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**PRINCIPLES OF SCIENTIFIC ETHICS IN THE *BAD GENIUS* SERIES FILM (ROLAND BARTHES SEMIOTIC ANALYSIS)**

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**ABSTRACT**

Film mass media was chosen as the most effective medium in conveying messages, because films can be used as learning media through messages that are represented in scenes or story narratives. The lessons that can be taken are in the form of moral messages, or one of them is about the moral messages of scientific ethics contained in *Bad Genius*. This film discusses the life of students who play with the world of education, with the vulnerabilities that are committed and get an imbalance in the form of money used to meet their needs. The type of research used is qualitative with descriptive research nature. This study uses the semiotic analysis method of Roland Barthes, in this analysis there are three core things that are the focus, namely denotative, connotative, and mythical meanings which are used as a guide to see the depiction of scientific moral messages depicted in each film scene. The data obtained in this study were sourced from the We TV application which broadcasts the *Bad Genius* film and was combined with books discussing films and scientific moral messages. The results of the study show that the representation of scientific moral messages shown in the *Bad Genius* film is how science should be used. Such as the obligation to (1) maintain an attitude in making ethical decisions related to etiquette, (2) maintain attitudes in related ethical decisions, and (3) maintain attitudes related to ethical decisions related to law. In this film, I want to highlight the side of how a student who is categorized as a genius must maintain their ethics by combining the values of education in Thailand and the values of education globally which can be used as lessons for the audience of the film *Bad Genius*. In addition, this film not only has a moral message of scientific ethics, but there are other moral messages related to everyday life.

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## INTRODUCTION

Film can be used as a means of entertainment, criticism, political propaganda and advertising, as well as a means of education. Educational messages in a film can be used as a learning tool to instill moral values. In general, what is not important in a film is moral values. This is one aspect that builds film elements involving themes, plots, characters, characterizations, settings, and points of view.

Moral values contain messages in the form of advice. According to (Menapace, 2019) moral values are related to one's actions as human beings. Thus, moral values include an understanding of the good and bad of human actions based on the norms that apply in a society. The good or bad of a thing is relative, meaning that something that is considered good by a person or a nation is not necessarily the same as another person or nation. (Jakubowski et al., 2017) morality acts as a regulator and guide for humans to believe so that they can be categorized as good human beings and can avoid bad behavior.

One of the important moral values in the development of technology and science in today's era is scientific ethics. A scientist as someone who is considered well-established in the world of education must assess what is good and what is bad, which essentially requires people who are knowledgeable to have a strong moral or ethical foundation as a guide in working and working. Without this knowledgeable people will become the most frightening specter that can make the world more chaotic.

Scientific ethics is a normative ethics that formulates ethical principles that can be applied rationally and can be applied in science. The purpose of scientific ethics is to apply moral principles, namely the good and avoid the bad in scientific behavior, so that he can become a scientist who is responsible for his scientific behavior. Normative ethics sets the rules that apply to what should be done and what should happen and determine what is contrary to what should be (Zigon, 2007).

One of the most interesting media to convey messages in the form of norms or ethics is film. A film called *Bad Genius* for example. This film is very suitable to teach the values of scientific ethics to students about how to be ethical in studying. *Bad Genius* is a 2017 Thai film produced by Jor Kwang Film and distributed by GDH 559. The film, directed by Nattawut Pooniriya, tells the story of Lin, a genius high school student who due to his environment and seeing his father's condition runs a system of mass fraud and earns a lot of money.

For the following considerations, there are many previous studies related to the *Bad*

*Genius* film, such as: (Annisa, 2021) with the title "Analysis of Semiotics of Character Education in the film "*Bad Genius*". the value of character education in the film (Putri & Apsari, 2020) with the title "Maxim Grice's Violation in the "*Bad Genius*" film. The purpose of this research is to see the violation of Maxim committed by Grice, one of the characters in this film. (Fatimah, 2019) with the title "Moral Message in the *Bad Genius* Film by Nattawut Poonpiriya (Content Analysis of Ferdinand De Saussure). The purpose of this research is to see the moral message in the film.

In accordance with the points stated above, the objectives of this research are (1) not intrinsic to the film *Bad Genius*, (2) how scientific ethics should be applied, and (3) attitudes that must be possessed by a knowledgeable person.

## **METHOD**

This research is a descriptive qualitative research using semiotic analysis method. Research methods can be obtained through a combination of two methods, as long as the two methods do not conflict (Creswell, 2009). The analytical method used is Roland's semiotic model by analyzing three signs, namely visual, verbal, and audio, which will then draw denotative and connotative meanings which will then produce myths. In this study, the research subject is the film *Bad Genius*. The object of this research is the content of the film, which is about the moral message of scientific ethics contained in the film. The unit of analysis in this study includes verbal signs and visual signs (non-verbal) contained in each scene using semiotic techniques. The sequence of events that occur in the film. Various interconnected and sequential shots, developed with the subject in them.

In processing and analyzing the data, the researcher carried out the stages, namely observing and observing all the scenes in the film, as well as various conversations that occurred. Data reduction is sorting out every scene in the film which is included in the category of marriage moral messages. Then analyze the data based on Roland Barthes' semiotic analysis (Jadou & Ghabra, 2021) in the form of Denotative, Connotative, and Myth contained in the *Bad Genius* film.

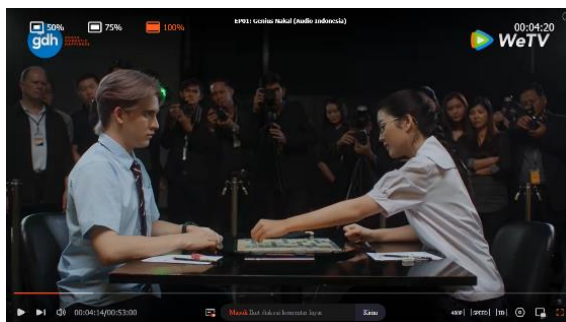
## **FINDINGS AND DISCUSSION**

### **Research Findings**

This *Bad Genius* film tells about the life journey of a genius named Lin who must be trapped in an unfavorable educational environment. Lin was forced to attend school

because of the wishes of her parents. Lin also owed herself that during school she would not disappoint her parents. The results of the study show that in the *Bad Genius* film there are several scenes that represent the ethics of science. Includes the following:

At 04.00 minutes in episode 1, there is a scene where the main character Lin is playing a game as a prerequisite for entering the high school that her parents dreamed of. To show his seriousness, Lin used all her strength to race.



**Figure 1. Lin is Competing as a Pre-Requirement for School**

In denotation (visible) as a child of Lin, a happy smile can be seen when competing but it can also be seen in his eyes. This scene connotatively shows that Lin actually feels the school that her parents want looks forced and unpleasant for her. It's just that out of respect for his parents, Lin wanted to do it to show that he cooperated with his parents. Lin's "forced" effort actually wants to emphasize that in scientific life, knowledge will not be obtained if the seeker does not feel independent for himself.

Furthermore, at minute 39.00 in episode 1, there are several scenes that show another part of the moral ethics of science that is considered correct by Lin, namely giving lessons to someone who cheats by cheating. The scene footage shows how Lin was accidentally caught red-handed while giving cheat sheets to other friends because Lin was disappointed with her teacher who gave exam questions to the students who taught her.



**Figure 2. Lin Gives a Cheat Sheet to Grace**



**Figure 3. Lin Caught Cheating on Her Way**

The scene denotatively begins with a scene where Lin ends up cheating because she is disappointed with the education system at her school which according to her father is the best in Thailand. Lin continues to live but as a student to protect his father's feelings

on the other hand he uses the school to commit fraud where the money from the proceeds can be used to stay at the school. In connotation, Lin's seriousness is sure to ensure that he is a trusted child by his parents.



**Figure 4. Lin and Bank Fulfilling Their Responsibilities**

Then at minute 29.00 in episode 8, there are several scenes that show other scientific ethical morals, namely carrying out their obligations to complete the roles and responsibilities given to them, being loyal, building trust in others, respecting each other, and giving spiritual and spiritual support to others. physical assistance to humans. need. In denotation, it can be seen in some of the scenes shown in Figure 4 above.

By denotation, Lin and Bank always show discipline and responsibility in every task assigned to them. Even though their actions were in the context of fraud, Lin and Bank continued to do so with full responsibility. This is done to show their integrity as students who have knowledge. In actual connotations Lin and Banks have bad people but because of their particular needs and feel that their environment is deceiving them, end up getting carried away.

At 03.00 – 09.00 episode 9, moral ethics is described in the form of no longer doing wrong to avoid unwanted retaliation. In denotation, it can be seen in the conversation between Lin and her mother as follows:

**Lin** : *Mom, don't act as if nothing happened (Lin said as she followed her mother) I know I made a mistake, you can scold me.*

**Mother** : *My reason for going to Australia is the same as you, how can I scold you (Sighs) Do you remember that time I came here because of college? At that time you were still in PAUD but at that time my mother was very much pursuing a PhD. Your father can't afford to pay for your mother. Then my mother looked for a scholarship and finally I got a scholarship here. Your father and mother had a big fight. Because Mother had to come here and stay for two years here and your father disapproved of it. He didn't want him to grow up without Mom. But Mother is stubborn. Mom was persistent and finally came here to go to college. After moving here, I feel that life here is better as time goes by, I*

*feel like staying here. Then, after meeting Jeff, Mom betrayed your father. Mother cheated on your father. For years Mother denied our marriage until your father realized it.*

**Lin** : *Why did you tell me this?*

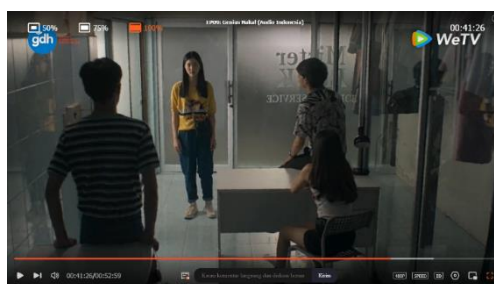
**Mother** : *When you separated from your father. Mom married Jeff and moved here. It's like the life I've always dreamed of. But did you know that Lin is now 6 years old Alice, the age you were when Mother left you. Every time Mother looked at Alice. Mom misses you. I am very sorry to have left your father who was the best friend in my life. Then the most important thing I have to lose you too. I'm telling you because I want you to know I understand you (wipes away tears). You're trying to chase your dreams Lin but do you know Lin did the wrong thing to get what we wanted, one day we could lose all the things we love. One day you will regret it.*

**Lin** : *Forgive me*

**Mother** : *You don't need to apologize to Mom. Your father and I should be in charge. It's our job to help each other in raising you. But for the past 10 years, we haven't communicated. All of that made you like this.*

**Lin** : *No, it's all my fault. Mom and Dad did nothing wrong.*

From this statement, the effort to return to the right path to maintain scientific dignity can be seen from Mother's expression related to her life history which made Lin what she is today (denotation). These verbal expressions with nonverbal Mother (connotations) when talking to Lin, including teary eyes and expressing Lin with regret. Non-verbally expresses Mother's heart that really doesn't want Lin to follow her mistakes. The moral of keeping friends from repeating actions that violate scientific ethics can also be seen in the scene at 41.00 minutes in episode 9.



**Figure 5. Lin Reminds Her Friend not to Fall into the Same Mistake**

In denotation, the scene depicts when Lin opposes her friends who will cheat on the GATT-PAT exam which is the official college entrance exam held by the Thai government. Lin was confused by the attitude of her friends who did not give up on the events that had

passed during the STIC exam. The bank then convinced Lin to return. In his explanation the Bank stated the reason he wanted to do this, because only this could save the future of all of them.

In addition, in his explanation, the Bank said that it had a good plan to try the GATT-PAT exam system. After Bank explains everything, Bank also says that if Lin isn't happy about this, Lin will have to face a lifetime of regret because her friends can't live anymore and have a future. This scene is complemented by the following conversation:

**Lin** : *I don't want to hear it. Guys stop it, if you want money you can take my share of money from STIC.*

**Bank** : *Two million is only enough for a while. However, Ten million will free us from Lin's financial worries.*

**Lin** : *What bank have you forgotten? When we cheat on STIC, what we're dealing with in my opinion is not worth it.*

**Bank** : *Lin, you know the embassy contacted the school because I cheated on STIC. I have been expelled from school (flashback Bank was expelled from school by Principal).*

**Lin** : *Why didn't you tell me?*

**Bank** : *There's still nothing you can do. But you have to get up and fight it Bank. You can take the GED and get into medical school. I know you well enough. I know you can do it.*

**Bank** : *Lin, a person with a history of cheating and having been expelled from school, can't get into medical school. I can't be a doctor anymore.*

The phrase "I can't be a doctor anymore" uttered by Banks with trembling and emotional connotations meant that the Bank wanted Lin to take responsibility for what she had done. He wanted to keep asking Lin to commit fraud together. Fraud for the Bank is no longer something that violates morals and ethics but is a form of resistance to events that have been experienced. Mythically, smart people who have experienced failure in their lives will be seen badly by society because they are considered irresponsible for the knowledge they experience.

After everything is done in the end, this film still shows a moral representation of scientific ethics to do the right thing, which can be seen in the 38:00 – 56:00 scene in episode 12 which is the last episode in the film. Here are some pictures of the scene:





**Figure 6. Lin Refuses the Principal's Offer to Help Her Nephew**



**Figure 7. Lin Approaches the Imprisoned Bank**

The scene in the last episode of the film. In denotation. Lin goes to the School and tells him to start all the experiences he had when the Headmaster offered him the job of pitting his nephew. He chose to leave the Headmaster immediately. Then Lin contacted two of her other friends, Grace and Patt, to tell them stories about their after-school days. He also did not forget to visit the imprisoned Bank, he plans to become a teacher and asked the Bank for legal experts to jointly minimize risks in his country. Bank left Lin because visiting hours had ended, but when asked by Lin again Bank turned to look at Lin and she expressed her willingness to support Lin's idea.

## **Discussion**

### **How Should Science Be Used**

Scientific Ethics are guidelines on how to think, and act based on positive values in order to maintain a function and a science (Muktapa, 2021). From an ethical point of view. There are pros and cons related to the harmony of life between humans and other living things in the scientific world. It is very easy to interpret the tendency of our views towards ethics that must be upheld, but the actual environmental conditions provide many limitations and adjustments for the different needs of each individual. Therefore, the author conducts an in-depth study of the role of ethics in human life in the development of knowledge contained in the film *Bad Genius*. Some examples of the problems and viewpoints of co-scientists have been reported. Various examples of problems and solutions have been discussed to answer the best middle current in finding ethics with the development of research in the scientific field.

Ethics also has a big role in education (Pudjastawa et al., 2021). Various problems related to the application of ethics in relation to the world of education are reported. Research conducted by (Baard, 2021) stated that over the last few years, the relevance of ethics in education related to scientific ethics has been increasingly questioned. This



doubt takes mainly two forms. First, science is considered a scientific endeavor, and therefore ethics becomes something useful and it is recognized that values are an inseparable part of science. Second, science is considered as something that can raise a person's standard of living, and because of that science is seen as something that is inseparable from profit, but scientific ethics is considered less of a positive contribution to profit.

Various that can be applied to minimize violations of the code of ethics and copyright in educational research which is the birthplace of scientific ethics have been widely applied. As is the case when someone is going to do development research, in its development it is necessary to validate the media by several experts. This activity minimizes the violation of the code of ethics or copyright. carry out research stages in accordance with the rules including validating good and correct media, one example of its application. Currently, many applications have been developed that can make it easier to identify the level of plagiarism in someone's writing, besides the development of information technology is becoming more accessible and can make it easier for users to be wiser in processing information. Many programs to fund various works that need to be copyrighted or patented (Olayiwola et al., 2021). In addition to the following codes of conduct that apply to the use of a material or resource, we also need to protect our own work by creating patents and copyrights (Militsyna, 2021). In this way, it is important to understand the ethics that apply around us, not in education or research but in many other aspects as mentioned earlier.

### **Attitudes A Knowledgeable Person Should Have (Suggestion To Lin)**

To make it easier for researchers to be able to analyze some of the suggestions for Lin as a form of exposure to how scientific ethics are applied, the researchers divide them into four categories regarding scientific ethics contained in the scenes of the *Bad Genius* film, including:

### **Mental Readiness Of A Student In Undergoing The Educational Process**

At this point it is not so visible in the *Bad Genius* film, this is because in the film it is mostly not a point because of his own wishes because he obeyed his parents' wishes. So the scene in the film does not depict that they are mentally prepared to live life as students, only knowing their rights and obligations as students. In addition, the reason

Lin was accepted to study at that place was only to respect the wishes of his father who worked hard for him, not because he wanted it. While mental readiness in undergoing the educational process is very important, because if there is no mental readiness it can pose risks that will occur such as fraud or at worst to commit a crime. A student must understand why he is learning, have a desire to change, and accept all his weaknesses and strengths.

### **Carrying Out The School's Obligations To Love And Make One Another Happy, Build A Harmonious Environment, Respect One Another, And Provide Inner And Outer Help On Positive Things**

Give freedom to our children, not freedom that is free, but which is limited like real nature, and leads to culture, namely the nobility and subtlety of human life. And in order for culture to save and make life happy, it needs to use a national basis. However, this basis should not conflict with a broader basis, namely the basis of humanity (Stepanskaya et al., 2016). Schools are educational institutions that instill a spirit of independence in the hearts of students. In today's society in the era of globalization, implementing such an education is an extraordinary struggle. Students must be helped to enjoy the movement of the energy of the soul, mind, and body that is freely involved in each subject. In the principle of education, it is also stated that the right to self-regulate by heeding harmonious togetherness is the main principle (Join et al., 2022).

The scientific moral message to be conveyed in several scenes in the film *Bad Genius* is actually an effort to achieve independence in the midst of obligations that are not ideal. Lin in her life is constantly trying to create happiness for others. It's also good to break the myth that a student's only obligation is to get grades. In fact, in addition to values, there are other things that students need to achieve in the world of education, namely loving and making each other happy, building a harmonious environment, mutual respect, and providing physical and spiritual assistance on positive things.

### **A Friend Has An Obligation To Direct His Friend In A Better Direction**

In this film the figure of Lin is described as a student who is able to manage or take care of all his needs as a student, this can be seen in several scenes in all episodes of the *Bad Genius* film. In this film, it is told how the figure of Lin who directs her friend at every stage she goes through with love and sincerity. How he initially cheated on Grace,

provided solutions to Banks whose parents were hospitalized, and educated their friends to stop cheating. The moral message of scientific ethics implied in this film is that even if the environment cheats us, a student still has to carry out his obligations to apply proper ethics. It also represents the obligation of a student in the perspective of scientific ethics, namely to acquire knowledge by his own efforts.

### **Maintain The Dignity Of Knowledge By Not Making It A Mere Trading Commodity**

This category is reflected in several remarks, for example when Lin told Patt that she didn't need the money they made in their fraud which resulted in the Bank's scholarship being revoked, and also when Lin offered her friends who would be cheating on GATT-PAT to take her share if they need it. Both scenes have the meaning that science is not a mere trade commodity, science is something that must be guarded. Because having knowledge is not only related to an individual, but its existence in society must also be considered every time you do anything, including efforts to tarnish science by cheating. Science must be maintained as best as possible through efforts to grow scientific ethics because it can be a worship that is lived by every human being.

In addition, researchers assess the film *Bad Genius* not only discusses the moral message of scientific ethics, but other moral attitudes that can be taken and used as learning by people who watch this film. For example, in the value of honesty in the scene when Lin reveals to her father that all the cheating she did to help her father, she always really did what her father wanted.

### **CONCLUSIONS AND SUGGESTIONS**

Based on the analysis that the researcher has done with the data obtained in the research process, it can be concluded that several scenes in the *Bad Genius* film depict the moral message of scientific ethics. The representation of scientific ethics that is quite a lot is the ethics of someone who has more knowledge than his friends.

However, in order to study, Lin and her friends were mentally unprepared to go to school, due to several reasons behind it. So, they have not been able to understand about how valuable knowledge is compared to money. Of the many characters in this film, many scientific ethical values can be found in the figure of Lin who is quite sporty. Lin is described as a patient person, carrying out her duties as a student well, supporting her friends under any circumstances, and never giving up to defend her goals. In addition, this

film is not only loaded with moral messages of scientific ethics. But in this film we also have many moral messages about everyday life that can be used as lessons for those who watch it. For example, the values of honesty, courage, responsibility, and independence.

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