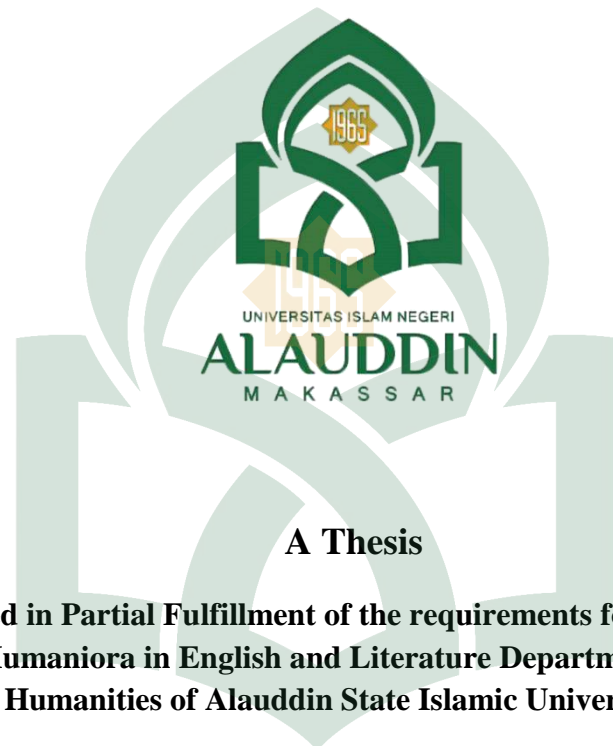


**A Semiotic Analysis of the John Wick 1 Film Using Charles
Sanders Peirce's Semiotic Theory**



A Thesis

**Submitted in Partial Fulfillment of the requirements for the Degree of
Sarjana Humaniora in English and Literature Department of Faculty of
Adab and Humanities of Alauddin State Islamic University of Makassar**


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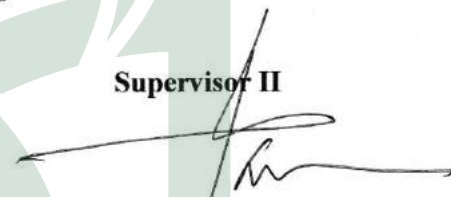
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Skripsi yang berjudul *A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce's Semiotic Theory*, yang disusun oleh **Alfan Asyraq Pauzan**, Nim: **40300113086**. Mahasiswa Jurusan Bahasa dan Sastra Inggris pada Fakultas Adab dan Humaniora UIN Alauddin Makassar, telah diuji dan dipertahankan dalam *Sidang Munaqasyah* yang diselenggarakan pada hari **Rabu, tanggal 28 Maret 2018 M.**, bertepatan dengan **11 Rajab 1439 H**, dan dinyatakan telah dapat diterima sebagai salah satu syarat untuk memperoleh gelar Sarjana Humaniora (S.Hum.) dalam Ilmu Adab dan Humaniora, Jurusan Bahasa dan Sastra Inggris (dengan beberapa perbaikan).

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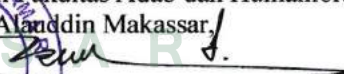
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LIST OF CONTENTS

COVER	i
PERNYATAAN KEASLIAN SKRIPSI	ii
PERSETUJUAN PEMBIMBING	iii
APPROVAL SHEET	iv
PENGESAHAN SKRIPSI	v
ACKNOWLEDGEMENT	vi
LIST OF CONTENTS	viii
ABSTRACT	x
CHAPTER I INTRODUCTION	
A. Background	1
B. Research Questions	6
C. Research Objectives.....	6
D. Research Significance.....	6
E. Research Scope	7
CHAPTER II REVIEW OF RELATED LITERATURE	
A. Previous Findings.....	8
B. Pertinent Ideas	10
1. Definition of Semiotics	10
2. Peirce's Semiotic Theory	11
3. The Difference between the Dyadic and Triadic Models	14
4. Film	15
5. Synopsis of the John Wick 1 Film	18

CHAPTER III RESEARCH METHOD

A. Research Method.....	21
B. Research Object	22
C. Data Source	22
D. Research Instrument.....	23
E. Data Collection Procedure	23
F. Data Analysis Procedure.....	23

CHAPTER IV FINDINGS AND DISCUSSION

A. Findings.....	25
B. Discussion	37

CHAPTER V CONCLUSION AND SUGGESTIONS

A. Conclusion	56
B. Suggestions	57

BIBLIOGRAPHY	58
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BIOGRAPHY	61
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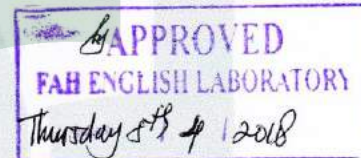


ABSTRACT

Name : **Alfan Asyraq Pauzan**
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This research was about the Film of John Wick 1 which aimed to explore the kinds of signs that are expressed and to analyze the meaning of three important elements of signs including icons, indexes, and symbols found in the film. This research was descriptive qualitative method using a semiotic theory who advocated by Peirce as its theoretical framework. The data for this study were collected from the John Wick 1 film using note taking as its main research instrument. The Findings revealed that nine kinds of signs were found in the film including qualisign, sinsign, legisign, icon, index, symbol, rheme, decisign and argument. The writer purposively selected a number of signs including five icons, three indexes and three symbols. The results of the analysis revealed that the meaning of these three elements of signs could indeed be interpreted using Peirce's semiotic theory, especially the relationship between their Object, Representamen, and Interpretant. The bottles and some glasses in the film, for example, were the icon of beer and beer-drinking habit; blood is an index of scar and injury; and tall buildings are a symbol of prosperity of a modern era.

Keywords: *Descriptive Qualitative, Semiotics, Triadic Concept, Peirce's Theory, Film, Icons, Indexes, Symbols, Meaning.*



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CHAPTER I

INTRODUCTION

This chapter discusses the basis of this research. It consists of the study background, research questions, research objectives, research significance, and research scope.

1. Study Background

In this modern era, the film has been growing to be an interesting industry for the people who want to express their creative thought and skill. Most of the film creators consider that film could be a media to share their ideas and opinions.

Like drama, the film communicates visually and verbally, through action and gesture, and verbally through dialogue. Boggs and Dennis W. Petrie's says in their book "*The Art of Watching Film*" (2000: 2), Film is a unique art production and has a strong influence toward its viewer because it combines paint, technology, music, literature and drama, and becomes interesting to be watched.

Additionally, Dennis (1985: 2) says a film can be visual images (perhaps in color), words that are spoken and occasionally written (as in signs or a letter shown in a close-up), background music, actors in costumes, and setting, and other means by which the medium of cinema conveys emotions and ideas to an audience.

Film could become a medium to express the feeling, some of the cineastes make a film that they have an interest in it. The film could be interpreted as a moving picture that conducts color, sound, and also a story. Furthermore, many films

represent the real life, and the story in the film may be representing the real story from any people in the world.

If seen for a moment, some scenes in the film are not ordinary scenes made with a blend of sound, movement, background or anything, but when we deeply analyze it, a film has a strong character in conveying information and meaning through the scene. Of course, all of the picture, sound, gesture, and anything performed and shown in the film definitely contain meaning.

It also has been written in the Holy Qur'an that mentions about the meaning of every single creation in this world. Allah SWT says in surah Ali Imran verse 190-191 explaining the meaning of the creations of Allah but only for people who always understand and always think about Allah.

إِنَّ فِي خَلْقِ السَّمَوَاتِ وَالْأَرْضِ وَأَحْتِلَافِ اللَّيْلِ وَالنَّهَارِ لآيَاتٍ لِّأُولِي الْأَلْبَابِ ﴿١٩٠﴾

الَّذِينَ يَذْكُرُونَ اللَّهَ قِيَمًا وَقُعُودًا وَعَلَىٰ جُنُوبِهِمْ وَيَتَفَكَّرُونَ فِي خَلْقِ السَّمَوَاتِ وَالْأَرْضِ رَبَّنَا مَا

خَلَقْتَ هَذَا بَطْلًا سُبْحَانَكَ فَقِنَا عَذَابَ النَّارِ ﴿١٩١﴾

The meaning : *Verily! In creation of the heavens and the earth, and in the alternation of night and day, there are indeed signs for men of understanding. Those who remember Allah (always, and in prayers) standing, sitting, and lying down on*

their sides, and think deeply about the creation of the heavens and the earth, (saying): “Our Lord! You have not created (all) this without purpose, glory to You! (Exalted are you above all that they associate with You as partners). Give us salvation from the torment of the fire. (English Translation Version by Muhammad Taqi-ud-Din Al-Hilali and Muhammad Muhsin Khan).

Everything in this world is a sign, although there are some things that have no intrinsic meaning, they can be classified into signs if we invest them with meaning. In this surah, it is also explain about the signs of Allah, no only the meaning of every creations. Allah says that every creation in this world is the great signs of Allah and he tell us to always remember Allah every time and every condition because the signs that were made contain meaning.

Daniel Chandler (2007: 2) defines semiotics, as signs which take the forms of words, images, sounds, gestures, and objects. According to Umberto Eco (1986: 7), semiotics is concerned with everything that can be taken as a sign. So, we can conclude that anything can be a sign as long as someone interprets it as ‘signifying’, something-referring to or standing for something other than itself. It means, every existing thing in our life is looked as a sign, that is something that we should give them meaning.

In order to get the meaning expressed in the film, analyzing and understanding the signs in the film are not easy as we predict, but we can use a

semiotic approach. Benny Hoed (2011: 3) says that semiotics is the study of signs or the science that studies about the signs in human beings.

Sobur in Gumono (2017: 79) state that semiotics is a science or method to analyze signs. According to Eco (1986: 7), semiotics is concerned with everything that can be taken as a sign. Actually, there are two popular models of semiotics: the dyadic model by the Swiss linguist Ferdinand de Saussure and the triadic model by the American philosopher Peirce. Chandler (2007: 14-15) says that the Saussure's dyadic model of signs defines a sign as being composed of a 'signifier' (significant) and a 'signified' (signifié). Within the Saussurean model, the sign is the whole that results from the association of the signifier with the signified and the relationship between the signifier and the signified is called signification.

If Saussure has the dyadic model, Charles Sanders Peirce's model is called the triadic model. According to Umberto Eco (1986: 7), the triadic model of semiotics consists of:

1. The representamen: the form which the sign takes (not necessarily material, though usually interpreted as such) – called by some theorists the 'sign vehicle'.
2. An interpretant: not an interpreter but rather the sense made of the sign.
3. An object: something beyond the sign to which it refers (a referent).

From the explanation above about the two dominant models of semiotics, the writer is interested in analyzing a film entitled "John Wick 1". John Wick 1 is a film that talks about a man named John Wick who loses his wife and then gets a trouble with

someone named Losef, and Losef is a son of John's ex-boss Viggo. John worked as a killer, but he chose to leave the job after his wife died. Losef killed John's dog that was given by his wife and then stole his Mustang car. Because of this accident, John chose to work as a killer again but only to take revenge on Losef.

The film is full of action with gun and blood on the scenes. The writer is really interested in action films and then chose the John Wick 1 film to analyze. The writer uses Charles Sanders Peirce's theory, to analyze the icon, index, and symbol that exist in the film, and also to get the clear meaning of every icon, index, and symbol in the film. The reason why the writer is interested to analyze the icon, index and symbol in this film is because Oey Hong Lee in Sobur (2009: 126) says that film is one of the media to communicate and the writer has a personal interest to watch films, and sometimes the writer finds something that could be a new question in mind like why the main character of the film wears a formal suit when he wants to kill someone.

The writer also thinks that semiotics is a unique study, because as Barthes explained (1986: 9) that images, gesture, musical sound, or anything can be a sign, whatever their substance because semiotics aims to take in any system of signs. Semiotics has strong influence in communication, especially visual communication. Because in interaction, human may makes some sign and give them some descriptions then the sign has meaning. From the sign, people can understand what others means. So everything in this world is looked as a sign, so the writer aims to know the sign deeply because sometimes the writer find something that can be a

question in mind especially when he communicates with other people or looking a picture or video that have no intrinsic meaning. Finally, the writer conduct a research with entitled “A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce’s Semiotic Theory”.

2. Research Questions

Based on the background of the study above, the research questions are formulated as follows:

1. What signs are represented in the John Wick 1 film?
2. What are the meanings of icons, indexes, and symbols as expressed in the John Wick 1 film?

3. Research Objectives

Based on the research question above, the objective of this research is formulated as follows:

1. To explore the forms of signs expressed in the John Wick 1 movie.
2. To describe the meaning of icons, indexes, and symbols in the John Wick 1 movie.

4. Research Significance

The writer expects to give a contribution theoretically and practically for other writers and also other researchers in the English and Literature Department.

Theoretically, the writer of this research hopes to give an additional source of a semiotic analysis especially using Peirce's theory of semiotics to improve our knowledge and understanding of semiotics.

Practically, the result of this study is expected to be useful for students of the English and Literature department at Alauddin State Islamic University or students from the other university for the similar research as the other reference. The writer also hopes the result of this research could give more reference for the development of semiotics theory especially semiotics from Peirce.

5. Research Scope

This study is limited to the analysis of signs that exist in some scenes in the John Wick 1 film. Furthermore, the writer uses the theory of signs proposed by Charles Sanders Peirce about icons, indexes, and symbols.





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CHAPTER II

LITERATURE REVIEW

1. Previous Studies

A number of studies have been conducted related to the use of semiotic analyses and approaches. They are mentioned in their report as follows:

Nisa (2017) conducted a research with a title “Cattleya Orchid Signs in the Colombiana (2011) Film”. This thesis aims to explain Cattleya Orchid forms of signs that appear during the scenes in the Colombiana (2011) Film. She used a qualitative method and descriptive analysis technique to analyze the film, this thesis explains how each sign reflects Cattleya’s self-identity as the main character of this film according to Roland Barthes’ theory of denotative and connotative meaning. According to Mudjiyanto (2013:77), denotative meaning refers to literal meaning of an object or a term whereas connotative meaning refers to the cultural meanings that become attached to a term. The writer found that Cattleya is a Colombian and she is a woman whose job is to kill. She aims to become a killer as revenge for her parents’ death that is killed by Don Louis. During her revenge mission, she is a patient yet organized and dangerous killer.

Jamil (2016) analyzed “Perahu Pinisi Sebagai Lambang Kabupaten Bulukumba (Analisis Semiotika Pierce dalam Lambang Kabupaten Bulukumba)” This research was focused to analyze the icon of Bulukumba city. He aims to know the reason why Pinisi becomes the icon of Bulukumba and to know the meaning of

the Pinisi icons. This research used a qualitative research method and used Charles Sanders Peirce's theory of semiotics. The writer found that Pinisi as an icon of the city of Bulukumba has a meaning that Pinisi is a masterpiece from shipbuilders in Bulukumba, and also as a world heritage in Bulukumba.

The similarities of the present research to the previous findings above were that they address signs and interpretation. The differences of this research from the previous findings above were related to the object of the research and the theory used by them. Specifically, the object of Khairun Nisa's research is actually the same but only different in terms of the title of the film. Nisa's object of study was *Cattleya Orchid Signs in the Colombiana* (2011) movie, and the object of Kamil Nurasyraf Jamil's research was the icon of Bulukumba city called the Pinisi ship.

From the two writers above one of them used Roland Barthes' theory about denotative and connotative meaning. As Mudjiyanto (2013: 77) says, denotative means the literal meaning of a term or object and connotative means the cultural meanings that become attached to a term. Khairun Nisa found that *Cattleya* is a Colombian and she is a woman whose job is to kill. She aims to become a killer as revenge for her parents' death that is killed by Don Louis. During her revenge mission, she is a patient yet organized and dangerous killer. That is extremely different from Kamil Nurasyraf Jamil's research, as he used Charles Sanders Peirce's theory of semiotics and found that Pinisi is a world's heritage in Bulukumba and also as a masterpiece from Bulukumba shipbuilders or we call them *panritalopi*.

In this research, the writer has the same object as Khairun Nisa's research but using Charles Sanders Peirce's theory like what Kamil Nurasyraf Jamil put in his thesis.

2. Pertinent Ideas

2.1 Definition of Semiotics

If we discuss Semiotics, there are two dominant contemporary models of what constitutes a sign, those of the Swiss linguist Ferdinand de Saussure and of the American philosopher Charles Sanders Peirce.

According to Saussure, as quoted by Danesi (2004:3), the name of semiotics or semiology is taken from the Greek language "semeion" meaning a sign. Semiology would show what constitutes signs, what laws govern them, then Saussure in Chandler (2007:16) also said that semiotics studies the role of signs as part of social life. On the other hand, the American Philosopher Peirce said in Sobur (2009: 41) that sign is something which stands to somebody for something in some respect or capacity

Besides that, Barthes (1986: 9) state that images, gesture, musical sound, or anything can be a sign, whatever their substance because semiotics aims to take in any system of signs. From a different expert, Sobur (2003: 12 and 15) state that semiotics is a science or method to analyze signs. Hippocrates (460-377 B.C.) in Sebeok (2001: 4,) was the founder of Western medical science, who established

semiotics as a branch of medicine for the study of symptoms - a symptom being, in effect, a semeion 'mark, sign' that stands for something other than itself.

From several definitions above, the writer conclude that semiotics is a study about signs. Semiotics is a science or method to analyze signs. Then, all of the things in this world are signs, and although there are some things that have no intrinsic meaning, they can be sings if we invest them with meaning.

2.2 Peirce's Theory

Charles Sanders Peirce (1839-1914), whose surname is pronounced 'purse', was a son of Benjamin Peirce, a Harvard professor of mathematics and astronomy and, at the time, America's foremost mathematician, Sobur (2009: 39) and Vera (2014: 16).

A sign is defined by Peirce in Sobur (2009, 2016: 41) as "something which stands to somebody for something in some respect or capacity". These signs may include sounds, words, and everything that could give a guidance as a process of communication, like a house, shirt, and every symbol with meaning.

Studies of signs become a serious field in linguistics and literature. Unlike the dyadic model offered by Ferdinand de Saussure, which consists of the signifier and signified, Charles Sanders Peirce offers a triadic model. Golden and Gerber (1994: 204) said that central to the process of semiosis is the triadic relationship involving the sign, the interpretant, and the object.

Although Peirce published his work more than 10.000 pages but he never published the book that related with his study. So, to explain about Peirce's semiotics theory the writer has taken the references from secondary sources that deal with the theory from Peirce's works.

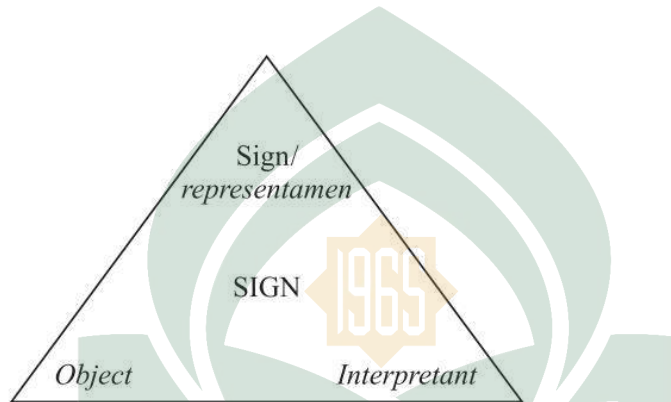


Figure 1.1 Relationship between the three elements of the sign

A Sign, or Representamen, is the First element which stands in such a genuine triadic relation to the Second element, called its Object, as to be capable of determining the Third element, called its Interpretant, to assume the same triadic relation to its Object in which it stands itself to the same Object.

A number of authors further elaborate Peirce's ideas in his triadic model of semiotics. According to Sobur (2009:41), based on its representamen, Peirce divides signs into three, called Qualisign, Sinsign, and Legisign.

1. A Qualisign is a quality which is in the sign. It cannot actually act as a sign until it is embodied such as the loud voice and the sweet voice.

2. A Sinsign is an actual event with a sign, for example, a girl who screams means that she is probably in a dangerous situation or getting hurt.
3. A Legisign is a law that is in a sign. This law is usually established by men and it has been agreed, such as traffic lights.

According to Peirce in Vera (2014: 24-26), based on its object, a sign may be termed an icon, an index, or a symbol.

1. An icon is a sign which refers to the object that it denotes merely by virtue of characters of its own, and which it possesses, just the same, whether any such Object actually exists or not. For example, a picture of president Soekarno means the picture is an icon of president Soekarno.
2. An index is a sign which refers to the Object that it denotes by virtue of being really affected by that Object. For example, smoke is an index of fire.
3. A symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the Symbol to be interpreted as referring to that Object. Such as traffic lights and national flags.

According Sobur (2009: 42), based on its interpretant, signs consist of a rHEME, a DICENT, and an ARGUMENT.

1. A rheme is a sign which is understood to represent its object in its characters merely such as a red-eye indicates that the person is crying or drunk or sleepy.
2. A dicent is a sign to describe the fact of interpretant. For example, the dangerous road in a city has a sign that the road is dangerous because there are so many accidents on that road.
3. An argument is a logical reasoning of interpretant or sign of law. One example is that if a person is standing in a room without lighting, he will say this room is dark because of its lack of light.

2.3 The difference between the dyadic and triadic model

These two popular models are from two different experts. The dyadic model is from Saussure and whereas the triadic is model from Peirce. Semiotics is defined by Saussure in the course of general linguistics because he is the expert in linguistics. Saussure in Chandler (2007:16) says that semiotics studies the role of signs as part of social life. Saussure saw semiotics as a model of social science to understand the world as a system of relations. Then Saussure formulates two concepts in semiotics, signifier and signified.

Chandler (2007: 14-15) said that the Saussure's dyadic model of signs defines a sign as being composed of a 'signifier' and a 'signified'. Within the Saussurean model, the sign is the whole that results from the association of

the signifier with the signified and the relationship between the signifier and the signified is called signification. Signifier is the concept of acoustic/sound/sentence. Signifier is the material aspect from the language. While the signified is the mental concept.

Different from Saussure, Peirce, as the master of the philosophy, views that there are three important things in semiotics which can be explained through sign, object, and interpretant. Peirce in Sobur (2009: 41) says that sign is something which stands to somebody for something in some respect or capacity. He also explains about the three important things in semiotics that he called as the triadic model or triangle meaning of semiotics.

1. The representamen: the form which the sign takes (not necessarily material, though usually interpreted as such) – called by some theorists the ‘sign vehicle’. In Saussure dyadic it’s called as signifier.
2. An interpretant: not an interpreter but rather the sense made of the sign.
3. An object: something beyond the sign to which it refers (a referent). In Saussure dyadic it’s called as signified..

They explain about dyadic and triadic model based on their own background, Saussure who an expert in linguistics explain semiotics according to his study, and Peirce also do the same thing, he explain semiotics based on his study in philosophy.

2.4 Film

According to Joseph V Maschelli in Anggriani (2016: 178), structurally film is formed from many shots, scenes, and sequences. On the other hand, Vera (2014:

91) said that film in Greece is also known as cinema, cinema is an abbreviation of cinematograph (camera brand from Lumiere). In English, the word film is also known as movies (from the word move) meaning motion pictures.

Jossep M. Boggs and Dennis W. Petrie's said in their book "*The Art of Watching Film*"(2000: 2), the film is a unique art production and has a strong influence toward its viewer because it combines paint, technology, music, literature and drama, and becomes interesting to be watched.

According to Oey Hong Lee in Sobur (2009: 126), the film was also the second media of communication in the last of 19th century. It means that from the beginning of the history of film, film is easier to be a media of communication than newspaper in the middle of 18th century until the early 19th century. As the media of communication, film is divided into some types and genres.

According to Trianton in Salya Karimai and Maylanny Christin (2015: 3) films or movies can be classified into two categories, story film or fiction and non-story or non-fiction film. Vera Nawiroh (2014: 95) explained that fiction film is a film based on a fiction story, and fiction film is divided into two kinds, long story and short story films. On the other hand, non-fiction story like a documentary film, shows us about the documentation of an event like nature, human and animals. There are several genres of film including drama, action, horror, comedy, animation, science-fiction and cartoon. Burns Amy Capwell (2009: 6) gave the definition about these genres as follows:

1. Drama film is a film that focuses on the plot and script, and it allows the viewers to feel sympathy or empathy through the character in the film.
2. Action film is a film that contains the concepts of right and wrong, good “guys” and bad “guys,” physical action, fights, chases, and explosions.
3. Horror film is a film that is generally made to the youth market who attend them to see their peers terrified.
4. Comedy film is a film which presents humor in team interactions.
5. Animation film is a film that consists of some pictures or frames with different positions and one of the most famous animation films is Disney.
6. Science fiction is a genre of film that generally focuses on society’s anxiety about technology and its growth and potential for destruction with the possibility of no future.

In addition, Saputra (2015: 77) adds cartoon film as a genre that is generally made for children.

In this research, the writer is interested to analyze an action film entitled John Wick 1. The John Wick 1 film is categorized as an action film because of the explanation above that says an action film contains physical action, fights, chases and explosions. The writer has a personal interest in watching and analyzing action films.

2.5 Synopsis of John Wick 1 Film

The film that the writer chooses to analyze is a story film which is an action film entitled “John Wick 1”.

John Wick 1 film is a 2014 American action thriller film directed by Chad Stahelski and David Leitch. It stars Keanu Reeves, Michael Nyqvist, Alfie Allen, Adrienne Palicki, Bridget Moynahan, Dean Cain, Ian McShane, John Leguizamo and Willem Dafoe. The film was written by Derek Kolstad, who completed the screenplay in 2012 and further developed it for Thunder Road Pictures.

The story of John Wick 1 starts when John was driving and paved the sidewalk and got out of his car, holding his bloody belly. His body dropped after walking a few feet from his car parked, he opened his phone and watched the recording of the last holiday he had with his wife.

After he lost his wife, he lived with a dog named Daisy. One day, John took his dog driving around with his vintage 1969 Ford Mustang Mach 1. At a gas station, he met with trio Russian gangsters whose leader was Losef Tarasov, a son of John's ex-boss. Losef asked for the price of John's car. But John said that the car is not for sale. The Russian gangster follows John to his home and then hit John right on his face then stole the car, and killed the dog.

After Losef stole the car, he ran to Aurelio car shop to get a new license. Aurelio is John's friend, and he recognized the car and rejected the order from Losef. John got angry after Aurelio told him that Losef was the son of his ex-boss. John planned seek revenge on Losef for his stolen car and killed dog.

Viggo Tarasov, John's ex-boss, heard that his son stole John's car. He knows that John is not a general person, he calls John as Baba Yaga or Boogeyman. Viggo says that John is a man of focus and commitment, and the last time he saw John, he killed three men in the bar with a pencil. He knew that John would come to his son, so Viggo sent his crew to kill John Wick before John killed Losef. But all of the crew were dead after a fight with John. So Viggo asked John's close friend Marcus to kill John for two million dollars.

Marcus, John's friend, just took the order to kill John, but he did not do that. He came to John Wick only to protect him as an old friend, Marcus saved John's life twice. He saved John's life from one of the killers named Perkins and also saved him from Viggo's guard. In reality, no one can kill John.

When John had a fight with Perkins, he got information that Viggo left his money in a church at Little Rusia, John came into the church and burned all of the money. In the other place, Viggo got depressed, as he did not know how to kill John, so he sent his son to a place and covered him with some snipers, and then tried to attract John to come to the place, so Viggo would kill him. But in reality, John killed all of the snipers in the place including Losef, Viggo's son.

After killing Losef Tarasov, John looked for Viggo. He got calls from the owner of Continental Hotel, Winston, informing that Viggo was planning to escape by helicopter, and then, John raced to the Viggo's helicopter base. John had a fight with Viggo, and when Viggo pulled out a knife, John allowed himself to be stabbed, surprising Viggo. John then disarmed and fatally wounded Viggo.

The writer has chosen this film as the object of his research because he really likes an action film, and sometimes he watches the film carefully to learn a new lesson from the film. Besides that, the writer argues that semiotics is a unique study to learn and it is interesting to apply a semiotic analysis in analyzing a movie, because the structure in a movie may not just happen. There should be some reasons and meanings from the film, such as the symbol of a formal suit in this film which could be interpreted as the only suit for rich people not for everyone.





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CHAPTER III

RESEARCH METHOD

Raco (2010: 1) says that method indicates the technique that the writer chooses in research. Using the appropriate method in conducting research is very important so that this chapter covers research method, research object, data sources, research instruments, data collection procedure, and data analysis procedure.

1. Research Method

Research method is a very important factor in conducting research. Kerlinger in Prabhat and Meenu (2015: 18) says that the research method, here, means the arrangement of conditions for collecting and analyzing data. The data in this research were collected from the “John Wick 1” film.

Actually, there are two types of research methods; they are qualitative and quantitative methods. In this research, the writer uses a qualitative research method. Hancock (2009:1) states that qualitative research is concerned with developing explanations of social phenomena. Quantitative method, on the other hand, is a method that uses statistic techniques to analyze the data (Suandi, 2008: 7).

So, the writer uses the descriptive qualitative method because it can help the writer collect and analyze the data for this study deeply. Besides, this method is used to describe and interpret the results and explain about the signs expressed in the John Wick 1 film. According to Sugiyono (2014:14), a qualitative research method or

interpretative method is a method which is concerned with the interpretation of data collected in the field. So for this study, this qualitative method aims to analyze and interpret the data about social phenomena that were collected from the John Wick 1 film with reference to Peirce's theory of semiotics as its theoretical framework.

The writer also uses sampling technique which is purposive sampling, which means the samples that the writer took depends on some reasons. Some of the data that the writer took in film has chosen because some consideration, like the context of situation in a scene, the hidden meaning on some sign in a scene and also the writer who want to know some meaning of the signs in film.

2. Research Object

This research focused on the analysis of the signs that exist in the John Wick 1 film in several scenes. There are three signs according to Peirce's semiotics theory, including icons, indexes, and symbols that quotes by some experts.

3. Data Source

The main data for this study were collected from the John Wick 1 film. The writer also collected secondary data from other resources such as books, journals, and theses that are related to the application of the semiotic theory by Charles Sanders Peirce.

4. Research Instrument

For completing the data that the writer found, the writer used only one instrument in collecting the data namely the note taking sheet that consisted of identifying classifying and analyzing. The writer found the data in the film and used the note taking sheet to mark what time that the signs were expressed and what kind of signs were expressed at that particular time.

5. Data Collection Procedure

The data in this research were taken from the film of “John Wick 1” focusing on the scenes that contain icons, indexes, or symbols that were collected in some steps below:

- a. At the beginning, the writer watched the film carefully and repeatedly to find out the signs in it.
- b. After that, the writer filled the note taking sheet and the video viewing log to mark the signs that exist in John Wick 1 film.
- b. The writer also did some documentation by capturing relevant scenes in the film.

6. Data Analysis Procedure

In analyzing the data, the writer analyzed the data in one step. The writer analyzed and interpreted the data to find out the ideas and the problems that represent signs according to Charles Sanders Peirce’s theory.

In analyzing the data, the writer also explored their contextual elements including the dialogues and their context of situation where the signs are expressed.



CHAPTER IV

FINDINGS AND DISCUSSION

This chapter dealt with findings of the research and discussion of the findings. The findings were presented as data description that were taken from the John Wick 1 movie, and the discussion of further arguments and interpretations of the findings were given.

A. Findings

In this part of the research, the writer presented the results of the research about the semiotics analysis of the John Wick 1 film. After watching the film repeatedly and carefully, the writer found some signs in the film. The data that the writer found in the film consists of several types of sign including icons, indexes and also symbols. The writer found the data not in the whole of the film, but in some relevant scenes. The writer collected the data and used the note taking sheet to keep track of the data that were found.

In this research, the data that were found in the film already analyzed used Peirce's theory about semiotics called the triadic model including *representament*, *object* and *interpretant* components.

In the film, the writer found some signs that were expressed in the film. There are nine kinds of signs that writer had found. They are described as follows: qualisign, sinsign, legisign, object, icon, index, rheme, decisign and argument. But the writer has stated that there are only three kinds of signs that writer analyzed.

The details of the data can be shown in the following table:

No	Kinds of Sign	Sign Description	Time Spotted
1	Icon	<ol style="list-style-type: none"> 1. A phone held by John (Apple phone) 2. The money. 	<ol style="list-style-type: none"> 1. 01:29-01:59 2. 1:02:58-1:03:09
5	Index	<ol style="list-style-type: none"> 1. The blood in John's belly. 2. John's face's is bleeding 3. The gun that was pulled up into Aurelio's face. 4. The blood in John's face. 	<ol style="list-style-type: none"> 1. 01:16-01:29 2. 14:27-14:59 3. 18:59-19:13 4. 23:33-23:37
6	Symbol	<ol style="list-style-type: none"> 1. The graves around the field and beside Helen's grave, flower buckets and black suit that everyone wears in Helen's funeral 2. The car driven by John (Mustang). 3. Bottle and some glasses of beer. 4. Police car lamp outside John's house. 	<ol style="list-style-type: none"> 1. 04:20-04:34 2. . 11:51-13:28 3. 17:46:19:51 4. 31:47-31-01 5. 32:00-32:35 6. 1:01:19-1:03:15 7. 1:12:00-1:12:26

		<p>5. The flag in the right hand of the police uniform.</p> <p>6. Church and Christian cross or Salib.</p> <p>7. Communist sign on Viggo's second guard hand, left hand.</p>	
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So, from the data above, the writer took only icons, indexes and symbols as the focus of the research. The icons, indexes and symbols that are expressed in the John Wick 1 film, are described as follows:



Figure 4.1, Datum 1

Description	
Scene	Scene one in minute 01:14-02:00
Context of Situation	John holding his bloody belly and he walks slowly because he is hurt. He also opens his phone and watches the recording of the last holiday he had with his wife. This scene is played with a smooth instrumental music.
Conversation	The conversation in this scene exists in the recording only. Helen: What're you doing John ? John: Looking at you

	Helen: Come here. Are you still recording ? (with little bit laugh)
Kind of Signs	<ol style="list-style-type: none"> 1. Indexes: The blood in John's belly. 2. Icons: The phone held by John (Apple Phone).



Figure 4.2, datum 2

Description	
Scene	Scene two in minute 04:16-04:35
Context of Situation	John attends his wife's funeral and he looks sad. Besides that, there are some people who attend that funeral including a catholic priest and all of the people look sad.
Conversation	No conversation
Kind of Signs	<ol style="list-style-type: none"> 1. Symbols: The graves around the field and beside Helen's grave, flower buckets and black suit that everyone wears in Helen's funeral.



Figure 4.3, datum 3

Description	
Scene	Scene four in minute 11:37-12:02
Context of Situation	Losef talks with John and he asks about the price of John's car. But John's says that the car is not for sale, in this situation Losef got angry and says "Everything's got a price bitch" to John. John reply Losef and talk "Not this, bitch".
Conversation	<p>Losef: Beautiful car. John: Thanks. Losef: How much ? (asking John) John: Excuse me? Losef: How much for the car? John: This is not for sale. (enter his car) Losef: (walking to John's car window), Oh I love dog. Everything's got a price bitch (used Russian language and accent). John: Not this, bitch (used Russian Language).</p>
Kind of Signs	1. Symbol: The car driven by John (Mustang)



Figure 4.4, datum 4

Description	
Scene	Scene five in minute 14:11-15:06
Context of Situation	This scene starts when John is looking for Daisy, his dog. John walks downstairs and got hit right on his head with a baseball stick by the Russian gangster, Losef gangster. John sometimes scream and lay in the floor and get more hit. When the gangster finds the key of John's car, the dog screams very loudly and then one of them kills the dog. John got unconscious after the last hit on his face.
Conversation	John: Uh-uh (get some kick and hit with a baseball stick) Gangster 2: Where are those fucking car keys? Losef: Shut the fucking dog up. Gangster 2: Find the keys. Losef: Here, I found them. Sleep tight, bitch (hit John's face)
Kind of Signs	1. Index: John's face bleeding.



Figure 4.5, datum 5

Description	
Scene	Scene six in minute 17:47-18:18
Context of Situation	In this scene, John comes into Aurelio's car shop with an angry face because he has lost his car. He comes to ask about his car that is stolen by someone.
Conversation	John: Is it here. Aurelio: It was. Losef Tarasof nicked it. John: Viggo's son. Aurelio: Yeah
Kind of Signs	1. Symbol: Bottle and some glasses of beer.



Figure 4.6, datum 6

Description	
Scene	Scene seven in minute 18:20-19:39
Context of Situation	Losef comes into Aurelio's car shop and asks for new VIN number for the car that he had stolen from John

	<p>Wick. In this scene, Aurelio recognizes the car and he asks about what Losef did to the owner of the car then he struck Losef's face then a gun was pulled into his face by Losef's friend. Losef looks angry because his face is full of blood after being hit by Aurelio.</p>
Conversation	<p>Aurelio: Get out of my shop. Get out right now. Losef: Did you just lose your shit, Aurelio? Because we own you. Aurelio: What did you say? What did you say to me? Losef: We own you. Aurelio: You don't own me, punk. I work with your father, all right? The owner of that car, did you kill him or what? Losef: No, we sure as hell fucked up his dog. (laugh) Aurelio: You fucked up his dog ? That's what you did ? Losef: yeah (laugh) Aurelio: That's crazy shit, man. (Aurelio hit Losef right on his face until Losef lay on the floor and then Losef's friend pulls a gun to Aurelio's head) Aurelio: Oh, look at you. That's great. You gonna come into my shop and pull a gun on me. That's great, man. Come on. Now, you kill me right now, or you get the fuck out of my shop. Gangster 2: Viggo is not gonna like this. Aurelio: How do you know what Viggo likes or doesn't like? I'll tell you somethin' he's gonna understand. Losef: (waking up and standing) You've got a fuckin' pair on you, old man!. I guess we'll be takin' our business someplace else. (with loud voice)</p>
Kind of Signs	<p>1. Index: The gun that is pulled up into Aurelio's face.</p>



Figure 4.7, datum 7

Description	
Scene	Scene ten in minute 31:59-32:39
Context of Situation	In this situation, the police come into John house because there is a noise complaint from John's neighbors. The police is John 's friend, Jimmy. Jimmy asked if John returns to his job or not, but John only says that he is just sortin' some stuff.
Conversation	Jimmy, the police: Evenin' John John: Evenin' Jimmy. Noise complaint? Jimmy, the police: Noise complaint. You, uh, workin' again? John: No, just sortin' some stuff out. Jimmy, the police: Oh, well. I'll leave you be then. Good night, John. John: Good night, Jimmy.
Kind of Signs	<ol style="list-style-type: none"> 1. Symbol: The flag in the right hand of the police uniform and the Police car lamp outside John's house. 2. Index: The blood in John's face.



Figure 4.8, datum 8

Description	
Scene	Scene fourteen in minute 1:01:42-1:03:20
Context of Situation	John who got informed by Perkins that Viggo leaves his money in a church at Little Russia comes into the church and burns all of the money. Before he burns the money, he shoots a priest and some guards in the church. This situation makes the priest and Viggo's employees in that place panic, besides that he also shoots the priest right on his leg.
Conversation	<p>(Instrumental music in the church)</p> <p>The priest: My son, how might I help you ?</p> <p>(Sound of gunfire)</p> <p>The priest: Motherfucker. Do you know who you're fucking with? (used (Russian language).</p> <p>John: Yes, Yes I do. (used Russian language)</p> <p>Let's go to the vault.</p> <p>The priest: Uh (screaming).</p> <p>(sound of gunfire)</p> <p>John: Open it.</p> <p>The priest: Do you think you can scare me into opening this gate?(Russian language)</p> <p>Yes, I do. Open it. (Russian language)</p> <p>The priest: Viggo will kill me.</p> <p>John: Uhuh.</p> <p>(Gate open)</p> <p>John: Ladies out. Have a nice day. (Russian language)</p> <p>The priest: honestly, what do you think you're going to do with all of that?</p> <p>John: This (Burning all of Viggo's money)</p>
Kind of Signs	<ol style="list-style-type: none"> 1. Icons: The money. 2. Symbol: Church, Christian cross or Salib.

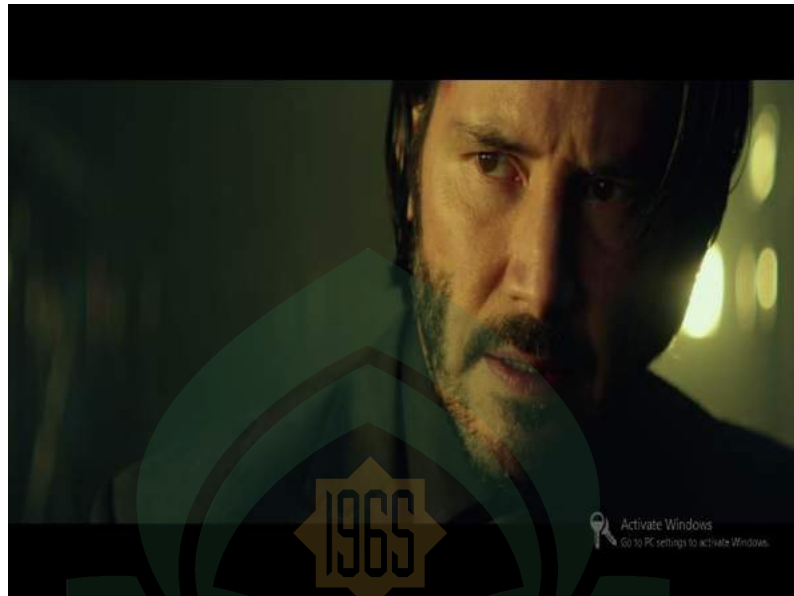


Figure 4.15, datum 15

Description	
Scene	Scene fifteen in minute 1:06:36-1:12:44
Context of Situation	In this scene, John is arrested by Viggo in a room with a light. Viggo is angry at John because he burns all Viggo's money, he said that all of that money is priceless. Then, John asked Viggo to give his son, because he has stolen John's car and killed his dog. But in the end, Viggo walks out from that room and John has a fight with two Viggo's guards. Then all of the guards have been killed by John.
Conversation	<p>Viggo: I'll say this, John. They sure as fuck broke the mold with you. You always had a certain, audacity about you, you know. Yeah. I can say you're still very much the John Wick of old.</p> <p>John: Am I?</p> <p>Viggo: People don't change. You know that. Times, they do. Do you know what was in that vault? Artwork, cash, not without its worth. But the leverage I had on this city-audio recordings, physical evidence, blackmail-it was fuckin' priceless! Priceless!</p> <p>John: Yeah. I kind of enjoyed that.</p> <p>Viggo: Yeah. Yeah, I know you did. Yeah. Are you really laughing?. So. Ah, then you got married, huh? Settled down. How did you manage that anyways?</p>

	<p>John: Luck, I guess.</p> <p>Viggo: Yeah. Yeah, while you had your wife, I had my son, and believe me, you had a far better deal., and then you left. And the way you got out lying to yourself that the past held no sway over the future. But in the end a lot of us are rewarded for our misdeeds which is why God took your wife and unleashed you upon me. This life follows you. It clings to you, infecting everyone who comes close to you. We are cursed, you and I.</p> <p>John: On that we agree.</p> <p>Viggo: Finally, common ground. Okay.</p> <p>John: Step aside. Give me your son.</p> <p>Viggo: John Wick. Baba Yaga. It was just a fucking car. Just a fuckin' dog.</p> <p>John: Just a dog. Viggo.</p> <p>Viggo: Yeah?</p> <p>John: When Helen died, I lost everything. Until that dog arrived on my doorstep a final gift from my wife. In that moment, I received some semblance of hope an opportunity to grieve alone. And your son took that from me.</p> <p>Viggo: Oh, God.</p> <p>John: Stole that from me. Killed that from me! People keep asking if I'm back and I haven't really had an answer. But now, yeah, I'm thinkin' I'm back. So you can either hand over your son, or you can die screaming alongside him!</p> <p>(Then Viggo goes out to the place and John has a fight with John's guard, in this moment, one of the guards is shot in his head by Marcus. The other onedied in John Wick's hand).</p>
Kind of Signs	<p>1. Symbol: Communist symbol on Viggo's guard 2nd hand, the left hand.</p>

M A K A S S A R

B. DISCUSSION

In this part, the writer discusses the results of the data findings above. The discussion is intended to know what signs are expressed in the John Wick 1 film and what the meanings of all those signs are. In this part of the discussion, the writer analyzed the data using Peirce's theory about signs. Peirce in Sobur (2009, 2016: 41) says that sign is something which stands to somebody for something in some respect or capacity". In this discussion, the writer purposively took some signs of icons, indexes, and symbols as a sample. The writer thinks that these sampled data represent the whole data that the writer presented earlier.

As explained before, icon is something that represents something or has the same characteristics with the object. In this data analysis, the writer focused the analysis on the following icons:

B.1. Datum 1

The first icon that exists in the film is an icon which is the phone that was held by John. The writer found that *Phone held by John* is the representamen [R] that stands for its object [O] *The logo of the Phone*. The relationship between the representamen [R] and the object [O] produces the interpretant [I]; John's phone is an Apple phone.

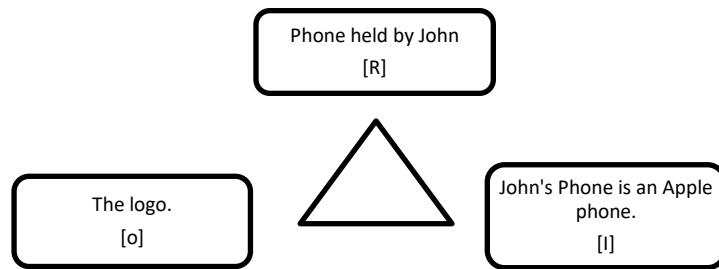


Diagram 4. Datum 1

It can be seen from this diagram that this scene sends the message or meaning that Phone is a medium to communicate and could be more than only to communicate. Phone indicates a modern era, where the people can talk with each other although they are not in the same place. Besides that, the video that is played by John could be interpreted as the development of the phone, because couple years ago the phone was only used as a medium to talk and text a person. In this scene, John used phone that produced by Apple company.

From the explanation about icon, icon is a sign which refers to the object that it denotes merely by virtue of characters of its own, and which it possesses, just the same, whether any such object actually exists or not. In this sign, the visual phone in the film is the icon of Apple company, because it shows the physical phone with an Apple logo behind the phone.

B.2. Datum 2

The next icon is *the money* [R] that stands for its object [O] *The picture on the money*. The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *The money in the church is dollar from United States of America and shows one of the ex-presidents of America.*

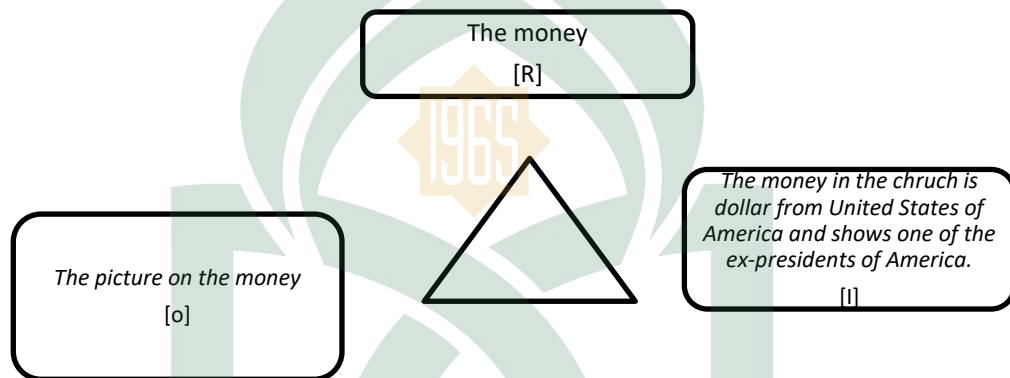


Diagram 4. Datum 2

The money used to pay something. Money usually made of paper and also coins. In this scene, there is Viggo's money inside the church, but the money that exists in the church is only made of paper. The nominal of the money is 100 dollars and there is a picture of ex-president of America which is Benjamin Franklin.

Based on the definition, Vera (2014: 24-26) icon is the sign which denotes and have the character of the object. In this sign, the money in the church became

the icon of Benjamin Franklin, because it has the same character which the object that it refers.

From the explanation of five icons above, the writer concluded that all of those icons have the characteristics of the object that they refer. It is also the same with the first previous finding on the earlier chapter. Nisa (2017) explained that she found five signs that made from object form which is Cattleya Orchid. In her research, she uses the connotative and denotative meaning from Barthes in analyzing the signs. One of the sign that she found is the portrayal, she says that the connotative meaning of the portrayal is the Cattleya's self-reflection because the thing that depicted on the portrayal has the same characteristic as her name and herself. It has the same explanation about the icons above because they all also had the characteristics of their object. It is also the same with the second previous finding by Jamil (2016) who found that the Pinisi becomes the icon of Bulukumba because it has the same characteristic with Bulukumba, for example, the seven sails in Pinisi ship has the meaning that there are seven districts in Bulukumba.

The next signs that the writer is going to discuss in the following section are indexes. It has been explained by Vera (2014: 24-26), that index is a sign which refers to the object that it denotes by virtue of being really affected by that Object. For example, smoke is an index of fire. For the index analysis, the writer purposively took four indexes. The signs were taken depending on some reasons. Some of them were chosen because the context of situation or the hidden meaning inside the sign. The writer explained the indexes as follows:

B.3. Datum 3

The first index that the writer analyzed is *The blood in John's belly* [R] that stands for its object [O] *John walk slowly and held his bloody belly*. The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *John held his belly and tried to stop the bleed because she felt sick after got a hit in his belly*.

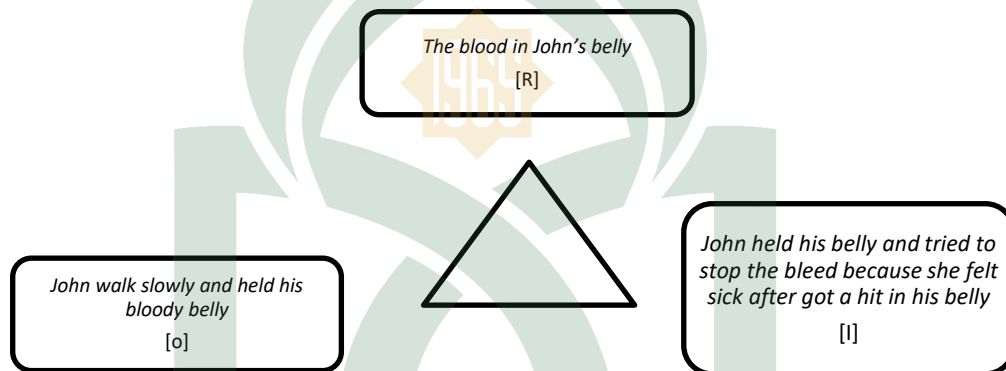


Diagram 4. Datum 3

In this first index, there is a sign on the first scene of the film. It shows the blood in John's belly. Based on the definition of an index which is something which refers to the Object that it denotes by virtue of being really affected by that Object. Then the interpretant in this index explained that John held his belly and tried to stop the bleed because he felt sick after got a hit in his belly. It means that there something that makes John bleed in his belly. The common thing that causes the blood come out from the skin is a scar.

B.4. Datum 4

The second index that the writer analyzed is *John's face is bleeding* [R] that stands for its object [O] *he got some hits from Losef using a baseball stick*. The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *John got some scar on his face because Losef hits him with a baseball stick that made out of iron*.

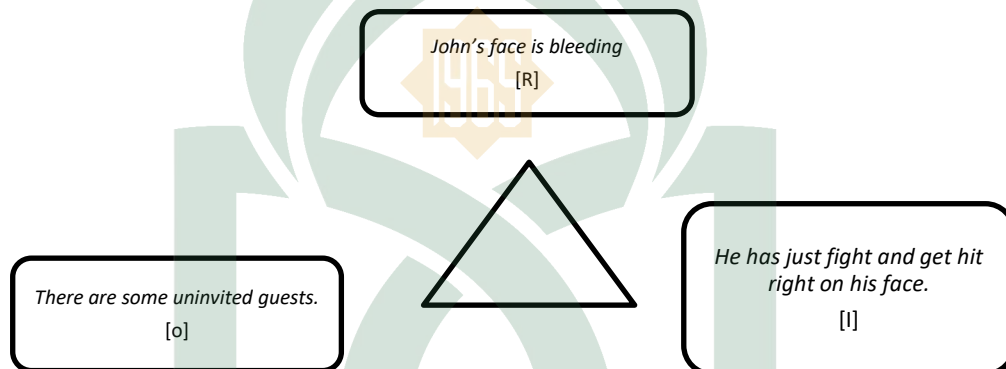


Diagram 4. Datum 4

In second index shows the blood in John's face. Based on the definition of an index which is something which refers to the Object that it denotes by virtue of being really affected by that Object. Furthermore, in the middle of a night after John meet with Losf in gas station, Losef come to John's house to rob the Mustang.

John's woke up because he listen the dog screaming and run to downstairs, John followed the dog and he mets with Losef and his friends in the first floor. John got hits on his head for several times and the blood come out from his head.

The blood that come out indicates a scar. John’s face bleeding becomes an index of a scar after got some hits using baseball stick.

B.5. Datum 5

The third index that the writer analyzed is *The gun that was pulled up into Aurelio’s face*. [R] that stands for its object [O] *Aurelio gave a punch to Losef*. The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *Losef friends try to protect his friend and then pulled up a gun into Aurelio*.

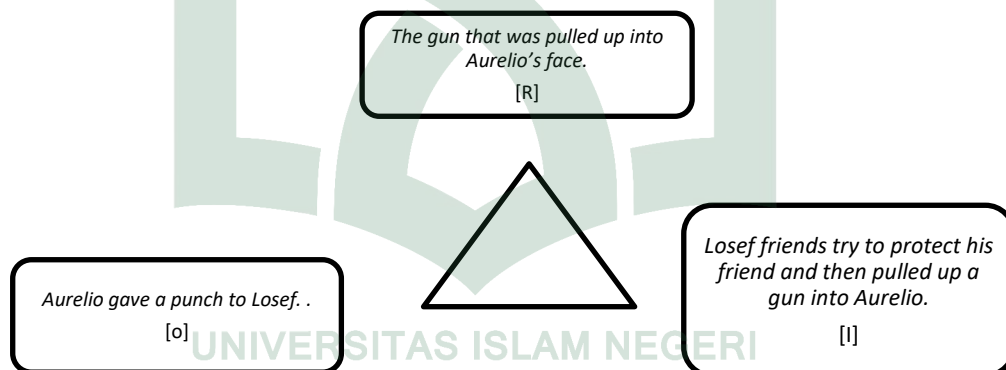


Diagram 4. Datum 5

In this scene, Losef come to Aurelio’s car shop and asked for a Vin number for the car that he had stole from John. Aurelio said *The owner of that car, did you kill him or what?.* The Losef reply *No, we sure as hell fucked up his dog.* After that, Aurelio hit Losef right on his face until Losef lay down the floor and then Losef’s friend pulls a gun to Aurelio’s head. Based on the context of the

situation in this scene, Losef’s friend only wants to protect his friend. The gun that was pulled up into Aurelio’s face becomes an index after he hits Losef.

B.6. Datum 6

The second index that the writer analyzed is *The blood in John’s face* [R] that stands for its object [O] *There are some uninvited guests*. The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *He has just fight and get hit right on his face*.

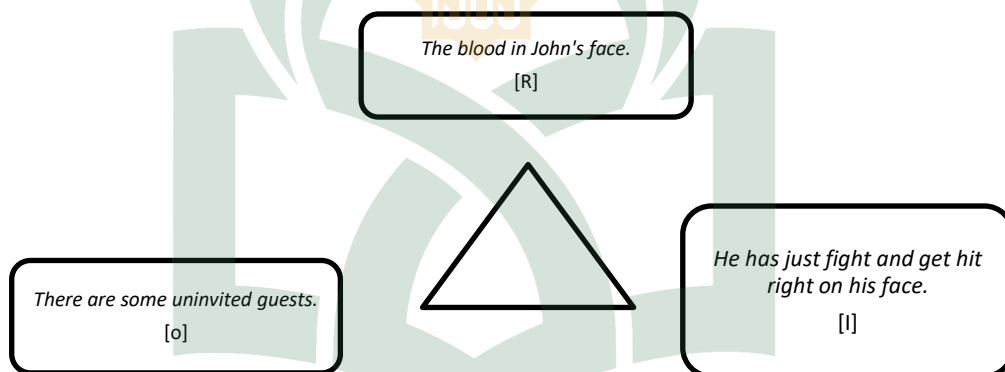


Diagram 4. Datum 6

In second index shows the blood in John’s face. Based on the definition of an index which is something which refers to the Object that it denotes by virtue of being really affected by that Object. Then the interpretant in this index explained that John face is bleeding because he has just fight with uninvited guests who comes to kill John. In this scene, John fiight with some Viggo’s bodyguards, unfortunetely he got some hit on his face. The blood in John’s face is an index of some hits by Viggo’s bodyguards.

The writer also compared these indexes with the result of the first previous finding. In the previous finding, Nisa (2017) found a sign which is the drawing pattern that Cattleya always left on every victim's body every time she kills. She found that the drawing pattern connotes the warning for Don Louis who kills her parents' about Cattleya existence. It is the same result with this research because Vera (2014: 24-26) explained, an index is a sign which refers to the object that it denotes by virtue of being really affected by that object, which indicates the existences of the object.

The next signs that the writer discussed in the following section are symbols. Peirce in Vera (2014: 24-26) says that symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the Symbol to be interpreted as referring to that Object. Then, in this case, the writer took only three symbols that represent all of the symbols that the writer found in the film. The symbols are explained clearly as follows:

B.7. Datum 7

The first symbol that exists in the film is *The graves around the field and beside Helen's grave, the flower buckets and black suit that everyone wears in Helen's funeral* [R] that stands for its object [O]. *Helen's funeral and the place where the dead people will be buried*. The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *People who attend Helen's*

funeral wears black suit as the condolence and the graves in the field is the symbol of dead because the dead people will be buried on the grave.

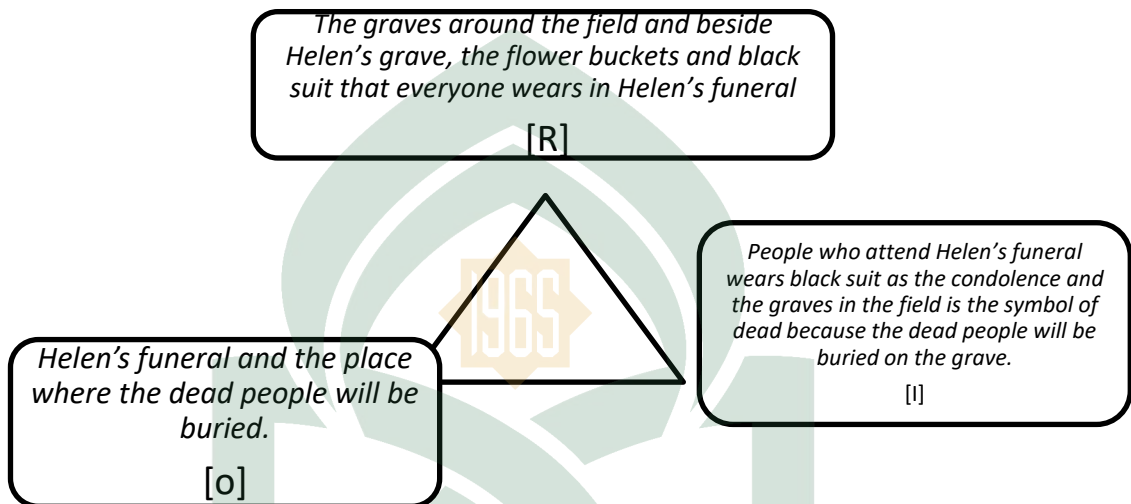


Diagram 4. Datum 7

In some country, the culture when someone wants to say their condolences might be different, specifically on the clothes that they wear. For example in Indonesia, Indonesia people usually wears white clothes when they want to attend someone funeral, furthermore in some places in Indonesia, they usually wear black clothes. Then, in this scene the people in who attend Helen's funeral wears black suit and send some flower buckets as a condolence. It is a general idea in community or religion.

That's culture has the same meaning with the definition of symbol by Peirce in Vera (2014: 24-26) explain that symbol usually an association of general

ideas, which operates to cause the Symbol to be interpreted as referring to that Object. The general idea in the scene is the black suit and the flower, then becomes the symbol of condolence to the family.

Furthermore, the graves in the field also a general idea of the last place for every single man in this world, every people will be buried on the grave. Because of that, the writer conclude that the graves on the field is the symbol of death.

B.8. Datum 8

The next symbol that exists in the film is *the car driven by John* [R] that stands for its object [O]. *The logo of the car*. The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *The car was a Mustang car series Boss 429 that was offered by Ford motor company in 1969-1970 and it was a powerful car.*

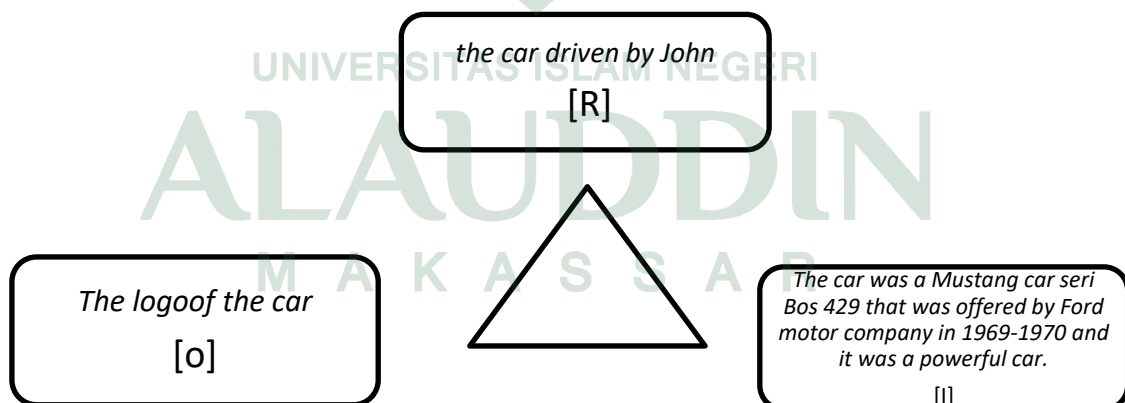


Diagram 4. Datum 8

In this scene, there is a car that driven by John. From the conversation between Losef and also John. Losef said “ Nice ride, Mustang, Boss 429, She’s 70” and then John reply “ She’s 69”. This conversation directly explain the name of the car and also the series of the car.

The name of the car is Mustang Boss 429. Mustang Boss 429 was offered by Ford motor Company in 1969-1970. Furthermore, Mustang was made by Ford motor company which is an American multinational company. So, it is originally belong to America. Furthermore, the logo of the car was a horse, horse in this case interpreted as a powerful animal that can run fast and has strong body. The Mustang Boss 429 also has a big power, in different scene, John drive the car in high speed mode and shows that the car can run fast like horse. From those explanation above, the writer concluded that the horse logo on the Mustang car is a symbol of the Mustang itself because the horse is a powerful animal.

B.9. Datum 9

The second icon that exists in the film is *the bottles and some glasses of beer* [R] that stands for its object [O]. *The logo of the bottle.* The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *The Peligroso Tequila has a unique logo which is a snake.*

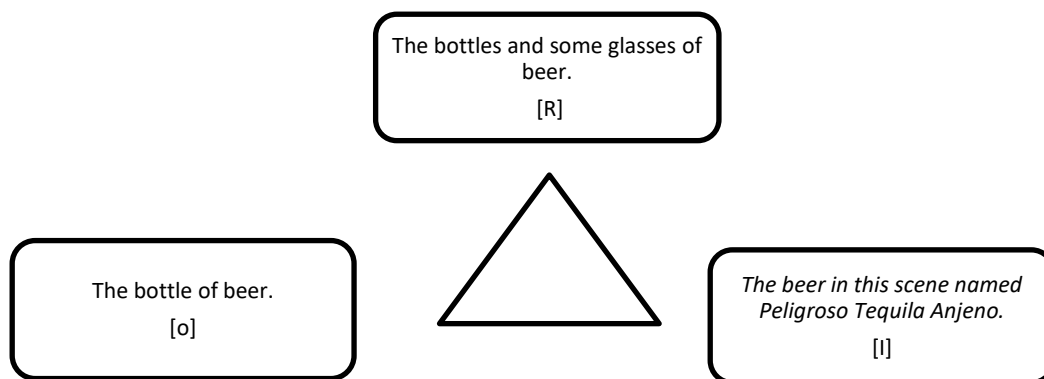


Diagram 4. Datum 9

The scene shows the visual sign of a bottle and some glasses, the bottle has different character with common bottles, like the bottle of syrup or sauce. The bottle looks dark and uses cork to close the bottle. Furthermore, the color of the liquid does not look like the normal drink, such as juice, milk or water. It looks like red wine because the color of the liquid when Aurelio poured the liquid into the glasses, the color looks red and little bit dark and there is a name of that beer, it is Peligroso Tequila Anjeno. Peligroso Tequila means the dangerous Tequila and the snake is also indicates dangerous. Furthermore, the snake logo on the bottle has a connection with the meaning of the Peiglroso meaning. The writer concluded that the snake because the symbol of the name of the beer in this case is Peligroso Tequila Anjeno. Then, the symbol of the beer indicates that the alcohol rate in Peligroro Tequila was high.

B.10. Datum 10

The next symbol is *Red and blue light outside the house* [R] that stands for its object [O] *the police siren*. The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *The siren of the police uses in the case of law enforcement*.

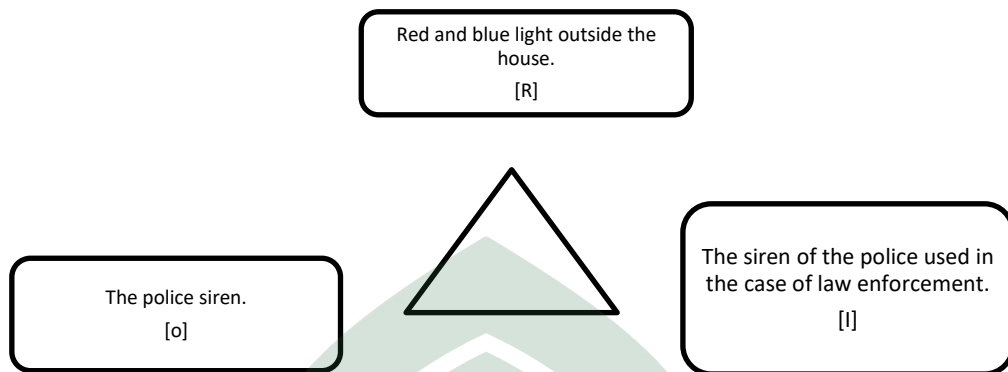


Diagram 4. Datum 10

In this scene, there are red and blue color outside John's house. Emergency vehicle lighting is one or more visual warning lights fitted to a vehicle for use when the driver wishes to convey to other road users the urgency of their journey, to provide additional warning of a hazard when stationary, or in the case of law enforcement as a means of signaling another driver to stop for interaction with an officer.

Based on Peirce in Vera (2014: 24-26) says that symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the Symbol to be interpreted as referring to that Object. Furthermore the colors of red and blue siren only for the police vehicle, ambulance and also state emergency service. That is the common rules of the siren that agreed by the government. Like in Indonesia, he siren or the hazard light use red and blue and also yellow. So, the red and blue light outside John's

house indicate a siren which is the symbol of a siren, because it was denotes by the virtue of law.

B.11. Datum 11

The next symbol is *the flag in the right hand of police uniform* [R] that stands for its object [O] *the United State of America flag*. The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *The police names Jimmy came to Joh's house and he is the police of USA.*

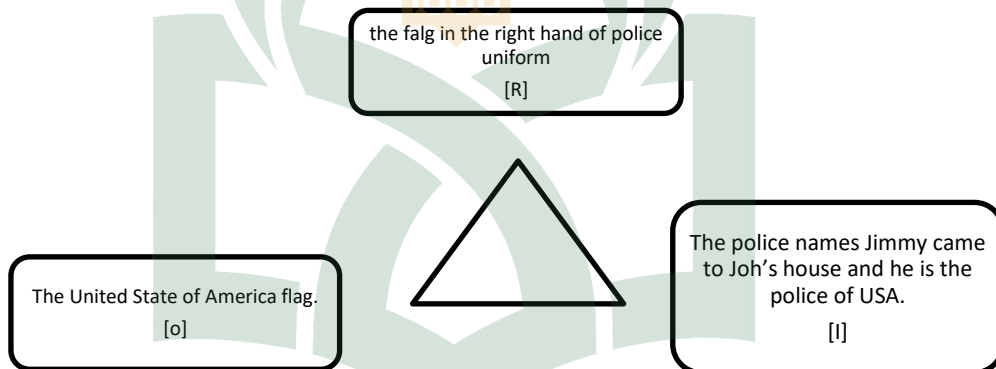


Diagram 4. Datum 11

For this second symbol, the writer took that the flag on the police uniform is a symbol of a country. Symbols could be a written text or a visual image. Furthermore, in this second sign, the symbol is a visual image which is a flag. Vera (2014: 26) gave some examples of symbols. One of them is a picture of Indonesian flag, she said that the picture becomes the symbols of Indonesia. It

seems like the first symbol above that also represent Indonesia but in specific location which is Java.

In this visual image, there is a flag with seven red lines and six white lines and there is a blue box on the left top with some stars in the blue box. The flag in this scene is also the symbols of a country and it is the United States of America.

B.12. Datum 12

The next symbol that exists in the film is *Church and the Christian cross or Salib* [R] that stands for its object [O]. *The place to pray and the identity of a religion.* The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *The Christian worshiper do pray in a building that called church and they have Christian cross or Salib as the symbol of their religion.*

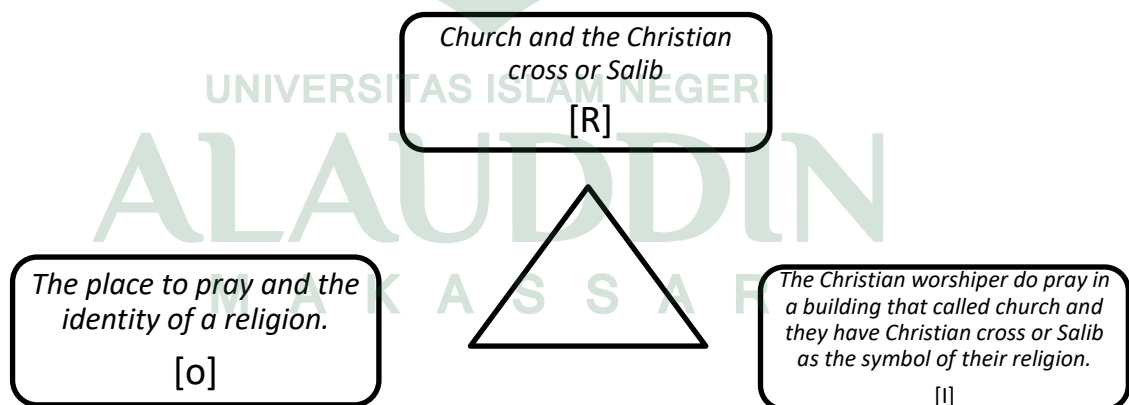


Diagram 4. Datum 12

It has known that there are so many religion around the world. One of the religion that also exist in this world is Christian. Like the other religion, Christian worshiper do pray in a building called church. The church is not only a place to pray but to some activities that related with the religion. Furthermore, Christian worshiper believes that Jesus was killed and nailed on the Christian cross was God's way to cleanse the sins of man. This issue is a way to explain and share the history of Jesus' death to save the world and becomes the truth and a Christian doctrine.

As the explanation before about the definition of symbol that symbol is a sign which refers to the object that it denotes by virtue virtue of a law, usually an association of general ideas, which operates to cause the Symbol to be interpreted as referring to that Object. However, these sign acts as the general ideas of the Christian religion. Furthermore, the ata above indicates that the church and the Christian cross or Salib becomes the symbol of Christian religion.

B.13. Datum 13

The last symbol that the writer took is *the communist sign on Viggo's second guard hand, left hand [R]* that stands for its object [O] *the logo of a community or organization*. The relationship between the representamen [R] and the object [O] produces the interpretant [I]; *The logo sign in Viggo's guard indicates that he is one of the members or belong to the community*

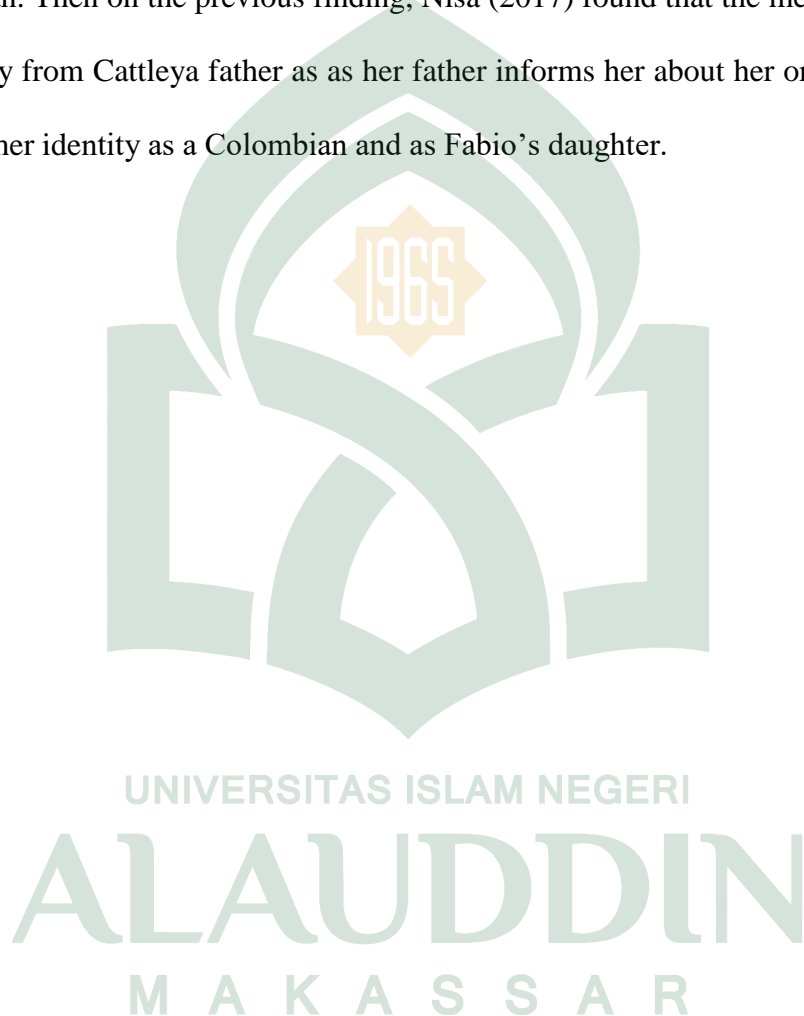


Diagram 4. Datum 9

This film talks about a Russian gangster who runs the business in America, the leader of the gangster named Viggo. He is a Russian, then got a problem after his son hit his ex-employee. To protect his family and himself, he pays some assistants and bodyguards.

In this film, there is a bodyguard that always beside Viggo. The name was never mentioned in the film. But he is also a Russian, it is recognized by the language that he used to communicate with his boss. Viggo's bodyguard also has a tattoo of hammer and sickle. Lukmantoro (2017:52) stated that the logo of hammer and sickle is identical with the symbol of the party of communist. It is known that Russia stands in communist. So, from the explanation above, it is true that the logo of hammer and sickle in Viggo's guard hand is the symbols of communist.

The writer has compared between the second previous finding in the earlier chapter and the writer found that the symbols in that research has the same conclusion. For example the communist symbol in second Viggo's guard hand can be analyzed because the owner of the tattoo was a Russian and he also speaks Russian. Then on the previous finding, Nisa (2017) found that the medallion is the identity from Cattleya father as as her father informs her about her origin of name form, her identity as a Colombian and as Fabio's daughter.



CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the findings of the data analysis in the fourth chapter before, the writer put forward some conclusions as follows:

The signs in some scenes of the John Wick 1 film can be analyzed through a semiotic approach. The writer focuses on the relationship between the representamen and its object and then how they produce the interpretant. In the findings section, it is showed that there are nine kinds of sign that the writer found in the film. qualisign, sinsign, legisign, icon, index, symbol, rheme, decisign and argument. But the writer only focused on the analysis of the signs as the objects, which include icons, indexes, and symbols.

Furthermore, there were sixteen icons, twelve indexes and nine symbols that the writer found in some scenes of the film. Then, the writer purposively selected five icons, three indexes and three symbols to be analyzed. In brief, the research results show that the triadic concept of Peirce can be used to explain the meaning of the signs that were contained in the John Wick 1 film.

In analyzing the meaning of each sign, the meaning was interpreted primarily from the relationship between the representamen and the object.

The relationship between the representamen and its object, indeed, produces the interpretant, which is the interpreted meaning of the sign.

B. Suggestions

Based on the conclusion above, the writer would like to suggest the readers or other writers who are interested in analyzing signs in a film to learn more about the meaning of semiotics by Peirce and other experts. The writer also suggests studying the semiotic theory of Peirce deeply to get the clearest meaning of the signs expressed in a film. Especially the signs that are based on their objects.

Beside that, the other writers can also choose another aspect to analyze, such as news advertisement or even the other kinds of media. The next writer can also analyze the signs that appear in a film based on its representamen, object, and interpretant or find all of the signs of them to get more experiences and the clear meaning of the signs in a film.

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M A K A S S A R

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**KEPUTUSAN DEKAN FAKULTAS ADAB DAN HUMANIORA
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TENTANG

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Pada Tanggal 26 Maret 2018

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TANGGAL : 26 MARET 2018
NOMOR : 307 TAHUN 2018

TENTANG

**KOMPOSISI PANITIA PELAKSANA UJIAN MUNAQSYAH
FAKULTAS ADAB DAN HUMANIORA UIN ALAUDDIN MAKASSAR**

Nama : ALFAN ASYRAQ PAUZAN
Mahasiswa Jurusan : Bahasa dan Sastra Inggris / 40300113086
Judul Skripsi

**A SEMIOTIC ANALYSIS OF THE JOHN WICK 1 FILM USING CHARLES SANDERS
PEIRCE'S SEMIOTIC THEORY**

Penanggung Jawab : Dr. H. Barsihannor, M.Ag.
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Romangpolong, 26 Maret 2018

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In 2000, he started his education in SDN 161 Ara Bulukumba Regency and graduated in 2007. In the same year he continued his study in SMPN 33 Bulukumba and graduated in 2010. Then, he continued his study in SMAN 3 Bulukumba and graduated in 2013.

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