

SEMIOTIC ANALYSIS OF HUMANITY CONTAINED IN BATMAN V SUPERMAN: DAWN OF JUSTICE

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ABSTRACT

This study focuses on how to open the allegory about the values of Humanism contained in the film *Batman v Superman: Dawn of Justice*. According to Saul Mcleod, the value of Humanism used in this research is Humanism with its Hierarchy of Needs. This research is interesting because Humanism is an ideology about how to be a human being who has human nature. The things reviewed are always about the shift in the meaning of Humanism from time to time. The shift in Humanism is interpreted by the presence of signs or symbols that appear in the film *Batman v Superman: Dawn of Justice*. This study aims to determine the meaning of the myth of humanism values implied in the film *Batman v Superman: Dawn of Justice*. This study also uses the Semiotic Analysis research method from Roland Barthes as a research method for reading films. The researcher intends to reveal the meaning behind the signs in the research object. The object used in this study is the film *Batman v Superman: Dawn of Justice*. The paradigm used in this research is the constructivism paradigm. The results of this study found three conditions which are the value of Humanism, the attitude of needing parental guidance as a manifestation of the myth of parental love throughout time, this myth is a manifestation of the need for recognition and affection of Maslow's hierarchy and the last is self-sacrifice as an allegory of heroism and attitude. Patriotism is a manifestation of the need for self-actualization in Maslow's hierarchy.

Keywords: Semiotic, Humanity, Film, Superman, Hierarchy

INTRODUCTION

According to Yoyon Mudjiono, (2011) a film has imaginative worth because a film was made as crafted by imaginative experts who are now experts in their fields. Film as a quality object should be judged imaginatively, not judiciously. Film studies is a moderately new field of study and are not equivalent to the course of innovative development. Semiotics is an analytical report or scientific strategy to look at signs regarding situations, pictures, texts, and scenes in films into something that can be deciphered. Significance implies that objects do not just convey data. For this situation, the items need to impart yet comprise an organized arrangement of signs utilized in the film. A film has its imaginative worth because it is made as a work of inventive experts who are proficient in their field. Film as a craftsmanship article ought to be judged masterfully, not normally. Why do people still watch movies? Film is nothing new to the society. The general explanation is that film is a piece of current life and is accessible in different structures, like in films, shows on TV, videotapes, and laser discs. Films present energizing encounters and day-to-day existence encounters that are bundled curiously.

Films also have many genres, including; Horror, Thriller, Action, Sci-Fi, Documentation, and recently popular films made and sold in theaters, Superhero-themed films. A superhero in various comics, animated cartoons and films is usually depicted as a character with extraordinary abilities and powers used to fight crime. In various stories about superheroes, superpowers come in various ways and backgrounds, for example, the

power of Superman and Wonder Woman, who are descendants of the Kryptonian and Amazonian nations. Superpowers can also come from the wealth of their predecessors, for example, Bruce Wayne, who became Batman because of his material. Furthermore, his motivation, the material, is because he is a billionaire, so he can buy sophisticated tools to support his heroic actions, and has a motivation because he wants to give justice to the criminals who killed his parents, or superpowers can also come by accident, namely Spider-Man. He became a superhero because he was bitten by a spider resulting from a genetic mutation experiment.

According to Andrew Copson, (2015) the word Humanism was first applied to a specific arrangement of convictions and values long after those convictions and values arose. 'Humanism' is the post hoc money age: a name intended to catch a sure disposition, not made by the principal client of the word yet distinguished. In this sense, 'humanism' and 'humanist' are like the classes of examiners. The word 'humanist' applies to a not individual who knows it. In any case, it is a humanist, something like a person or an individual from Homo sapiens, whether he realizes this is a specialized binomial classification for his species or not. Hence, Humanism is different from religion and numerous non-strict ways of thinking, which started at one point in time and whose names determine at or not long after the beginnings of the basic philosophy.

In this study, the researcher wants to find out the myth of Humanism, which is stigmatized in society and is represented in Superman, who is an alien and not a human in the film "Batman v Superman: Dawn of Justice," for example, in the scene of Superman against Batman and Batman almost stabbed Superman with a krypton spear, Superman begged Batman to save his mother, Martha Kent who was being held hostage by Lex Luthor, even though Martha Kent was only Superman's adoptive mother on Earth and not his biological mother, this shows that Superman cares about his adoptive mother like the nature that exists in ordinary humans. This human nature is known as Humanism.

(Daniel Chandler, 1994) Semiotics can be anywhere. The briefest definition is that it is the investigation of signs. On the off chance that you concur with them that semiotics can incorporate the investigation from there, the sky is the limit, and one could accept that semiotics is about 'visual signs. You will affirm their hunch if you let them know signs can likewise be drawings, works of art, and photos; presently, they will guide you to the artistry and photography area. Nonetheless, assuming you are tough and let them know it incorporates words, sounds, and non-verbal communication, they might think about what everything is practically speaking and how individuals can concentrate on such various peculiarities.

Humanism is an understanding that focuses on humans, their natural abilities, and worldly life. Humanism, while recognizing the awful elements of human life, states man's capacity to rise above himself to rise above ordinary reality and understand his tendency. Humanism upholds schooling and the advancement of human cognizance and potential, subjects reflecting humanistic brain science, alongside different qualities that consider human and individual qualities, obligations, and one-of-a-kind encounters of the person.

METHODS

This study uses a qualitative approach because this study will analyze the content of the scene in the film later. The object of this research is Humanism in the film Batman v Superman: Dawn of Justice (2015). The data from this research will be from the film scene that describes the character's humanistic side.

Saul Mcleod (2007), the value of Humanism used in this research is Humanism with Hierarchy of Needs. It gives a side where Superman embodies pure American power

and power that American culture adores. This study wants to prove the human side of the most powerful superhero.

The data source for this research is taken from the film "Batman v Superman: Dawn of Justice" (2015). The data consists of captures of various scenes from the movie, providing valuable insights for this study. Directed by Zack Snyder, the film delves into the compelling narrative of Batman, also known as the affluent billionaire Bruce Wayne. With an illustrious career spanning two decades as the iconic superhero of Gotham City, Batman's character is a fascinating subject for analysis. As the plot unfolds, Bruce Wayne's alter ego confronts Superman, the superpowered alien, whom he perceives as a potential menace to humanity, leading to a gripping clash of titans.

RESULTS

The film "Batman v Superman: Dawn of Justice" (2015) incorporates elements pertaining to hierarchical aspects of humanity, which are explored within a specific scene and subjected to analysis utilizing Maslow's hierarchy of needs methodology. Subsequently, the ensuing section presents the outcomes and data compiled by the researchers in their investigation.



Figure 1. Superman rescue people

This particular scene within the movie serves as a comprehensive exposition. In a hypothetical scenario where Superman's existence materializes, he would be commonly regarded as a deity. This singular event possesses the potential to drastically influence human perceptions across various domains, including religion, the universe, and the concept of divinity. Such an occurrence could evoke intense emotions, with individuals displaying both fervent admiration and vehement aversion towards the existence of Superman.

The depicted Superman scene aptly illustrates Maslow's hierarchy of needs, particularly the intrinsic desire for recognition. Through the act of rescuing someone and positioning himself at the epicenter of a gathering, Superman assumes an elevated status akin to that of a god, as perceived by those he saves. This portrayal accentuates the inherent human longing for hierarchical acknowledgment, as Superman asserts himself as the ultimate savior, an indispensable entity in the realm of assistance and protection. Upon the initial encounter with Superman, observers are likely to perceive a figure of extraordinary physical prowess and power, exuding an almost godlike aura. Nevertheless, the core essence of Superman's character remains grounded in his unmistakably human attributes, despite his possession of tremendous abilities and authority.



Figure 2. The "Black Zero Event" scene

In this scene, the portrayal of Affleck's Batman offers insights into his character within this particular universe. The depicted Batman exhibits highly "reactionary" tendencies, prioritizing emotions over sound judgment and due process. His responses are immediate and impulsive, as he acts upon what he witnesses without engaging in meticulous planning or methodical detective work. Consequently, throughout the film, the driving force behind his actions is primarily fueled by anger, to the extent that he entertains the idea of killing Superman. However, it is noteworthy that a pivotal emotional trigger, namely the mention of the name "Martha," ultimately serves as the catalyst to restore his sense of reason and composure.

The concept of terraforming presents a captivating notion, as it mirrors certain human tendencies. Similar to how humans are often indifferent to the well-being of ants and insects while constructing their dwellings, Kryptonians perceive Earth as suitable terrain for their habitat, with few insect inhabitants to concern them. This perspective from the DC universe portrays divine beings executing their duties without much regard for the welfare of humans, effectively encapsulating the prevailing sentiment of hopelessness experienced by ordinary individuals. In such circumstances, the options available to an average person seem limited, leaving them with little recourse but to pray that they do not become the next vulnerable entity beneath the imposing presence of these omnipotent beings.

This particular cinematic sequence vividly illustrates the foundational principles of Maslow's safety needs theory. In the specific context of this scene, the character of Bruce Wayne, also known as Batman, becomes acutely aware of an imminent and tangible threat that emanates from the sudden presence of Superman within his domain. As a result, Bruce Wayne is driven to take unwavering actions, displaying an unwavering determination to obstruct and, if possible, eliminate Superman's potential impact on his world. This portrayal of Bruce Wayne's character is notably consistent with Maslow's safety needs theory, as he consciously assumes the role of a guardian, actively seeking to safeguard humanity's collective sense of security and ensure their liberation from feelings of fear and vulnerability.

By embodying the ethos of Maslow's safety needs theory, Bruce Wayne's actions underscore his profound concern for the well-being and safety of the human populace. Recognizing the inherent peril that Superman's presence poses, Bruce Wayne's motivations align with the instinctual drive to protect his community from harm and preserve their peace of mind. This compelling portrayal encapsulates the essence of Maslow's theory, which posits that individuals, like Bruce Wayne, are motivated by a

hierarchy of needs, with safety and security being primary concerns that must be fulfilled to foster a sense of stability and tranquility within society.



Figure 3. Superman kneel to Lex Luthor

This particular scene in the film portrays the epitome of human potential. Within the context of this narrative, Lex Luthor, a character depicted as an ordinary human being susceptible to injury and vulnerability, finds himself confronted by a seemingly invincible superhero, Superman. Despite the apparent asymmetry in their physical capabilities, Lex Luthor astutely employs his intellect and cunning to unleash his utmost potential. Through clever schemes and strategic maneuvers, he succeeds in outmaneuvering and cornering Superman, reducing the seemingly invulnerable superhero to a state of helplessness, ultimately compelling Superman to yield to his calculated machinations.

This compelling portrayal offers a thought-provoking exploration of human potential, transcending mere physical prowess to emphasize the potency of intellect and strategic thinking in overcoming formidable challenges. Lex Luthor's ability to leverage his intelligence and resourcefulness against an overwhelmingly powerful opponent exemplifies the intricate interplay between human ingenuity and physical limitations. In essence, this scene exemplifies the notion that true potential is not solely contingent on physical strength but rather encompasses the comprehensive deployment of intellectual capabilities to achieve remarkable feats, even in the face of seemingly insurmountable odds.

Lex Luthor demonstrates a profound comprehension that unbridled strength does not necessarily equate to virtuous conduct. Specifically, he harbors an intense aversion to the notion of a god-like figure, exemplified by Superman, assuming the role of an authoritative arbiter of morality, as such a paradigm would deprive humanity of agency and render them helpless in the face of Superman's unilateral decisions. The message he endeavors to convey becomes evident through his manipulative framing of Superman, casting him as a deity aligned with a specific group or ideology. This calculated manipulation seeks to evoke a profound sense of helplessness within humanity, a sentiment that Lex Luthor strategically exploits to stoke Batman's animosity and vengeful determination.

Through his cunning machinations, Lex Luthor deftly employs this prevailing sense of helplessness as a potent catalyst to fuel Batman's ire and vindictive resolve. By instilling the belief that Superman represents an indomitable and unaccountable force, Luthor skillfully incites a deeply rooted resentment within Batman. This intricate orchestration capitalizes on Batman's inherent desire to protect humanity and uphold justice. The prospect of an unchecked god-like being undermines Batman's fundamental

belief in the balance between power and responsibility. Consequently, the deliberate manipulation of this feeling of powerlessness serves as a potent trigger, compelling Batman to confront Superman as an equal, to hold him accountable, and ultimately to protect the very essence of human agency and autonomy.

Employing this ideology, he adeptly presents a façade to the public, assuming the role of a benevolent philanthropist. Yet, in truth, his motives are far from altruistic, revealing a profound obsession with power and a deranged disposition. His fervent animosity towards Superman arises from an intense abhorrence for the godlike attributes that the latter embodies. In practice, he cunningly conceals his malevolent intentions beneath a guise of goodwill, shrewdly manipulating public perception to portray himself as a compassionate benefactor. Nevertheless, beneath this veneer of philanthropy lies a fervent craving for dominion and control, fueling his relentless pursuit of power and influence. This cunning charade underscores the complexity of his character, as he artfully masks his true identity and intentions while pursuing a malicious agenda.

The root of his virulent enmity towards Superman lies in the latter's embodiment of godlike virtues and abilities, which symbolize the ideals he vehemently detests. This deep-seated resentment fuels his desire to subvert and undermine Superman, driven by a dark compulsion to dismantle the very essence of godlike attributes that stand as a stark contrast to his own ideals. Thus, his obsession with dismantling Superman transcends a mere rivalry, revealing a distorted ideology that seeks to eradicate the symbolic representation of godliness from his world.

Lex Luthor embodies a profound representation of Maslow's concept of self-actualization needs. He exemplifies an individual who possesses a keen awareness of his inherent potential, driven by an insatiable aspiration "to become everything one is capable of becoming." This characterization aptly mirrors the core essence of self-actualization, as postulated by Abraham Maslow, wherein an individual strives for personal growth and fulfillment by realizing their innate capabilities and maximizing their potential.

In the film, Lex Luthor exemplifies a relentless pursuit of self-discovery and self-fulfillment, persistently endeavoring to reach the pinnacle of his abilities. His endeavors epitomize the desire to ascend to the zenith of his potential, guided by an unwavering commitment to self-improvement and personal actualization. This embodiment of self-actualization needs underscores the intricate interplay between individual aspirations and the realization of one's true capabilities. By delving into the depths of his potential, Lex Luthor represents a powerful illustration of the human quest for self-realization, as envisaged within the framework of Maslow's self-actualization theory.

DISCUSSION

The presented results consist of several paragraphs discussing various aspects within the film "Batman v Superman: Dawn of Justice" (2015). Firstly, these findings indicate that the film explores aspects related to the hierarchical needs of humanity, which are further elucidated through the application of Maslow's hierarchy of needs methodology. Thus, the depiction in the film encompasses an understanding of how these needs are reflected in specific character portrayals and situational contexts within particular scenes.

In one specific scene of the film, Superman is portrayed as a figure who would be perceived as a deity in a hypothetical scenario where his existence becomes a reality. Consequently, Superman's arrival holds the potential to significantly influence human perceptions across multiple domains, including religion, the universe, and the notion of divinity. Responses to his arrival may encompass profound admiration and affection,

alongside strong aversion and rejection. These outcomes reflect the intricacy of human emotions and perceptions towards the presence of superhuman figures like Superman.

Furthermore, the results delve into how the scene involving Superman aptly exemplifies Maslow's hierarchy of needs, particularly the innate desire for recognition in humans. Through his actions of rescuing individuals and positioning himself amidst crowds, Superman assumes the role of an irreplaceable savior, ensuring safety and protection. This portrayal emphasizes the inherent human longing for hierarchical acknowledgment, with Superman epitomizing the supreme hero and an indispensable entity in the realm of aid and safeguarding. Despite his godlike physical strength and authority, it is crucial to note that Superman's true essence remains grounded in his tangible human attributes, notwithstanding his extraordinary abilities.

Moving on, the results highlight another aspect of the film pertaining to the character of Bruce Wayne (Batman). In a specific scene, Batman is depicted as embodying "reactionary" tendencies, prioritizing emotions over thoughtful consideration and systematic processes. His actions are impulsive and driven by anger, leading him to entertain the idea of killing Superman. However, a pivotal emotional trigger, namely the mention of the name "Martha," eventually catalyzes his restoration of reason and composure.

Moreover, the results expound upon the intriguing concept of terraforming, which reflects human tendencies in constructing habitats without consideration for the well-being of ants and insects. From the perspective of Kryptonians, Earth is deemed suitable terrain for habitation, with a sparse population of insects to concern them. The portrayal within the DC universe illustrates divine beings fulfilling their duties with minimal regard for human welfare, thereby encapsulating the prevailing sentiment of hopelessness experienced by ordinary individuals. In such circumstances, the available choices for ordinary people seem limited, leaving them with little recourse but to pray they do not become the next vulnerable entities under the imposing presence of these omnipotent beings.

Lastly, the discussion of results sheds light on the character of Lex Luthor, symbolizing Maslow's concept of self-actualization needs. Lex Luthor exemplifies an individual with profound self-awareness of his inherent potential and an insatiable aspiration to achieve perfection as a human. His characterization epitomizes human aspirations for personal growth and self-fulfillment, as he harnesses his inherent capabilities and maximizes his potential.

Overall, the results unveil a diverse array of aspects within the film "Batman v Superman: Dawn of Justice" (2015), encompassing an exploration of hierarchical concepts in human needs, portrayals of characters and the roles of superhuman figures, and an exposition of human aspirations towards achieving their utmost potential. Employing various methods of analysis and approaches, these findings offer a deeper understanding of the film's underlying messages and themes.

CONCLUSION

Based on the analysis of the presented findings and the preceding discussion, it can be deduced that within the film "Batman v Superman: Dawn of Justice," three distinct conditions serve to exemplify the myth of the value of Humanism, as delineated within the framework of the hierarchy of human needs.

This research establishes that human myths continue to wield significant influence over the portrayal of superhero films, manifesting as a product of human culture. Furthermore, human myths are deeply intertwined with the cultural fabric and are

generated by human interactions within society. Although Superman is not inherently human, given his extraterrestrial origin, he remains a character conceptualized and brought forth by human imagination through the lens of myths and cultural experiences prevalent within human society.

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