *Elementary* works on other stuff in which they present it as extended smartphone camera

lens. This thing is an additional gear which works the same way as magnifier but is being placed on smartphone camera; to redouble the focus of a particular object. Since a load camera from producer has limited zooms, this tool is very useful to enhance it. As what the researcher explains above on the British magnifying glass point, this extended smartphone camera lens also signifies the truth. Although Sherlock uses smartphone as many people have,—means that he is after all part of the society but granted with a gift in which he is floating above it all—he is the only user of the lens.



Figure 4.3

American Sherlock Holmes Extended Smartphone Camera Lens

- Datum 52: Violin

This stringed instrument dwells in Functional Personal Icons (FPI) because its presence is connoted with Sherlock Holmes

and he is the only one who spotted playing it. He plays it to express his past feelings.

Violin symbolizes elegance and refinery; something angelic which can be associated with Heaven, serenity, calmness, and peacefulness; sexuality, but the most dominant point is that violin signifies serenity, calmness, and peacefulness and sexuality. In the American *Elementary*, Sherlock once plays violin to help him think and feel relaxed back when he still resides in America; and so, he stops playing because it will only make him remember someone; Irene Adler, a charming woman who succeeded in dragging Sherlock Holmes out of his world. Whilst the latter point, sexuality, it can be seen from the purpose of the violin itself as it is associated with the opposite sex which draws a big role in Sherlock's life. Along with his emigration from England to America due to the rehabilitation, he also leaves the violin behind. As for the brown color symbolizes poverty, humility, and practicality. Thus, American *Elementary* violin signification is strongly related to the memories in which Sherlock shares with the stringed instrument and somehow he makes it by reconciling with his pasts. Sometimes people need to make peace with the memories which hurt them, so that they can embrace the serenity once more.



Figure 4.4

American Sherlock Holmes Violin

c. Korean

In Korean visualization of Sherlock Holmes Functional Personal Icons (FPI), the researcher drawn out 11 data and they exist in data number 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, and 63, for instance in data number 53, 57, and 59.

- Datum 53: Trench coat

Trench coat is kind of double breasted coat and belongs to long coat. This coat includes in the Functional Personal Icons because it is been worn by Sherlock only and the meaning of it follows.

Traditionally, trench coat is a double breasted coat with 10 buttons in front. It is used originally by army to protect them from water and cold and rain; and literally to be worn in trenches, thus the coat gained the name. It is a functioning coat

since the buckled strap around the waist is being attached with D-rings for hooking accessories. Yet, mostly trench coat is khaki color, regarding to the usage in camouflaging. In the series, Sherlock is depicted wearing blue, black, and brown trench coat. Each of them is being worn once. Color description for blue is truth and the intellect; wisdom, chastity; peace, and contemplation. Whilst for black symbolizes authority; perfection and purity; maturity and wisdom. The last but not very least brown symbolizes humility.



Figure 4.5

Korean Sherlock Trench Coat

In the series, Sherlock is the one and only who wears trench coat. Besides making the character lookalike Sherlock Holmes, it also drives the audiences into something deeper rather than in the surface with the color combinations. For example, blue, it symbolizes truth and intellect, means that Sherlock only says the

truth and if it is proved to be wrong then he will speak it up. With the knowledge that he dwells, Sherlock becomes the man of wisdom, as it is reflected by the black trench coat that she wears. The brown trench coat on the other hand, as it comes from Earth color, it also carries a popular idiom: down to earth—humble. This point is what Sherlock wants to show to her clients and audiences, although she is being positioned in the higher throne of popularity, she remains as a man of earth. In short, brown gives a very high respectable manner and position from others.

- Datum 57: Flat cap hat

This piece of cloth hat has been used by Sherlock only. Because the researcher spotted only one user of flat cap hat, then it considered to join in Functional Personal Icons (FPI).

A cloth cap is representing working class in around the folks' stories, and yet it also represents the casualness of the upper class. In so, flat cap is undoubtedly classless and where it stands the strength. It denotes, as in the Korean *Love Detective: Sherlock K*, that Sherlock has a privilege to touch both the bourgeois and the proletariat. Each of the signification—working class and upper class—is strongly related with Sherlock's character, that is, the former coins Sherlock is an individual of persistence and strong-willed in cracking a case.

Whilst for the latter, Sherlock automatically gains respect from her clients of wealthy people and thus leads her ascend on to the equal position with them.

To make the message is well delivered, the Korean visualization portrayed Sherlock in black flat cap and grey flat cap. Black flat cap appears fourth times in the series and the grey flat cap is only thrice. Sherlock is a role of wisdom, as black symbolizes, because she is always considering what will she get if she takes a case; is not merely about money. It is what happened to a mature person—as black also symbolizes maturity—she works to get experiences as much as she can get aside from the nominal that she is probably going to grasp. Second one is grey flat cap, it tells that grey symbolizes indetermination, indecision, and/ or ambiguity. Sherlock appears to change her mind in taking a case—but still, it is not merely about money—because she sees the very miserable future if she does not take it; and so it shows the point of indecision. Just like what happens to the upper class, they sometimes help the lower class as a matter of kindness yet the people around them tell the opposite because they live their own life and not the others. Nevertheless, the working class do their job in steady hands instead of in rushing, because they know it will only lead to the fatal accident; the grey symbolization of

steadiness also been applied in Sherlock's personae, so in doing his job, he rarely acts randomly and more precise in plans.



Figure 4.6

Korean Sherlock Flat Cap Hat

- Datum 59: Curved pipe

Curved pipe is one of remarkable things which the original Sherlock possesses. In Korean visualization, Sherlock is seen holding a curved pipe. Although she is not smoking it and merely giving an air to audiences that she is Sherlock Holmes. The fact that there is no one holding the same pipe in the series, the researcher then considered the object belongs to Functional Personal Icons (FPI).

In the original stories Sherlock Holmes smokes pipe. But when Korea tries to visualize the figure, they take the very remarkable icon of Sherlock Holmes, aside from the deerstalker, that is the pipe, along with the character. Whereas the icon

stands still, the usage is totally different with the original one. If the original pipe is been used to help Sherlock thinks and to entertain his guests and colleagues, the Korean visualization delivers it merely as cosmetic; to complete the clothes and to give an air that the figure is Sherlock. Instead smoking the pipe, she only holds it all along in the episode. As for the color, brown symbolizes practically. Although the icon indirectly helps her to think, it shows to the audience that Sherlock is a being of action.



Figure 4.7

Korean Sherlock Curved Pipe

3. Functional Cultural Icons (FCI)

a. British

In British visualization of Sherlock Holmes Functional Cultural Icons (FCI), the researcher found 7 data. The data are in datum 64, 65, 66, 67, 68, 69, and 70, for instance in data number 64 and 69.

- Datum 64: Suit

Suit becomes the part of daily cloth of British. This piece of cloth commonly used by men, and Sherlock Holmes wears it in daily condition. That is why the researcher drew suit and put it in Functional Cultural Icons (FCI) point.

People notice that suit is the part of formal clothes. This exists in any country and be worn in formal events, such as wedding, ceremony, party, a company meeting, etc. and even, in government institutions. As the part of society, Sherlock Holmes wears suit to present that he, still, belongs to the common, to the society. He puts it in a particular condition, such as having a conversation with his brother, his friends, the clients, and/ or inquire a case in indoor (inner workings). When Sherlock takes off his coat, he rarely strays off the suit, except in a particular condition which acquires a disguise. The suit resemblances a calm and steady character of Sherlock Holmes—as the pictorial of the suit is neat and sleek—in solving any crime; Sherlock nearly wears no tie on the suit, this indicates that he is ‘the uncommon person’ amongst the common people and doesn’t obey the rule—in short, he is above the rule. As for the color, remains in tone black. Black symbolizes authority; means that

Sherlock Holmes is mastered in every crime that is drawn upon him with neglecting no step of inquiry.



Figure 4.8

British Sherlock Holmes Suit

- Datum 69: Smartphone

In this new millennium, people cannot be separated from smartphone since it helps a lot in, whether doing their jobs or make contact with relatives or friends, helping their mobility. As the part of society, Sherlock Holmes needs it either. He uses smartphone when he deals with cases, whether to take pictures or search for any news. Henceforth, the researcher considered smartphone as the part of Functional Cultural Icons (FCI).

The development of hand-phone never reaches its peak, especially smartphone. Nowadays, seemingly, the companies are racing for their latest products with various features. It is along with the neediness of people to have the world in their

hands, and thus, smartphone becomes the part of society, the part of popular culture. People are started to notice that besides they use smartphone to communicate with friends, relatives, or even co-workers, they also dear for entertainments and in-hand equipment which allows them to do the works everywhere. In so, smartphone offers lots of feature to grant their wish, such as browser, camera, Office apps, video, music player, etc. As the part of society and due to his job, Sherlock grabs this magic tool too. It helps him a lot in searching for news and information and/or taking pictures for evidences or the crime scenes itself. In short, it can be said that Sherlock Holmes, couple times seen, do rely on smartphone.



Figure 4.9

British Sherlock Holmes Smartphone

b. American

In American visualization of Sherlock Holmes Functional Cultural Icons (FCI), the researcher found 9 data, those exist in data number 71, 72, 73, 74, 75, 76, 77, 78, and 79. For instance in datum 73 and 79.

- Datum 73: Coffee

Coffee is a universal language for starting a day or as an escape way from the eternal boredom. People usually drink coffee to warm up their body, as a companion in conversation, or even just because they want to. This happens to Sherlock Holmes, the habit is infecting him and so in every activity that can be seen in the series, he drinks a cup of coffee; to help him think and to penetrate his mind. So, coffee fits in Functional Cultural Icons (FPI) because drinking it as the part of people's habit, especially American.

Coffee consumers usually drink coffee to elicit the positive feelings, with the purpose to be awoken, to improve work performance, and to proceed a clear-mind. Yet, there are some reasons behind this behavior of consuming coffee, for a personal objective, it contributes in giving the pleasure feeling, comfortable, stay calm, and even to face the daily quest. Moreover, America with its deep-rooted culture of coffee drinking is spreading their habit all around the globe with the

existence of Starbucks as the pioneer of the following coffeehouses. Americans start their day with gulping a cup of coffee, it can be seen that they usually queuing inside the coffeehouse to procure their caffeine supply or, commonly, brewing it in their houses. The drinkers are parted into two, in result of the age, younger consumers and older people. The former drinks coffee to stimulate them so it keeps their minds alarmed. Whilst for the older drinkers, it is because coffee is believed to perceive positive effects on blood pressure and headache, and also it helps the digestive system, after meal. Furthermore, people tend to pull over to the coffeehouses after a long work and having cups of coffee to relax before dinner. Although Sherlock Holmes was born to be a British, along with his movement to America automatically made him as the part of Uncle Sam troops. As any other coffee-drinkers' goals, Sherlock drinks coffee to help him proceeds a clear-mind, and thus he can, simply, solve the cases. Nevertheless, Sherlock Holmes sips coffee because he wants to, to feel the pleasure streams down his very throat and pops up in his head.



Figure 5.0

American Sherlock Holmes Coffee

- Datum 79: Smartphone

As the researcher explained above in extended smartphone camera lens point, that this gear is attached to the camera that is why Sherlock Holmes needs one to make it works. The fact that smartphone is been used for texting, make a call, or even taking photos by most of people, and it helps a lot in their daily lives. In so, smartphone join other icons in Functional Cultural Icons (FCI) point.

The development of smartphone nowadays seems ageless, means that no matter how old a person, s/he is holding a smartphone. But it depends on the person who owns it. It can be both useful and helpful if the owner can maximize the functions and not merely as a social status; the more expensive thing someone owns, the more they feel the prestige. Usually, when a company releases a smartphone with a 'flagship' mark, they

input highly developed features and stuff, definitely with higher price than the common ones. Again, it depends on the user to optimize them all. One of many features which a company offers to their customers is camera sector. It varies with auto focus, manual setting and stuffs, but it still limited in the zoom option for small details for tiny objects; many named it as micro photography. The job and work which Sherlock does acquire slightly eyes to spot in every details and the minor ones. But one cannot see if it comes to the latter, in so s/he needs a gear which helps them to make it obvious. Sherlock Holmes has a gear which escorts him to see the minor details, as the researcher remarked it as extended smartphone camera lens. This thing works by redoubling the zoom of an object to gain the details which are needed. But the item will not work if it is not placed upon a smartphone camera, and thus, one of Sherlock reasons to possess smartphone is to help him in the jobs; this thing is attached to the camera that is why Sherlock Holmes needs one to make it works.

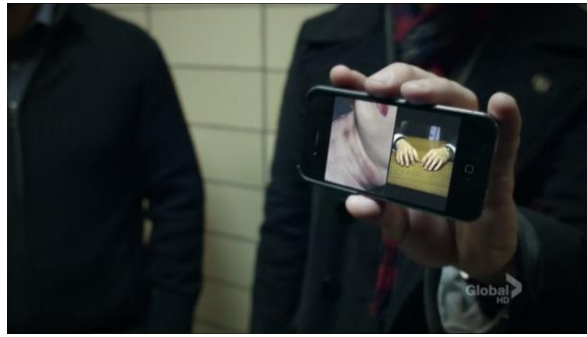


Figure 5.1

American Sherlock Holmes Smartphone

c. Korean

In Korean visualization of Sherlock Holmes Functional Cultural Icons (FCI), the researcher found 3 data, those can be seen in data number 80, 81, and 82, for instance in datum 80 and 81.

- Datum 80: Suit

Suit is being associated with formal attire for men in attending a party, going to work, following the funeral, and etc. Mostly, men wear suit to show their respects and also because it is a formal cloth which cannot be replaced with any other, in several cultures, and it happens to be a daily cloth. Sherlock is pictured wearing suit, regarding to the social condition in which he takes part, when he makes an inquiry in indoor. Thus, the researcher considered suit as Functional Cultural Icons from the explanation.

Suit resembles neatness and formality. As for the Korean visualization, Sherlock always changes her outfits, so it varies in each of the episode. She wants to show that the adaptation of Sherlock figure along with the development of fashion in the country. Thus it degenerates the reckless-ignorance character of Sherlock and changes the character into 'more human' one. Besides, this Korean Sherlock, actually, is a woman who dresses as a man in order to do her job. In so, the usage of suit is bolding the figure to look more man-ish since the original figure is a man.



Figure 5.2

Korean Sherlock Suit

There are two colors of suit which Sherlock wears in the series, each of them is black and blue. Black symbolizes authority; perfection and purity; maturity and wisdom. Whilst the latter symbolizes truth and the intellect; wisdom, loyalty, chastity;

peace, piety and contemplation; spirituality. With particular changing of outfits, Sherlock clads in black and blue suit. As for the 'black and blue' phrase means having dark marks on the skin because of hit or injured; Sherlock is being exposed black and blue by her enemy and yet still grasp her calmness and steadiness to solve the case.

- Datum 81: Coffee

Coffee is considered to take part in Functional Cultural Icons because as what it seen in the series, people usually drink coffee to start a day and to help them think; helps them feel relax. It is what happen to Sherlock, he drinks coffee to calm his mind down and to help him think of his case.

When the habit of drinking coffee strikes Asia, in this case Korea, the number of coffee-drinkers are increasing. It is because they found out that, as the researcher explained above in American Functional Cultural Icons coffee point, coffee stimulates their mind and helps in assisting their diurnal tasks. Also, as its development, the habit of drinking coffee is not merely as the part of daily routine, it happens to occur subconsciously. But due to the high mobility of Koreans working age, they prefer to have coffee from coffeehouses than fill up their own cups from home, because it is simpler and effective, and reduce the time wasting. As it seen, Sherlock

regularly having coffee from coffeehouse and sometimes brews it in her office. When it happens to be the coffeehouse's product, Sherlock is waiting for Watson and reading people's behavior while sipping a cup of coffee. Sherlock drinks coffee can be figured out in socializing context, that is alone and with his colleagues, and as a lifestyle, and yet the functional thing is to help in improving his work performance.



Figure 5.3

Korean Sherlock Coffee

D. Icons of Dr. Watson in British, American, and Korean Visualization

As the researcher mentioned above on Icons of Sherlock Holmes point that it only appeared three types of icons out of six. Whilst in this point, the researcher found two types of icons in regards to Dr. Watson's. Those are:

1. Functional Personal Icons (FPI)
 - a. British

In British visualization of Dr. Watson Functional Personal Icons (FPI), the researcher found 5 data, those are in data number 83, 84, 85, 86, and 87, for instance in data number 83 and 84.

- Datum 83: Walking stick

Due to his condition, in which he cannot walk normally, Dr. Watson needs a sustainer to help him walk like usual. That is why he uses a walking stick and because he is the one who grabs the stick, the icon automatically goes to Functional Personal Icons (FPI) point.

Walking stick first used as an accessory of elegance and to show social status. But as its development and following up to World War I when there was corrosion of style and individuality, walking stick less useful and it has been used only by aged people and the disability. Before returning to England, Dr. John Watson serves the Crown in military forces back when in Afghanistan, where he got shot and made his walks staggering. To sustain himself and to help him recover from the condition, John possesses a walking stick. It helps him a lot, since his walking is not normal yet. It signifies, as the function, strength and power, sustainer, and company to John, and seems that his entire life after retirement depends on the stick.

When, finally, John meets Sherlock Holmes to share the flat together and they are both ended in friendship, the dependence

of John in his walking stick seems to fade away. Sherlock proclaims that the trembling limbs of Watson happen because he is missing the adrenaline which he occasionally gains in the war field. In so, Sherlock invites John to join him in pursuing a culprit. He then unconsciously left his walking stick inside a café. This action indicates that John Watson finds his new company and where he regains his power and strength through, indirectly, Sherlock assistance. Hence, Dr. John Watson becomes a friend, at first he mentions as colleague, to Sherlock Holmes in solving the cases, and Sherlock admits that John is his best friend. Although, for a man whom never understand human nature and always avoid relationship with human being, the declaration says that Sherlock Holmes is a man, after all.



Figure 5.4

British Dr. Watson Walking Stick

- Datum 84: Collars men jacket

Collars men jacket share the same appearance with soldier uniform: in green and model. It indicates that the user, as the researcher spotted that Dr. Watson is the only one who wears it, is a soldier or was. Even though Dr. Watson himself is an army retirement he still possesses the spirit of military and thus collars men jacket takes part in Functional Personal Icons (FPI).

The characteristics of collars men jacket is undoubtedly similar to the military uniform with its green color and the material. At the first glance, people will notice that the user, somehow, has the spirit of military. In the British *Sherlock*, the audiences will notice that Sherlock Holmes best friend and sidekick, Dr. John Watson, is the only man whom covers his body with the jacket. As Sherlockians understand that in the original stories, Dr. Watson is a military retirement whom going back to London to earn new life and finally meets and befriends with Sherlock Holmes. This idea is been brought in British visualization, they pronounce that Dr. John Watson is a military retirement also, with the same background that he is shot and forced him to put down his equipment then step aside to the civilized life. Although he is a retirement, he wants to, unconsciously, show that he still possesses the military spirit thru his outfits. One of them is collars men jacket, it signifies

that he inherits the essence of military and still masters in hand-to-hand combat. As for the color, green symbolizes lucky, means that although John was shot in Afghanistan war, he is lucky enough to return to London safely.



Figure 5.5

British Dr. Watson Collars Men Jacket

b. American

In American visualization of Dr. Watson Functional Personal Icons (FPI), the researcher found 6 data. They exist in data number 88, 89, 90, 91, 92, and 93, for instance in data number 88 and 90

- Datum 88: Shoulder bag

The American visualization of Dr. Watson is a female, named Dr. Joan Watson, and as what woman naturally goes to, she always brings a bag around. A bag, particularly a shoulder bag. In the whole series, she is the only female being who owns

this kind of bag and thus it belongs to Functional Personal Icons (FPI).

Since the American visualization of Dr. Watson is a woman—named Dr. Joan Watson—the belongings are following the changing, from the outfits to the accessories which she possesses. One of hers which can be seen all over the series is bag. It is shoulder bag, in particular, and as the researcher saw that Watson is the only one who hangs it over her shoulder. Bag in common denotes life's responsibility and the items which dwell inside it signify either people or roles that the user deals with. Although Dr. Watson is a doctor, she never puts any of medical equipment in her bag and mostly the common ones such as, smartphone, wallet, car key, earphone, sunglasses, and sometimes gloves. It means that she rarely depends on the object which can help her in solving cases along with Sherlock Holmes and rather to choose the skills in which she masters in. While the shoulder bag itself signifies practically, quickly, keep in touch, and simplicity. Regarding to the function of bag itself, it can store almost anything, and yet, the bag which in Watson's hand share the same function. In short, Watson becomes a savior to Sherlock Holmes when he needs another point of view or second thought, and almost of the cases which Sherlock takes are solved perfectly due to the combination of Sherlock gigantic mind and

the medical ability which Watson owns. The combination makes indestructible walls so the criminals are dying to take it down.



Figure 5.6

American Dr. Watson Shoulder Bag

- Datum 90: Beret hat

Different from the original Dr. Watson, aside from the fact that this Watson is a woman, American visualization puts in that she is not a military retirement or serves in the military. In order to give the predecessor's spirit of military, the American Dr. Watson is depicted wearing a beret hat, and thus this icon joins the other in Functional Personal Icons (FPI).

Since the fact that in the original stories Dr. Watson is a military retirement, it gives the reader that he is not an ordinary doctor. Even though he got couple of condition as the effects of war, he still manages to beat up criminals and do some pursues with Sherlock Holmes. Those facts are being turned a hundred-

eighty degree when his figure hits America, they become a woman and serves not in military forces or military research field. In so, to present the idea of military and/or the spirit which condemned in the soldiers, American visualization of Dr. Watson puts beret hat on his very head; since the usage of it as the part of military uniform. This, then, is being delivered to the audiences that though Joan Watson is not a military doctor, she has the spirit, the essence, the soul of a soldier; in solving cases and the strategic thoughts.



Figure 5.7

American Dr. Watson Beret Hat

Before beret hat is related with military, the usage through time varies from the aristocrats, upper class, and even more surprisingly had been worn by farmers. It can be said that the users are altered in time and the beret hat itself is classless. The classless exists in Joan Watson's self. She becomes a woman of

spirit, and of beliefs, at the same time she follows her thoughts—thinks rationally, and even she dares to challenge Sherlock’s method in probing the suspects that can be seen in the color which she chooses. Mostly, she wears black beret hat, as it symbolizes maturity and wisdom. The fact that women are, in common, grown up faster than men is medical truth and this condition which leads Joan thinks in full consideration than Sherlock Holmes.

c. Korean

In Korean visualization of Dr. Watson Functional Personal Icons (FPI), the researcher found 4 data, those are in data number 94, 95, 96, and 97, for instance in datum 94 and 96.

- Datum 94: Overcoat

Watson had been worn overcoat to protect his body from the weather; during the filming of the series happens in around end of February. Besides, it also gives the character more Watsonish appearance, due to the coat. Overcoat gives double protection because the length of the coat reaches almost the knees. As the researcher saw, it is Watson himself who wears the coat in the series and thus overcoat comes to Functional Personal Icons (FPI).

Since the original Watson is wearing a long coat or frock coat—as Victorian era’s culture of attires—whenever he accompanies Sherlock Holmes in inquiring cases; the idea which later adapted or being visualized into Korean visualization. Korean Watson wears overcoat when he and Sherlock are about to solve a case. The overcoat, as it natural signification, denotes protection to the wearer because its length reaches almost on the knees. Moreover, the choosing of overcoat makes the character looks more Watson-ish even though in he is younger than the original one.



Figure 5.8

Korean Watson Overcoat

The overcoat gives Watson protection from the weather since the filming of the series held on February, during winter. Yet, Watson gives Sherlock protection from both press and fans regarding to his disguise as Sherlock. So, whenever Sherlock

gets some personal business and stuffs, Watson dresses up as Sherlock to appear in front of the masses. The double protection of overcoat is been transmitted from Watson's figure then reaches its peak in Sherlock's character.

- Datum 96: Denim jacket

Denim jacket is strongly associated with the young generation and it is approved that Korean Watson is younger than the original or even its previous visualizations. It reflects the youth spirit of rebellion, and in the series, Watson himself who wears the jacket.

Denim or canvas material originally had been used by miners because it is more durable to the rough job and protects miners' limbs from traumas. As its development, denim in any form of clothes associates with the young shoots. Through many decades denim, especially jacket, had been worn by punks and any other movements lead by teenagers. Although it destructs its original function as a protection and becomes the symbol of rebellious act and spirit of youth, some people like to wear denim jacket because they believe that the material lot thicker than common jacket ones. To present the spirit of the youth, Korean visualization gives the younger Watson wrapped in denim jacket. In so, the character is growing to be less old—less wise—and younger, more sober. It can be seen in the series that

Watson acts foolishly towards Sherlock and doing some childish stuffs. On the other hand, Sherlock is the mature one between them.



Figure 5.9

Korean Watson Denim Jacket

Conversely, Sherlock is older than Watson, in the consideration that in the original stories and its previous visualizations Watson, is older than the detective. That is why, Sherlock more reckless, whether in the original stories, British visualization, or even American visualization, and the fact is upturned when their characters landed on Korea.

2. Functional Cultural Icons (FCI)

a. British

In British visualization of Dr. Watson Functional Cultural Icons (FCI), the researcher found 5 data, they exist in data number 98, 99, 100, 101, and 102, for example in datum number 98.

- Datum 98: Laptop

People commonly use laptop to do their work or to make their lives easier because it has so many features, such as Office apps, light weighted, WiFi, and many more. Dr. Watson uses it to do his works and to help him in finding any information and/or news, and to write his journal.

Laptop becomes the inseparable item from society, especially for office-workers, start-up alliances, college students, and those whom deal with the high mobility. It is quite reasonably for them to rely on this very object because it offers many function and features all at once. For example, Word app, which can be found as software inside the laptop, is really helpful for a content-writer. When s/he works outside his/her place to look for inspirations, they cannot bring the PC (Personal Computer) along with them and prefer to bear the light-weighted laptop. As for Dr. John Watson, laptop helps him in writing his journals, which later he posts it in his blog; as his psychiatrist suggests that writing journals may help him quickly recover

from psychological condition of war trauma. Somehow, Dr. Watson cannot forget his pasts and still abides in them, even socializing and writing journals do not help, at all. Then an old pal in the regiment introduces him to Sherlock Holmes. Along with his friendship with Sherlock Holmes, Dr. John Watson finally heals, both mentally and physically.



Figure 6.0

British Dr. Watson Laptop

b. American

In American visualization of Dr. Watson Functional Cultural Icons (FCI), the researcher found 17 and it can be seen in data number 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, and 119, for instance in datum number 117.

- Datum 117: Coffee

Mostly, people drink coffee to start a day, having some conversations with friends or relatives, or even to help them to gain a clearer mind. Since she operates with Sherlock Holmes, they are spotted having cups of coffee as company to discuss over a case; as coffee famous in increasing heartbeat and stimulates nerves.

There are several reasons which lead up to the idea why people drink coffee, whether as a habit or because they need stimulant for their minds: to keep them awake, aware, increasing focus, and steady mind in doing the jobs. Those are the reasons why Dr. Joan Watson drinks coffee, when dealing with cases; and deals with Sherlock Holmes. She often offers cup of coffee to Sherlock as medium to begin a conversation, in regards to the cases. It can be seen that, aside from the fact that people drink coffee as a habit or doping, but more than that. Joan Watson does a thing in which people rarely notice: use coffee as ice breaking to redeem the tension. Moreover, Joan like common people whom start their days with drinking coffee. Somehow, it gives them pleasure and relax, and even though they are about to face the very rough day, they have been prepared for the worst.



Figure 6.1

American Dr. Watson Coffee

c. Korean

In Korean visualization of Dr. Watson Functional Cultural Icons (FCI), the researcher found 4 data and each of them exists in data number 120, 121, 122, and 123, for example in datum number 120.

- Datum 120: Suit

Suit had been known for over a very long time as a formal attire. Generally it is been worn in formal event such as party, ceremony, funeral, graduation, and any other. In a particular occasion, in a cemetery, Watson wears this suit to show his respect to the dead.

As the part of formal attires and becomes people's most choice cloth to be worn in formal events, suit gains couple of significations on its appearance, those are attractiveness and masculinity. Aside from becoming the office uniform, suit,

widely, can be found in party, funeral, and even graduation. In so, a man will receive gentlemanliness through the suit which he wears, no matter how old is the wearer, the signification will follow. As what the researcher explained above on denim jacket point that this Korean Watson, still, acts like teenager, which sometimes playing around with Sherlock. But when he and Sherlock are going to the funeral home to commemorate Sherlock's brother, Watson dresses in suit. Thus, it means that even though Watson does some dull things so often, he manages to give respect to the dead and shows to the audiences that beneath him lies gentlemanliness throughout the suit.



Figure 6.2

Korean Watson Suit

E. Myths, Beliefs and Values which are Reflected in Each of the Visualization

1. British

Sherlock Holmes often neglects his existence of being the part of the society, once England needs him to take down the national threat, he then lays his hands upon the problem. It can be said that no matter a person's character or behavior, when his/her country is calling—in this case England—he/she must ready and be prepared to serve it. In other words, that is the way an individual shows his/her loyalty towards the country.

Sherlock Holmes has strong set of morals and he desperately wants to do the right thing even it is unlawful. When chasing up criminal, he undoubtedly lands a big punch on the face—finishes it by himself and rarely waits for cops to take down the culprit. This action considered as 'achieve justice outside the law', as the researcher explained above on the discussion of deerstalker, Sherlock Holmes often becomes a rogue person to crack cases and shirks off the law; he beats criminals, trespasses into someone's property, scamming, and even gate-crashing. These acts are followed by Sherlock's selfishness and ignorance which then pisses the official officers because he always dominates their job. Even though the chief is mad to Sherlock Holmes, the fact that himself only who can solve a very bizarre case is inevitable. That is why, Sherlock plays important role in the society, especially in England, because every unsolvable case docks its ship in Sherlock Holmes and he becomes the savior for British itself.

It is being represented through the way he dons himself, which the researcher aforementioned in the discussion of pea coat: it signifies durability and its black color symbolizes the inadequacy of light. Sometimes, in regards to achieve justice outside the law, he needs a protection for himself in which he gains from the presence of pea coat, because leaving the light causes many risks as it is entered the darkness itself.

Dr. Watson, here, is playing exactly the same position with the original figure as Sherlock Holmes sidekick. In serving his role as a loyal companion, a sidekick, an advisor, and the most important as a best friend to Sherlock Holmes. It indicates that even a man such like Sherlock Holmes advertently needs a guardian or caretaker in his life. Hence, when Dr. Watson decides to marry Mary Morstan, Sherlock's life is dimmed with hope and jealousy befalls on his manner.

2. American

America bears many superheroes and then gives them birth. Specifically, when American visualizes or even creates a hero, it always depends on their belief that is 'up in the sky, next to the door'. It means that if someone is considered—whether naturally or even artificially have heroic superpowers—as a hero/heroine, he/she will remain being an earthly person. In other words, he/she disguises or lives just like other common people. That is what happens to Sherlock Holmes and Dr. Joan Watson,

even though they are widely known in both society and the police, never act like they are superior to other, for example, they rarely use car to go anywhere and prefer to jump in the train—again, just like other people. One of American values is equality; they treat immigrants just like the way they treat natives. Sherlock Holmes happens to be an English-man whom resides in New York due to his rehabilitation from drugs addiction and Dr. Watson is Asian and a doctor. They rarely, even never, mistreated as being outsiders. In fact, they can gain reputation and become highly respectable persons of society. When it touches American values, there is one point which strongly attached to the American themselves, it is freedom. Aside from the fact that Sherlock Holmes is British, he then becomes American as his dwelling in the Big Apple. To show its American value of freedom, Sherlock tattooed his torso, from arm and quarter of the back; since tattoos embody bodily freedom and personal identity. Nevertheless, the tattooed person is holding on ‘I am the master of my own body’, so he/she is freely modifying his/ her body and no one can counter it. Individual freedom is one of many reasons people look for their way to Uncle Sam, because they believe that freedom and equality will be passed onto them.

This American visualization of Sherlock Holmes and Dr. Watson figures breaks down stereotype of man and woman whom live together under the same roof—with no relation (tied the knot or sacred vow) at all and merely as friends or professional business—will fall in each other. Dr. Joan Watson once been asked to be Sherlock Holmes private doctor by his

father, in so, she must share flat along with Sherlock Holmes and put him under her surveillance. Later on Sherlock requests her existence in his side when about to solve a case, due to her job as doctor, and they end up in companionship; and thus, Joan Watson becomes his sidekick either.

If the three are collected; drugs addiction of Sherlock Holmes, tattoos on his body, and they live under the same roof; it will convey myth of individual freedom which is notably known amongst Americans. Then it is resulting control over his/ her own mind and act in his/ her own will as the beliefs and values of the individual freedom. In addition to the myth, Sherlock Holmes' costume is somehow reflecting his belief either; he is seen, mostly, on sports jacket and interestingly, this jacket rarely looks tidy and neat rather unkempt. It indicates that he, strongly, wants to show to society that he is the master of his own way—own body; it doesn't matter whether people see him in their way as long as Sherlock Holmes stands stiffly above them and prefer to ignore the howling wind. He also wears a scarf which seemingly consistent in time to time—along with the sports jacket.

Watson icons result is Functional Cultural Icons (FCI) the most because as the researcher previously mentioned that American heroes/ heroines are up in the sky, next to the door: blend in with the society. In so, Joan Watson wears outfits of which society approves it as the parts of their culture. It means that both Sherlock Holmes and his partner are approvingly became the part of American culture and accepted as their heroes; as any other

American concept of heroes that they are, usually, immigrants—Sherlock Holmes came from London while Joan Watson inherits Asian gene—just like Superman or Thor and the likes.

3. Korean

The most reasonable decision of why Korean visualizes Sherlock and Watson to the younger version is because their market segments mostly hits young generation. Interestingly, Korean Sherlock deals with love problems contrary with the original stories and its British and American visualization whom consider crime, murder, and any other bizarre cases as their scope. This is related with the choosing of young figures, because mostly teenagers or young shots mostly aware with love matters and Korean spectacles of their drama-series do fond of love stories with extremely eye-catching casts. Hence Sherlock deals with love cases, Korean visualization chooses an actress to play his role in man persona. Because woman tend to propose her feeling when dealing with love problem. Conversely, British and American visualization of Sherlock are portrayed as its original gender because men tend to puts on their thoughts when dealing with something and less in using feeling; solving crime and/or mystery, for instance murder, acquires tough emotion and sharp in mind.

Considering her action (Sherlock's) and the role in the series, a myth may be drawn out as 'good and powerful woman'. This myth provides several beliefs and values, such as capable of the highest morality, surpasses

the nature of social position, ability to take on male roles, and resourcefulness. Each of them can be found in Sherlock gait, for example capable of the highest morality: she helps her client for the sake of the person himself neither for money nor position. The second one, ability to take on male roles, her job is also been considered as man's expertise that is detective field. This particular job is commonly associated with man and rarely a private detective appears as a woman, that is why when Sherlock takes off her costume under a circumstance she manages Watson to have her place to greet the fans and press; and no one realizes it. Therefore, Watson here acts, besides as Sherlock's sidekick, also as his impersonator under a particular occasion. Since Korea is one of many countries which has patriarchal system in their societies, the position of women are been considered as inferior to men in some way. To break down the system, Korean visualization of Sherlock presents a woman to have in control or dominate over the male itself; indirectly through her disguise as a man.

As for her outfits, since she dresses as a man, mostly a man's things. In order to gain male appearance, Sherlock puts herself in trench coat, double breasted jacket, suit, bringing briefcase bag which commonly associated with gentleman. With the extension of a moment in which she holds a curved pipe to indicate that she is a real man—to the audiences—and the notorious detective figure. Whilst for her Watson, he marks himself with casual clothing as it notions that he is not the very rigid person. Although when Sherlock needs for his back, Watson appears in Sherlock disguise to

replace her position under a particular event and he does not refuse because he serves his role well: as Sherlock's loyal companion.

F. Discussion

Sherlock Holmes and Dr. Watson are heroes in British, American, and Korean TV series. Yet they represent each of the cultures in the countries where they are coming from. Those cultures, in fact, influence the visualization of Sherlock Holmes and Dr. Watson figures which resulted with the appearances, icons, and even the theme of the series.

In the original stories, Sherlock Holmes and Dr. Watson exist as both grown men who share flat together. Sherlock Holmes works as consulting detective while Dr. Watson as his sidekick. This notion has been brought to British under *Sherlock* TV series, takes set in modern London with its anew culture; different with the original stories which takes set in Victorian Era. Sherlock's duties as consulting detective happens way long before his first meeting with Dr. Watson, whom seeks for a friend to share an under-price flat together. Sherlock appears as a man with reckless character, ignorance, and cares to nothing but himself. He even does not give much attention to the solar system and the way it works. It is in line with the original character. This habit can be seen on the manner when he lets his hair messy, uncombed. The British Sherlock Holmes is relatively similar to the original figure with the gaunt and tall figure, the sharp eyes, and the age comparison when he first met with his sidekick

Along with Dr. Watson, Sherlock Holmes solves every crime which people, even Scotland Yard, serve on his plate. He possesses couple of things which help him in doing his job such as magnifying glass, nicotine patch, pea coat, and even deerstalker. The latter has been worn only to cover up his face because he hates the applauses which misaddressed and the blitz of paparazzi's camera. Nicotine patch, for example, has been used to replace Sherlock's smoking addiction. This thing is round, band-aid like, and applied by sticking it onto the skin. Moreover, in London condition at the time with high mobility and the likes, force people to replace cigarette with something which more flexible and simpler, and still, helps brain to think. Thus, the choosing of nicotine patch is inevitable, and even, a cop, Sherlock's rival, Detective Lestrade, admits that it helps him a lot.

In doing his job, Sherlock Holmes rarely relies on police's back up. He often does it alone with Dr. Watson. Acts like trespassing, scamming, beating criminal, gate-crashing, and many more are Sherlock's methods to solve the mystery. Although, Dr. Watson, as the sane one, forbids him to do it, he holds still his believe: a strong and prominence person, as shown on his square chin. This kind of act is being considered as myth of achieve justice outside the law, in which beliefs and values of never compromise to the criminals, blend in with the evil-doers, and 'I must do what I should do' emerge. Even though Sherlock Holmes does those thing, which in the face of law is forbidden, he always gets his place among society because people prefer to take the result no matter the

way it is coming from. As always, Sherlock Holmes saves the people's day, as their hero.

If British visualization of Sherlock Holmes and Dr. Watson figures sticks to their original gender, then American visualization of the figures presents something different; with distinct formula of a male hero and a female partner.

In the *Elementary* TV series, Sherlock Holmes is a drug addict who falls from grace in his homeland, London, and forced by his father to move to New York City to get rehabilitation. His father asks Dr. Joan Watson to help Sherlock Holmes recover from his condition and put him under her private surveillance. This American Sherlock Holmes presents the character as a reckless figure, it can be seen through his hairs, which always untidy, the choosing of the same sports jacket for a long time. Although he is famous with the habit, his choosing of waistcoat shows that he still the man of the show; the classy man. The using of waistcoat indicates that Sherlock Holmes comes from the Queen's land and he makes sure that people notice it through his cloth. This, resembles that even in behind a reckless figure is lying a decent personae in which Sherlock Holmes belongs to.

Sherlock Holmes has his own way to escape from the boredom of cases' absence that is using drugs. He could not think 'sanely' without the cases in his presence, so he needs a helper for his gigantic mind. In the *Elementary*, Sherlock shows up with his body covered in tattoos. These tattoos connotes his identity and his freedom, and the fact that he loves art. Because tattoo is not a

crime as what people commonly associate to, but it is an art. Sherlock Holmes also plays violin, to be bolded the fact that he does fond in art.

Dr. Joan Watson here serves her roles as private doctor, a good partner, and a wise sidekick to Sherlock Holmes. The reason why American *Elementary* chooses female actor to replace Dr. John Watson figure is because they want to degenerate the stereotype of a man and a woman who live under the same roof will fall in love to each other. As it commonly happens in America. Besides, Americans keep their business off the other so they seldom take part in others'. Thus, Sherlock Holmes and Dr. Joan Watson remain as a professional affair who solves crime together.

Another reason why American *Elementary* presents Dr. Joan Watson is because it tries to apply the formula of 'a semi-competent hero who needs a competent female heroine', in other words a male hero who has an assistant whom equal to him or even better than him. It is called as balancer. So, whenever Sherlock does a mess, Joan Watson appears as a person who cleans the matters up—finish what Sherlock started, and also the choosing of female actress is because American wants to present the equality between the characters; which means that Dr. Joan Watson is capable in doing both domestic and common job.

From the fact that Sherlock Holmes used drugs to help him think, tattooed his torso, and even live with his female friend leads to the myth of individual freedom. Individual freedom itself is strongly rooted in American beliefs that every person deserves for his/her freedom and no one allows to

disturb it. In so, from this myth, escape beliefs and values of ‘I am the master of my own body’, do your own thing, and be yourself, as what Sherlock Holmes and Dr. Joan Watson try to tell.

Korean visualization of Sherlock Holmes and Dr. Watson on the other hand present female Sherlock with male Watson. *Love Detective: Sherlock K* web-drama series deletes Holmes on the last name and substitutes it with ‘K’ word. This word is the abbreviation of Korea, a country where the consulting detective—love detective, to be clear—comes from. There are couple of interesting facts of this Korean Sherlock. First, she is a woman who dresses as a man to solve the love cases. In so, she owns many items for men such as double breasted jacket, flat cap hat, curved pipe, trench coat, and the likes. Second, different with the previous two visualizations which solves crime, mystery, murder, and many bizarre cases, this Korean visualization solves love problems, and the choosing of female actress is because woman tends to use feeling to deal with anything, plus she is a detective who applies logic to the cases. In so, it makes her role is very interesting and entertaining. Third, Korea wants to break the patriarch system, or society’s stereotype, that woman is always under the man, in every aspect of life. Detective work is man’s field and rarely found that woman takes this part because she will collides her personal feelings with the cases.

Watson here serves his role as a loyal sidekick and stunt-double to Sherlock. He takes Sherlock appearance when Sherlock in her nature condition. Korean Watson is totally different with both British and American, because he

shows up younger than Sherlock and the most ridicule one, while Sherlock as the wisest. It is commonly known that woman grows up quickly in thought than a man, and yes, she is Sherlock after all. From the explanation above, the myth of good and powerful woman emerges from its visualization, along with beliefs and values of capable of the highest morality, surpasses the nature of social position, ability to take on male roles, and resourcefulness.

In the end, each of visualizations has its own characteristic in presenting Sherlock Holmes and Dr. Watson with different cultures and social backgrounds. So the figures can blend in with the cultures they serve.

CHAPTER V

CONCLUSION AND SUGGESTIONS

A. Conclusion

The aim of this research is to determine the original figures of Sherlock Holmes and Dr. Watson and its British, American, and Korean visualization. The changing is seen on how the figures is being visualized and the significant icons which the figures hold. There are six points on Sherlock Holmes physical appearances, those are Genders, Hairs, Nose, Eyes, Chin, Height, and Age. Whilst for Dr. Watson is same with Sherlock Holmes' points in addition of moustache point, since the original figure is seen with moustache. As for the icons is divided into Pure Personal Icons (PPI), Functional Personal Icons (FPI), and Functional Cultural Icons (FCI) for Sherlock Holmes. Functional Personal Icons (FPI) and Functional Cultural Icons (FCI) for Dr. Watson.

British Sherlock Holmes shares couple points of physical appearances with the original figure, those are Height (1.83m) and Chin (square). Whilst for the very significant icons are pea coat (ulster coat shift), modernized magnifying glass, and deerstalker. As for its Dr. Watson shares Hairs (short; straight; grey) characteristic and Moustache (grey) with the original Dr. Watson appearances. This Dr. Watson possesses only one icon of the authentic Dr. Watson's belongings that is walking stick. Myth which embodies of this

visualization is ‘achieve justice outside the law’: means that Sherlock Holmes often becomes a vigilante in doing his job—solving cases; beating criminals, trespassing, scamming and stuffs had been done to finish the job. Even the army retirement such Dr. Watson follows the detective in doing the actions.

American visualization of the figures present Sherlock Holmes with the same Height (1.8m)—although a couple centimetres shorter than the original Sherlock Holmes—and Chin (square) type of the original Sherlock Holmes. This Sherlock Holmes appears to have tattoos on his body, as it signifies freedom and personal identity, and contrary to the original one that there is no single line or a picture from the earliest visualization which depicted Sherlock Holmes is having or tattooed his body. The icons which Sherlock bears—similar with the original ones—are extended smartphone camera lens (serves as magnifying glass), waistcoat, and pea coat (in turn of ulster coat).

If American Sherlock Holmes is male—same with the original one—then his Watson happens to be a woman. That is the new idea which America wants to offer. To degenerate the toughness of his character it needs the gentle touch of a woman. Also an idea that the male hero needs a balancer of semi-competent female heroine, and commonly the latter is way better, greater, than the hero himself. Yet they do not fall to be a couple and more like professional affairs even though they share the same roofs; it tears down the stereotype of man and woman whom live together will cling to each other. From the explanation of American visualization of Sherlock Holmes and Dr. Watson figures there emerges myth of ‘individual freedom’ that is shown from icon

which Sherlock bears (tattoo) and the chosen of female Dr. Watson. The latter says that Americans, rarely, do not interrupt other's business and prefer to let them do what they want to do.

The interesting point of Korean visualization of Sherlock and Watson is that they step in as young shots. The detective is actually a woman who disguises as a man when solving a case and it is not a crime or murderer or mystery just like the original and British and American visualization do, but love case. That is why they cast young actors to play the role because, mostly, the audiences are coming from teenagers and they do fond of love stories. Moreover, it becomes people's belief that woman is more sensitive when touches feeling problem than man does. In other words, woman tends to use feeling in dealing with love cases and stuffs whilst man prefer to use logic.

Korean visualization of Sherlock Holmes and Dr. Watson presents the myth which escapes from it: myth of 'good and powerful woman'. As for the beliefs and values are consisted of, capable of the highest morality, surpasses the nature of social position, ability to take on male roles, and resourcefulness. Korean visualization degenerates the subject which commonly associated with male: detective work, and presents a female figure who plays the role. It is in-line with the beliefs of ability to take on male roles; indicates that even an inferior being is capable to take on the male job and even, surprisingly, nails it. Since Korea is having a strong root of patriarchal system which flows through the times and stays in the culture itself; positioned a woman as the weaker one than a man.

Thus, in visualizing certain figures to other media or even cultures, there are several aspects which must be considered, those are the image of the figures which are being visualized, the remarkable; significant tokens of the figures, a culture of particular area; setting of time and setting of place, and the last but not very least the myths which are conveyed in of the visualization.

B. Suggestions

1. For Readers

The researcher hopes that this research will enrich readers' understanding in visual semiotics and popular culture, mainly in visualizing a particular figure there is couple of points which needs to be discussed. Visualizing something is not merely bring an object into another being or vice versa, but there must be messages that want to be delivered.

2. For Another Researcher

Visualization is a non-stop scope of knowledge which always drives people to curiosity and there already exists a theory and approach that covers it up. Many things, especially characters, are being visualized into something else with different appearances, even the characteristics of the object is being changed due to the background of the visualization. In so, the researcher suggests the next researcher to not only focusing on visualizing an image in the text or earliest visualization of it into series or movie, but more varies on games, animation, or even anime; it can be done either. The last but not least, the researcher hopes that this research can be

an additional information or even references for the next researcher who saves similar topic to analyse.

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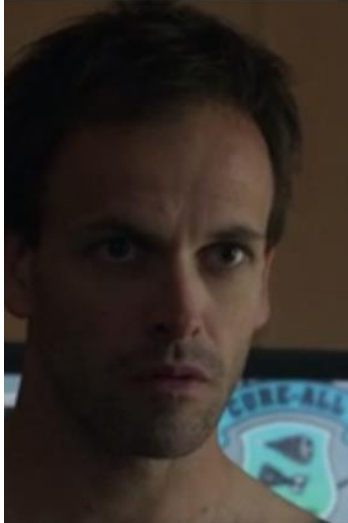
APPENDICES




Appendix 1 Physical Appearances Data

Data	Physical Appearances	Description
Datum/1/Sher/PA/Bri/Hairs		Mid; curly; black
Datum/2/Sher/PA/Bri/Nose		Snub nose



Datum/3/Sher/PA/Bri/Eyes	 A close-up photograph of Sherlock Holmes' eyes, looking slightly to the right. The lighting is dramatic, with one side of his face in shadow.	Slanted; blue
Datum/4/Sher/PA/Bri/Chin	 A close-up photograph of Sherlock Holmes' chin and lower face, looking forward with a slightly open mouth. He is wearing a dark scarf.	Square
Datum/5/Sher/PA/Bri/Height	 A photograph showing Sherlock Holmes and John Watson standing outside a building entrance. Sherlock is on the left, wearing a long black coat, and John is on the right, also in a dark coat. The building has a white facade and a black iron fence.	1.83m



Datum/6/Sher/PA/Bri/Age	Between 27 and 34 years	Between 27 and 34 years
Datum/7/Sher/PA/Ame/Hairs		Short; messy; black
Datum/8/Sher/PA/Ame/Nose		Roman nose

<p>Datum/9/Sher/PA/Ame/Eyes</p>			<p>Hooded; blue</p>
<p>Datum/10/Sher/PA/Ame/Chin</p>			<p>Square</p>



Datum/11/Sher/PA/Ame/Height		1.8m
Datum/12/Sher/PA/Ame/Age	Around 40 years	Around 40 years
Datum/13/Sher/PA/Kor/Hairs		Mid; straight; black
Datum/14/Sher/PA/Kor/Nose		East Asian nose

Datum/15/Sher/PA/Kor/Eyes		Upturned black
Datum/16/Sher/PA/Kor/Chin		Round
Datum/17/Sher/PA/Kor/Height		1.65m
Datum/18/Sher/PA/Kor/Age	About 26 years	About 26 years




Datum/19/Wats/PA/Bri/Hairs		Short; straight; grey
Datum/20/Wats/PA/Bri/Nose		Nubian nose

Datum/21/Wats/PA/Bri/Eyes		Protruding; black
Datum/22/Wats/PA/Bri/Chin		Receding

Datum/23/Wats/PA/Bri/Height		1.69m
Datum/24/Wats/PA/Bri/Moustache		Yes; grey
Datum/25/Wats/PA/Bri/Age	In his 40s	In his 40s

<p>Datum/26/Wats/PA/Ame/Hairs</p>			<p>Long; straight; black</p>
<p>Datum/27/Wats/PA/Ame/Nose</p>			<p>East Asian nose</p>




<p>Datum/28/Wats/PA/Ame/Eyes</p>			<p>Monolid; black</p>
<p>Datum/29/Wats/PA/Ame/Chin</p>			<p>Square</p>




Datum/30/Wats/PA/Ame/Height		1.6m
Datum/31/Wats/PA/Ame/Age	About 44 years	About 44 years
Datum/32/Wats/PA/Kor/Hairs		Mid; straight; black
Datum/33/Wats/PA/Kor/Nose		East Asian nose


Datum/34/Wats/PA/Kor/Eyes	 A close-up photograph of a man's eyes. He has dark hair and is looking directly at the camera with a neutral expression. The background consists of horizontal wooden slats.		Monolid; black
Datum/35/Wats/PA/Kor/Chin	 A close-up photograph of a man's chin and lower face. He has dark hair and is looking slightly to the side. The background consists of horizontal wooden slats.		Round




Datum/36/Wats/PA/Kor/Height		1.78m
Datum/37/Wats/PA/Kor/Age	Around 21 years	Around 21 years

Appendix 2 Icons Data




Data	Icons	Explanation
Datum/38/Sher/PPI/Ame/Tat		Tattoos: Just a mere symbolization of Sherlock's freedom and define his personal identity
Datum/39/Sher/FPI/Bri/Pea		Pea coat: Used only by Sherlock Holmes since it signifies durability
Datum/40/Sher/FPI/Bri/Dres		Dressing gown: Although Sherlock is a reckless figure, he is still trying to look neat when jumps out of the bed to greet both his friends and the guest by using the dressing gown




Datum/41/Sher/FPI/Bri/Mod		Modernized magnifying glass: Helps Sherlock Holmes to analyze a very small detail—regarding to his job
Datum/42/Sher/FPI/Bri/Dee		Deerstalker: Signifies protection; the ability to see past, present, and future all at once. It also give an air to people that he is Sherlock Holmes
Datum/43/Sher/FPI/Bri/Nic		Nicotine patch: Helps Sherlock Holmes to replace the smoking habit and helps him in contemplating a case




Datum/44/Sher/FPI/Bri/Cig		Cigarette: As an ice breaker of a deep conversation between Mycroft and Sherlock Holmes
Datum/45/Sher/FPI/Bri/Vio		Violin: Helps Sherlock Holmes in thinking a case and to entertain his friends
Datum/46/Sher/FPI/Ame/Wai		Waistcoat: By wearing a waistcoat, Sherlock wants to show that behind the reckless character is lying a decent personae




Datum/47/Sher/FPI/Ame/Spo	 A still from the TV show 'Sherlock' showing Sherlock Holmes (played by Benedict Cumberbatch) wearing a grey sports jacket and a red scarf, walking on a city street with a woman.	Sports jacket: Since it is used for sporting activities such a shooting and hunting. Sherlock wears it to track and hunt down both the criminals and their cases
Datum/48/Sher/FPI/Ame/Pea	 A still from the TV show 'Sherlock' showing Sherlock Holmes (played by Benedict Cumberbatch) wearing a dark pea coat, walking on a city street with a woman.	Pea coat: Signifies protection and durability. Mostly used by sailors and navies to protect them from the rough weather and the elements
Datum/49/Sher/FPI/Ame/Ext	 A close-up still from the TV show 'Sherlock' showing a hand holding a smartphone with an extended camera lens attached. The screen displays a 'date favorites' app.	Extended smartphone camera lens: This gear helps Sherlock Holmes in discovering the truth from a minor object




Datum/50/Sher/FPI/Ame/Sca	 <p>A still from the TV show 'Sherlock' showing Sherlock Holmes (played by Benedict Cumberbatch) wearing a dark scarf. He is looking at a woman whose back is to the camera. The name 'KRISTEN BUSH' is visible in the bottom left corner of the image.</p>	<p>Scarf: Symbolizes protection; Sherlock gets many backup either from his friend or the cops</p>
Datum/51/Sher/FPI/Ame/Chu	 <p>A still from the TV show 'Sherlock' showing Sherlock Holmes sitting on a chair in a room. He is wearing dark chukka shoes. The name 'KRISTEN BUSH' is visible in the bottom right corner of the image.</p>	<p>Chukka shoes: Symbolizes steadiness and focus in every case that Sherlock solves</p>
Datum/52/Sher/FPI/Ame/Vio	 <p>A still from the TV show 'Sherlock' showing Irene Adler (played by Lacey Chabert) playing a violin. She is wearing a white cardigan over a grey top. Sherlock Holmes is visible in the background, looking at her.</p>	<p>Violin: Reminds him of Irene Adler, a woman whom he loves. As it symbolizes calmness and peacefulness. At first Sherlock refuses to play it, but then he finally embrace the peace with his past by stringed it.</p>
Datum/53/Sher/FPI/Kor/Tre	 <p>A still from the TV show 'Sherlock' showing Sherlock Holmes wearing a light-colored trench coat. He is standing in a room with a window in the background.</p>	<p>Trench coat: Making the character lookalike Sherlock Holmes himself</p>




Datum/54/Sher/FPI/Kor/LeaJ		Leather jacket: Signifies youth spirit and rebellion
Datum/55/Sher/FPI/Kor/Bom		Bomber jacket: Resist to elements, especially wind and air—as a protector for the wearer
Datum/56/Sher/FPI/Kor/Dou		Double breasted jacket: Designed for sporting pursuits of British aristocracy—to show to the people and audiences that Sherlock is a man of knowledge and solving a case with his expertise

Datum/57/Sher/FPI/Kor/Fla		Flat cap hat: Signifies both working class and upper class: Sherlock is a classless man
Datum/58/Sher/FPI/Kor/Bow		Bowler hat: Signifies durability since it won't easily knocked off the ground by the wind: as Sherlock's personality—persistent
Datum/59/Sher/FPI/Kor/Cur		Curved pipe: As a cosmetic—to make the character lookalike Sherlock Holmes

Datum/60/Sher/FPI/Kor/Poc	 A close-up shot of a hand holding a silver pocket watch. The watch face is visible, showing the time as approximately 10:10. The background is dark and out of focus.	Pocket watch: To show the classiness and the class in the society which Sherlock belongs
Datum/61/Sher/FPI/Kor/Pen	 A close-up shot of a pair of dark red penny loafer shoes. The shoes are worn on feet, and the background is a bright, out-of-focus outdoor setting.	Penny loafer shoes: Signifies stylishness, classic, and simplicity
Datum/62/Sher/FPI/Kor/Sli	 A wide shot of two people sitting at a table in a modern, bright interior. The room has large windows, potted plants, and a clean, minimalist aesthetic. The people are dressed in casual, modern clothing.	Slip-on shoes: Slip-on also signifies simplicity that is why Sherlock puts on a pair to show that he is a man of genuine


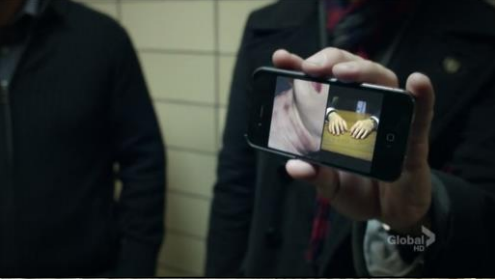

Datum/63/Sher/FPI/Kor/Bri		Briefcase bag: Signifies masculinity and education. The former is to bold the character as a real man, whilst the latter signifies a container for each knowledge which Sherlock owns
Datum/64/Sher/FCI/Bri/Sui		Suit: Suit is being worn in the series for almost of the casts as most of them work in formal institutions
Datum/65/Sher/FCI/Bri/Sca		Scarf: Worn by many people to cover their necks from the chill air




Datum/66/Sher/FCI/Bri/LeaG		Leather gloves: Worn by many people to keep the hands warm
Datum/67/Sher/FCI/Bri/Oxf		Oxford shoes: Worn by many people to complete the suit
Datum/68/Sher/FCI/Bri/Sne		Sneakers shoes: Worn by many people as a casual item to match with any cloth

Datum/69/Sher/FCI/Bri/Sma	 A still from the TV series 'Sherlock' showing Sherlock Holmes in a dark coat looking at his smartphone. The phone screen displays 'UK Weather', 'Maps', and 'Local'.	Smartphone: As a must-have-device among people so it helps Sherlock Holmes with couple of its features
Datum/70/Sher/FCI/Bri/Watc	 A still from the TV series 'Sherlock' showing Sherlock Holmes sitting at a desk in a dimly lit room, looking at his wrist where he is wearing a watch.	Watch: A time keeper—functional cosmetic
Datum/71/Sher/FCI/Ame/Hoo	 A still from the TV series 'Sherlock' showing Sherlock Holmes in a dark hoodie talking on a mobile phone in a boxing ring. A woman in a grey hoodie is sitting on the floor in front of him.	Hoodie jacket: A very flexible piece of cloth, worn by many people. Usually when they go out to do exercise.





<p>Datum/72/Sher/FCI/Ame/Bea</p>	 <p>It's incongruous.</p>	<p>Beanie hat: To keep the head warm in winter</p>
<p>Datum/73/Sher/FCI/Ame/Cof</p>		<p>Coffee: To make people feel relaxed when sipping it and to help in starting a day</p>
<p>Datum/74/Sher/FCI/Ame/LeaG</p>		<p>Leather gloves: Worn by many people</p>





Datum/75/Sher/FCI/Ame/Rub		Rubber gloves: To contain the fingerprints so it won't ruin the crime scene
Datum/76/Sher/FCI/Ame/Fab		Fabric gloves: Keep the hands warm in winter
Datum/77/Sher/FCI/Ame/Gla		Glasses: As a cosmetic and to protect from the sun ray





Datum/78/Sher/FCI/Ame/Watc	 A man in a grey shirt is shown from the chest up, looking down at a watch on his left wrist. He is in a dimly lit room with a staircase in the background. A "Global HD" logo is visible in the bottom right corner of the image.	Watch: A time keeper—functional cosmetic
Datum/79/Sher/FCI/Ame/Sma	 A close-up shot of a hand holding a black smartphone. The screen of the phone is lit up and shows a yellow background with a pair of hands. The person holding the phone is wearing a dark suit jacket. A "Global HD" logo is visible in the bottom right corner of the image.	Smartphone: A must-have-device to help mobility, whether to make a call or texting or even to take pictures
Datum/80/Sher/FCI/Kor/Sui	 A man in a dark suit and tie stands in an office. He is looking towards two other people, a woman and a man, who are seated at a desk. The desk has a computer monitor and some papers. A "Global HD" logo is visible in the bottom right corner of the image.	Suit: Worn mostly as a formal cloth




Datum/81/Sher/FCI/Kor/Cof		Coffee: To help feel relaxed and to steady the mind
Datum/82/Sher/FCI/Kor/Sma		Smartphone: A must-have-device. Sherlock uses it to contact his colleague to do an inquiry
Datum/83/Wats/FPI/Bri/Wal		Walking stick: Since Dr. Watson got injured back when in Afghanistan, he needs a stick to help him stabilize his walking





Datum/84/Wats/FPI/Bri/Col		Collars men jacket: It looks like a soldier uniform at the first glance and the color definitely associates with army. Dr. Watson wants people know that even he retires from the battalion he still masters in hand-to-hand combat and the spirit covers his soul
Datum/85/Wats/FPI/Bri/Wax		Waxed cotton jacket: Since Dr. Watson is an army retirement, he still wants to show that the spirit of a soldier remains in his calm personae
Datum/86/Wats/FPI/Bri/Can		Canvas jacket: Along with its name, canvas jacket has the same characteristic of strong and durable. Since the very first using of canvas is for the mast and making sacks. The signification matches also with Dr. Watson character of tough, steady, and bit stubborn as he spends his entire life in the army.

Datum/87/Wats/FPI/Bri/Der		Derby shoes: The first usage of derby shoes is for sporting and hunting. Thus Dr. Watson wears it when he hunts down the enemies along with Sherlock Holmes
Datum/88/Wats/FPI/Ame/Sho		Shoulder bag: When the case is hard and requires lot of information, the shoulder bag becomes a salvation to store many information which can assist Sherlock in solving the case
Datum/89/Wats/FPI/Ame/Clu		Clutch bag: A hand sized bag and it only contains wallet and phone and it cannot be filled in with other stuffs as Dr. Watson is not facing a hard case
Datum/90/Wats/FPI/Ame/Ber		Beret hat: Beret originally worn by the soldier as a part of uniform. Since she isn't an-ex military doctor, the usage of beret hat is merely to give an air of military





Datum/91/Wats/FPI/Ame/Hee		<p>Heels boot: A highly advanced of common high heels with thick heels, so it gives a strong base to the wearer—a strong experience and knowledge</p>
Datum/92/Wats/FPI/Ame/Dou		<p>Double breasted trench: Trench coat originally used in army and the usage in the series is only to remark that Dr. Watson is an-ex military doctor in the original stories</p>
Datum/93/Wats/FPI/Ame/Pea		<p>Pea coat: Pea coat symbolizes durability and protection since it has been used by sailors and navies. Thus it represents Dr. Watson's protection for Sherlock Holmes in hours of need</p>
Datum/94/Wats/FPI/Kor/Ove		<p>Overcoat: Gives Watson protection just like he protects Sherlock</p>





Datum/95/Wats/FPI/Kor/HooL	 <p>Forget about video on that thing, you probably have trouble with reception.</p>	Hooded leather jacket: The hooded leather jacket gives double protection from head to body and the leather signifies youth spirit
Datum/96/Wats/FPI/Kor/Den	 <p>We were able to see Jin Joo's skills this time.</p>	Denim jacket: Just like leather, denim symbolizes youth and rebellious spirit
Datum/97/Wats/FPI/Kor/Bom		Bomber jacket: Known as a durable jacket, since it is been used by the pilots. It signifies protection to the wearer
Datum/98/Wats/FCI/Bri/Lap		Laptop: This device helps people to write anything. Thus, to replace the notes in the original stories, British Dr. Watson uses laptop instead.

Datum/99/Wats/FCI/Bri/Spo		Sports jacket: Another flexible piece of cloth. It can be combined throughout other style and other clothes, and it doesn't endure the original function to keep the warm around the wearer
Datum/100/Wats/FCI/Bri/Sma		Smartphone: A must-have-device to help mobility through its features, such as make a call, texting, browsing, and even take a photo
Datum/101/Wats/FCI/Bri/Watc		Watch: A functional cosmetic: to show the exact time



Datum/102/Wats/FCI/Bri/Sca		Scarf: To cover up the neck from cold air
Datum/103/Wats/FCI/Ame/Sma		Smartphone: A must-have-device to help the user contacts his/her relatives and stuff
Datum/104/Wats/FCI/Ame/Watc		Watch: A functional cosmetic and also to show an exact time
Datum/105/Wats/FCI/Ame/Dra		Drape: An outer cloth used for fashion

Datum/106/Wats/FCI/Ame/Fur		Fur coat: Since it has an addition of synthetic fur, it gives double protection from the cold winter
Datum/107/Wats/FCI/Ame/Bea		Beanie hat: To wrap the warm around the head
Datum/108/Wats/FCI/Ame/Sca		Scarf: It keeps the warm around the neck of the wearer
Datum/109/Wats/FCI/Ame/Gla		Glasses: Either help to protect the eyes from the sun ray or even as a cosmetic

Datum/110/Wats/FCI/Ame/Nec		Necklace: Mostly used to complete the look and to attract people's attention around the neck
Datum/111/Wats/FCI/Ame/Run		Running shoes: Sport shoes. It comforts the feet of the wearer when s/he is doing an exercise
Datum/112/Wats/FCI/Ame/Hig		High heels: It is being used to make the wearer look higher more than the other
Datum/113/Wats/FCI/Ame/Lap		Laptop: Helps the user in doing his/her job by its magnifying features





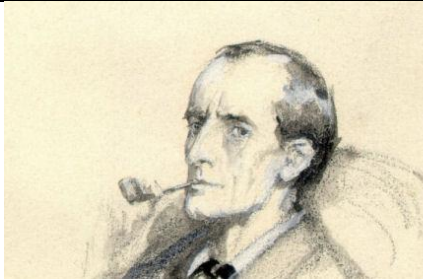



Datum/114/Wats/FCI/Ame/Not		Notes: It contains any particular important information of something
Datum/115/Wats/FCI/Ame/LeaG		Leather gloves: Besides keeping the hands warm, leather gloves give the classiness for the wearer
Datum/116/Wats/FCI/Ame/Rub		Rubber gloves: To protect the crime scene from any fingerprints
Datum/117/Wats/FCI/Ame/Cof		Coffee: As an ice breaker and also it helps the drinker to gain a cleaner thought

Datum/118/Wats/FCI/Ame/Car		Cardigan: Used merely as a fashion by many women
Datum/119/Wats/FCI/Ame/Bla		Blazer: Since blazer is commonly used along with the suit, it represents the neatness also
Datum/120/Wats/FCI/Kor/Sui		Suit: A formal cloth for any formal occasion
Datum/121/Wats/FCI/Kor/Shi		Shirt: The usage of long shirt signifies a neatness for the wearer

Datum/122/Wats/FCI/Kor/Sne		Sneakers shoes: It matches with any style and makes the wearer looks more fresh
Datum/123/Wats/FCI/Kor/NotB	 <p>reak right now.</p>	Notebook: As an item to help the writer remembers any small detail which, sometimes, probably, s/he is unintentionally going to forget

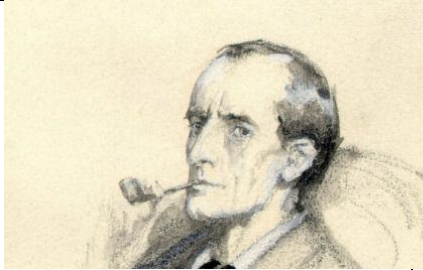
Sherlock Holmes Physical Appearance Table

No.	Images of Hero	Original	British	American	Korean
1.	Hairs	 <p>Short; straight; black</p>	 <p>Mid; curly; black</p>	 <p>Short; messy; black</p>	 <p>Short; straight; black</p>

2.	Nose	 <p>Hawk nose</p>	 <p>Snub nose</p>	 <p>Roman nose</p>	 <p>East Asian nose</p>
3.	Eyes	 <p>Sharp and piercing; brown</p>	 <p>Slanted; blue</p>	 <p>Hooded; blue</p>	 <p>Upturned; black</p>

4.

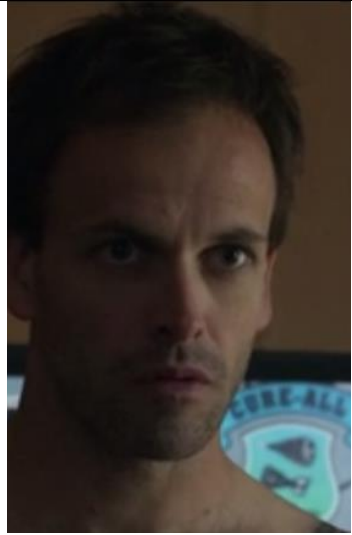
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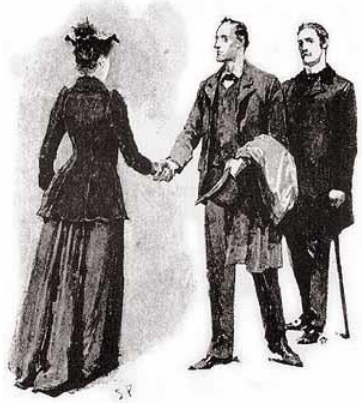



Round



5.	Height	 <p>Over six feet/ 1.83m About 27 years</p>	 <p>1.83m</p>	 <p>1.8m</p>	 <p>Why don't we invite a special guest for this episode?</p> <p>1.65m</p>
6.	Age	About 27 years	About 34 years	Around forty years	About twenty-six years

Dr. Watson Physical Appearance Table

No.	Images of Hero	Original	British	American	Korean
1.	Hairs	 <p data-bbox="464 894 722 930">Short; straight; grey</p>	 <p data-bbox="846 917 1104 953">Short; straight; grey</p>	 <p data-bbox="1287 982 1556 1018">Long; straight; black</p>	 <p data-bbox="1623 904 1881 940">Mid; straight; black</p>

<p>2.</p>	<p>Nose</p>	 <p>Roman nose</p>	 <p>Nubian nose</p>	 <p>East Asian nose</p>	 <p>East Asian nose</p>
<p>3.</p>	<p>Eyes</p>	<p>Blue</p>	 <p>Protruding; black</p>	 <p>Monolid; black</p>	 <p>Monolid; black</p>

<p>4.</p>	<p>Chin</p>	 <p>Square</p>	 <p>Receding</p>	 <p>Square</p>	 <p>Round</p>
<p>5.</p>	<p>Height</p>	 <p>1.8m</p>	 <p>1.69m</p>	 <p>1.6m</p>	 <p>1.78m</p>

6.	Moustache	 Yes; grey	 Yes; grey	No	No
7.	Age	About 29 years	In his 40s	About 44 years	Around twenty-one years

Appendix I**Validation of The Types of Icons in British, American, and Korean Sherlock Holmes**

In the following, the data of Types of Icons which found in the British *Sherlock*, American *Elementary*, and Korean *Love Detective Sherlock K* series have been checked and validated in terms of the classification of Icons Categories in Nachbar and Lause's *Popular Culture: An Introductory Text* (1992) by Yustin Sartika, S.S., M. A. on 29th October 2019.

Validator



Yustin Sartika, S.S., M. A.



NIP. 198510242019032009.




Researcher










Hanang Ilhamianto Putro U.





Sherlock Holmes British, American, and Korean Icons


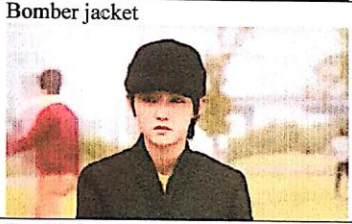


No.	Types of Icons	Icons	Reason	V/X	Notes
1.	PPI	1. British			
		-	-		
		2. American			
		a. Tattoos 	Just a mere symbolization of Sherlock's freedom and define his personal identity	✓	
2.	FPI	1. British			
		a. Pea coat 	Used only by Sherlock Holmes since it signifies durability	✓	




		<p>b. Dressing gown</p> 	<p>Although Sherlock is a reckless figure, he is still trying to look neat when jumps out of the bed to greet both his friends and the guest by using the dressing gown</p>	✓	
		<p>c. Modernized magnifying glass</p> 	<p>Helps Sherlock Holmes to analyze a very small detail—regarding to his job</p>	✓	
		<p>d. Deerstalker</p> 	<p>Signifies protection; the ability to see past, present, and future all at once. It also give an air to people that he is Sherlock Holmes</p>	✓	
		<p>e. Nicotine patch</p>	<p>Helps Sherlock Holmes to replace the smoking habit and helps him in contemplating a case</p>		




			✓	
f. Cigarette		As an ice breaker of a deep conversation between Mycroft and Sherlock Holmes	✓	
g. Violin		Helps Sherlock Holmes in thinking a case and to entertain his friends	✓	
2. American				
a. Waistcoat		By wearing a waistcoat, Sherlock wants to show that behind the reckless character is lying a decent personae	✓	




				
b. Sports jacket		Since it is used for sporting activities such as shooting and hunting, Sherlock wears it to track and hunt down both the criminals and their cases	✓	
c. Pea coat		Signifies protection and durability. Mostly used by sailors and navies to protect them from the rough weather and the elements	✓	
d. Extended smartphone camera lens		This gear helps Sherlock Holmes in discovering the truth from a minor object	✓	




e. Scarf		Symbolizes protection; Sherlock gets many backup either from his friend or the cops	✓	
f. Chukka shoes		Symbolizes steadiness and focus in every case that Sherlock solves	✓	
g. Violin		Reminds him of Irene Adler, a woman whom he loves. As it symbolizes calmness and peacefulness. At first Sherlock refuses to play it, but then he finally embrace the peace with his past by stringed it.	✓	
3. Korean				
a. Trench coat		Making the character lookalike Sherlock Holmes himself	✓	
b. Leather jacket		Signifies youth spirit and		




		<p>rebellion</p>	<p>✓</p>	
<p>c. Bomber jacket</p>		<p>Resist to elements, especially wind and air—as a protector for the wearer</p>	<p>✓</p>	
<p>d. Double breasted jacket</p>		<p>Designed for sporting pursuits of British aristocracy—to show to the people and audiences that Sherlock is a man of knowledge and solving a case with his expertise</p>	<p>✓</p>	
<p>e. Flat cap hat</p>		<p>Signifies both working class and upper class: Sherlock is a classless man</p>	<p>✓</p>	





	<p>f. Bowler hat</p> 	<p>Signifies durability since it won't easily be knocked off the ground by the wind: as Sherlock's personality—persistent</p>	✓	
	<p>g. Curved pipe</p> 	<p>As a cosmetic—to make the character look like Sherlock Holmes</p>	✓	
	<p>h. Pocket watch</p> 	<p>To show the classiness and the class in the society which Sherlock belongs</p>	✓	
	<p>i. Penny loafer shoes</p>	<p>Signifies stylishness, classic, and simplicity</p>		




				✓	
		<p>j. Slip-on</p> 	Slip-on also signifies simplicity that is why Sherlock puts on a pair to show that he is a man of genuine	✓	
		<p>k. Briefcase bag</p> 	Signifies masculinity and education. The former is to bold the character as a real man, whilst the latter signifies a container for each knowledge which Sherlock owns	✓	
3.	FCI	1. British			



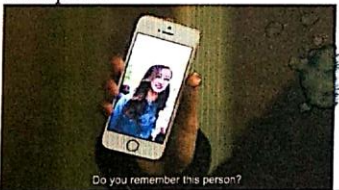
	<p>a. Suit</p> 	<p>Suit is being worn in the series for almost of the casts as most of them work in formal institutions</p>	✓	
	<p>b. Scarf</p> 	<p>Worn by many people to cover their necks from the chill air</p>	✓	
	<p>c. Leather gloves</p> 	<p>Worn by many people to keep the hands warm</p>	✓	
	<p>d. Oxford shoes</p>	<p>Worn by many people to complete the suit</p>		

			✓	
e. Sneakers		Worn by many people as a casual item to match with any cloth	✓	
f. Smartphone		As a must-have-device among people so it helps Sherlock Holmes with couple of its features	✓	
g. Watch		A time keeper—functional cosmetic		



			✓	
	a. American			
	a. Hoodie		A very flexible piece of cloth, worn by many people. Usually when they go out to do exercise.	✓
	b. Beanie hat	 It's incongruous.	To keep the head warm in winter	✓
	c. Coffee		To make people feel relaxed when sipping it and to help in starting a day	




			✓	
	<p>d. Leather gloves</p> 	Worn by many people	✓	
	<p>e. Rubber gloves</p> 	To contain the fingerprints so it won't ruin the crime scene	✓	
	<p>f. Fabric gloves</p> 	Keep the hands warm in winter	✓	





g. Glasses		As a cosmetic and to protect from the sun ray	✓	
h. Watch		A time keeper—functional cosmetic	✓	
i. Smartphone		A must-have-device to help mobility, whether to make a call or texting or even to take pictures	✓	
b. Korean				
a. Suit		Worn mostly as a formal cloth		





		✓	
<p>b. Coffee</p> 	<p>To help feel relaxed and to steady the mind</p>	✓	
<p>c. Smartphone</p>  <p>Do you remember this person?</p>	<p>A must-have-device. Sherlock uses it to contact his colleague to do an inquiry</p>	✓	




Dr. Watson British, American, and Korean Icons





No.	Types of Icons	Icons	Reason	V/ X	Notes
1.	PPI	1. British	-		
		2. American	-		
		3. Korean	-		
		-	-		
2.	FPI	1. British a. Walking stick 	Since Dr. Watson got injured back when in Afghanistan, he needs a stick to help him stabilize his walking	✓	
		b. Collars men jacket 	It looks like a soldier uniform at the first glance and the color definitely associates with army. Dr. Watson wants people to know that even he retires from the battalion he still masters in hand-to-hand combat and the spirit of	✓	





		<p>c. Waxed cotton jacket</p> 	<p>military covers his soul</p> <p>Since Dr. Watson is an army retirement, he still wants to show that the soul of a soldier remains in his calm personae</p>	✓		
		<p>d. Canvas jacket</p> 	<p>Along with its name, canvas jacket has the same characteristic of strong and durable. Since the very first using of canvas is for the mast and making sacks. The signification matches also with Dr. Watson character of tough, steady, and bit stubborn as he spends his entire life in the army.</p>	✓		
		<p>e. Derby shoes</p> 	<p>The first usage of derby shoes is for sporting and hunting. Thus Dr. Watson wears it when he hunts down the enemies along with Sherlock Holmes</p>	✓		
		<p>2. American</p> <p>a. Shoulder bag</p>	<p>When the case is hard and requires lot of information, the shoulder bag becomes a salvation to store many</p>	✓		





		information which can assist Sherlock in solving the case	✓	
b. Clutch bag		A hand sized bag and it only contains wallet and phone and it cannot be filled in with other stuffs so it means that Dr. Watson is not facing a hard case	✓	
c. Beret hat		Beret originally worn by the soldier as a part of uniform. Since she isn't an-ex military doctor, the usage of beret hat is merely to give an air of military upon her figure	✓	
d. Heels boot		A highly advanced of common high heels with thick heels, so it gives a strong base to the wearer—a strong experience and knowledge	✓	
e. Double breasted trench		Trench coat originally used in army and the usage in the		





			series is only to remark that Dr. Watson is an-ex military doctor in the original stories	✓	
	f. Pea coat		Pea coat symbolizes durability and protection since it has been used by sailors and navies. Thus it represents Dr. Watson's protection for Sherlock Holmes in hours of need	✓	
	3. Korean				
	a. Overcoat	 <small>We still have time, right?</small>	Gives Watson protection just like he protects Sherlock	✓	
	b. Hooded leather jacket	 <small>Forget about video on that thing. You probably have trouble with reception.</small>	The hooded leather jacket gives double protection from head to body and the leather itself signifies youth spirit	✓	





		<p>c. Denim jacket</p> 	<p>Just like leather, denim symbolizes youth and rebellious spirit</p>	✓	
		<p>d. Bomber jacket</p> 	<p>Known as a durable jacket, since it is been used by the pilots. It signifies protection to the wearer</p>	✓	
3.	FCI	<p>1. British</p> <p>a. Laptop</p> 	<p>This device helps people to write anything. Thus, to replace the notes in the original stories, British Dr. Watson uses laptop instead.</p>	✓	
		<p>b. Sports jacket</p>	<p>Another flexible piece of cloth. It can be combined throughout other style and other clothes, and it doesn't endure the original function to keep the warm around the wearer</p>	✓	





			✓		
	c. Smartphone		A must-have-device to help mobility through its features, such as make a call, texting, browsing, and even take a photo	✓	
	d. Watch		A functional cosmetic: to show the exact time	✓	
	e. Scarf		To cover up the neck from cold air	✓	
2. American					



	<p>a. Smartphone</p> 	<p>A must-have-device to help the user contacts his/her relatives and stuff</p>	✓	
	<p>b. Watch</p> 	<p>A functional cosmetic and also to show the exact time</p>	✓	
	<p>c. Drape</p> 	<p>An outer cloth used only for fashion</p>	✓	
	<p>d. Fur jacket</p> 	<p>Since it has an addition of synthetic fur or natural one, it gives double protection from the cold winter</p>	✓	
	<p>e. Beanie hat</p>	<p>To wrap the warm around the head</p>		

			V	
f. Ring		A functional cosmetic to complete the outlook of a person, as a jewel	had x	
g. Scarf		It keeps the warm around the neck of the wearer	V	
h. Glasses		Either help to protect the eyes from the sun ray or even as a cosmetic	V	
i. Necklace		Mostly used to complete the		

			look and to attract people's attention around the neck	✓	
	j. Running shoes		Sport shoes. It comforts the foots of the wearer when s/he is doing an exercise	✓	
	k. High heels		It is being used to make the wearer looks higher more than the other	✓	
	l. Laptop		Helps the user in doing his/her job by its varies features	✓	
	m. Notes		It contains any particular important information of something	✓	

					
	<p>n. Leather gloves</p>		<p>Besides keeping the hands warm, leather gloves give the classiness for the wearer</p>	<p>✓</p>	
	<p>o. Rubber gloves</p>		<p>To protect the crime scene from any fingerprints</p>	<p>✓</p>	
	<p>p. Coffee</p>		<p>As an ice breaker and also it helps the drinker to gain a cleaner thought</p>	<p>✓</p>	
	<p>q. Cardigan</p>		<p>Used merely as a fashion by</p>		

			<p>many women</p>	<p>✓</p>	
	<p>r. Blazer</p>		<p>Since blazer is commonly used along with the suit, it represents the neatness also</p>	<p>✓</p>	
		<p>3. Korean</p>			
	<p>a. Suit</p>		<p>A formal cloth for any formal occasion</p>	<p>✓</p>	
	<p>b. Shirt</p>		<p>The usage of long shirt signifies a neatness for the wearer</p>	<p>✓</p>	

		<p>c. Sneakers</p> 	<p>It matches with any style and makes the wearer looks more fresh</p>	<p>✓</p>	
		<p>d. Notebook</p>  <p>leak right now.</p>	<p>As an item to help the writer remembers any small detail which, sometimes, probably, s/he is unintentionally going to forget</p>	<p>✓</p>	