

A SEMIOTICS ANALYSIS OF *FORGET ME NOT* A FILM DIRECTED BY KEI HORIE USING ROLAND BARTHES' THEORY

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Abstract

Semiotics is the theory and study of signs and symbols, especially as elements of language or other systems of communication which include traffic signs, emojis, and emoticons used in electronic communication, and logos and brands used by international corporations to sell us things—"brand loyalty," they call it. This research is about semiotic analysis that presents the result from the research of signs in a film. The data the signs in *Forget Me Not* film that was downloaded from youtube.com. This research uses the semiotics theory of Roland Barthes that discusses the denotative meaning and the connotative meaning. The writer also used an online dictionary to find the definition. This is a qualitative research paper. The writer found the denotative meaning of a necklace is a jewelry with pendant. The connotative meaning of a necklace is to strengthen the relationship. The denotative meaning of a video showing living things to keep precious memories. It denotes that a picture is a thing that is based on an object. The writer concludes that the last connotative meaning of a picture is documenting the story.

I. INTRODUCTION

Etymologically, the term semiotics comes from the Greek word *semeion* which means sign. The sign itself is defined as something based on previously developed social conventions, which can be considered to represent something else. Meanwhile, terminologically, semiotics can be defined as the study of a wide range of objects, events, and entire cultures as signs. Semiotics word comes from Greek. The term derives from *semeion* which means a sign, a mark. Semiotics is the study of a sign. This theory was developed by Ferdinand de Saussure. After developed by Ferdinand de Saussure, there are Roland Barthes and Charles Sanders Peirce also formulated their own semiotic theory based on Saussure.

After the theory was developed, many people apply the theory for some analysis. The semiotic analysis is used to find the meaning of a sign including the things behind a sign (text, advertisements, news). Because the sign system is very contextual and

dependent on the user of the sign. The thought of the sign user is the result of the influence of various social constructions where the sign user is located. In conducting semiotic analysis, many objects can be used as a review of the meaning of the sign contained in the object. The objects in question are music videos, means of transportation, culture, films, advertisements, product packaging, and many more. On this occasion, the writer will use film as an object of observation. The film is a remarkably effective medium in conveying drama and especially in the evocation of emotion. The art of motion pictures is exceedingly complex, requiring contributions from nearly all the other arts as well as countless technical skills (for example, in sound recording, photography, and optics).

As one of the media visual of entertainment, films are produced by a group of people who are passionate in film industries from a various expert in their own field. In the film-making process, people that experts in their fields have to make sure the step of cinematography have done to produced a great film.

The writer was interested in analyzing the sign in *Forget Me Not* film. The signs in this film are significant things and also by the signs, the writer can find another value of things. The signs have a lot of meanings that have a valuable role in this film. This film also have different moral with other film, so the writer wants to analyzes this film.

Forget Me Not tells about a woman called Oribe Azusa, who herself is forgotten by everyone. The beginning of the film displays a man named Takashi who looks confused and thinking about something. Takashi rides a bicycle rapidly, he wants to return the book that he borrowed last time. On his way, he collided with Azusa and he liked her at the first sight. But by chance, Takashi meets again with Azusa and he is surprised because they study at the same school. Because of that meeting, Azusa start acted like she wanted to remind him of something but her effort yielded nothing. Both live their life like best friends. Takashi asks Azusa to come to join a picnic with their schoolmate but when Azusa arrives no one remembers her except Takashi even though they study in the same batch. As a result, Takashi promises to always remember Azusa and never forget about her. The goal of this research is to discover the meaning of denotative meaning and connotative meaning through the signs that can be found in *Forget Me Not* film scene. There are a lot of previous studies that discuss the Semiotic with a different focus. Because of the pandemic COVID-19 situation right now, the writer analyzes some studies that are used as references only from the internet. Some semiotic studies that are related to this research have their differences and similarities. A Review of those studies related to this research are presented as follows :

The first previous study is “ A Semiotic Analysis on *Sucker Punch* Film” by Nopi Royani (2014) from State Islamic University Syarif Hidayatullah. Her research analyzing the meaning of the signs in *Sucker Punch* Film. She analyzes the meaning of signs contained on four objects in the film by using semiotics theory from Roland Barthes. Apart from analyzing the meaning of the signs, she also analyzes the denotative meaning as the first signification and connotative meaning as the second signification. In the conclusion, she gets the denotative meaning and connotative meaning of each of the four objects to help Babydoll to escape from Lenox House. The four things are Key, Matches, Map, and Knife.

The second previous study is by Dennis Suswanto Kadiman (2019) from Buddhi Dharma University with the title “ Semiotic Analysis of Jonas Blue’s Music Video Rise

Through Roland Barthes' Theory". His study discusses analyzing the meaning of each scene in Jonas Blue's music video. He using data that focus on the actions and places that show on the scene to analyzes the denotative meaning and connotative meaning through Roland Barthes's semiotic theory. His research exposed the music video that contained how unique is life of young generation in older generation nowadays. He found 10 data in the music video and explained the denotative and connotative meaning using E-R-C signification from Roland Barthes. The third previous study is "The Analysis of The *Umpasa* and The Elements used in *Batak Toba* Wedding Ceremony: Semiotic Approach" by Yosefin Yola Rolita Marbun (2019). Her study research purposes are to find the meaning of the sign that is available in the Batak Toba wedding ceremony. She analyzes verbal and non-verbal signs through semiotic theory by Roland Barthes to identify the denotative meaning and connotative meaning. In the conclusion, she gave the understanding of the aspects that exist in Batak Toba traditional wedding ceremony such as *Umpasa*, *Ulos*, and also gives the intention to maintain the culture in our social life.

After the writer reviewed all the previous studies, the writer found the similarity between this study and all the previous studies because the semiotic theory by Roland Barthes is applied to analyze and identify denotative meaning and connotative meaning both verbal and non-verbal signs. To analyze and identify denotative and connotative meaning itself any thing that exists in our daily life such as advertisement, product packaging, facial gesture, film, poster, music video, speech, and many more can be utilized.

Therefore, the writer discovered that the first previous study has similarity with this study because of using the same theory by Roland Barthes and also used film as the research object. Those similarities are quite useful for the writer in writing this study, which has a purpose to find and analyze the denotative meaning and connotative meaning in signs that exist in the film.

Film is also called motion picture or movie, series of still photographs on film, projected in rapid succession onto a screen by means of light. Because of the optical phenomenon known as [persistence of vision](#), this gives the illusion of actual, smooth, and continuous movement. As a commercial venture, offering fictional narratives to large [audiences](#) in [theatres](#), film was quickly recognized as perhaps the first truly mass form of entertainment. Without losing its broad appeal, the medium also developed as a means of artistic expression in such areas as [acting](#), [directing](#), screenwriting, [cinematography](#), costume and set design, and music. In its short history, the art of motion pictures has frequently undergone changes that seemed fundamental, such as those resulting from the introduction of sound. It exists today in [styles](#) that differ significantly from country to country and in forms as diverse as the documentary created by one person with a handheld camera and the multimillion-dollar epic involving hundreds of performers and technicians.

Semiotics is the theory and study of [signs](#) and [symbols](#), especially as elements of language or other systems of communication. Semiotic is often divided into three branches. The first is Semantics, namely the relationship between signs and things seen; denotata, or meaning. Syntax, namely the relationship between signs in a formal structure. Pragmatics, namely the relationship between signs and signs-using agents

In semiotics, we learn how to understand every single phenomenon is sign no exception, images and words. To understand and interpret something is to treat it as a sign. According to Umberto Eco (1932-2016), “Semiotics is concerned with everything that can be taken as a sign” (1976, 7). Semiotics is one of branches of linguistics that is used to investigate how meaning is created from a sign in media or object and also how meaning itself is communicated to the general public.

Saussure (1857-1913) in Winfried (1990) defines semiotics as a science that studies the life of signs within society. Semiology (from Greek semeion “sign”) would show what constitutes signs, what laws govern them. Since the science does not yet exist, no one can say what it would be, but it has right to existence, a place staked out in advance.”

The development of the human mind is a form of progress that underlies the formation of an understanding that refers to the formation of meaning. When we observe in our life nowadays, we always find meaning, perception or understanding on anything that we see and say when we work, school, refreshing and others easily. Semiotic used to avoid ambiguity in the meaning of the sign from an object that is involved in an idea or situation through the signification process. Therefore we have to use semiotics to produce definite meaning because one sign can consist of more than one meaning. Culture, behavior, dialogue, advertisement, film, and others can produce signs and can be the source of the meaning. A lot of people always find the sign and realize the existence of the sign. The existence of a sign is an image, sound, advertisement, gesture, or scene that has meaning into it and the form not only in a symbol. The sign itself also serves the meaning as connotative meaning and denotative meaning.

"A sign is any physical form that has been imagined or made externally (through some physical medium) to stand for an object, event, feeling, etc., known as a referent, or for a class of similar (or related) objects, events, feelings, etc., known as a referential domain. In human life, signs serve many functions. They allow people to recognize patterns in things; they act as predictive guides or plans for taking actions; they serve as exemplars of specific kinds of phenomena; the list could go on and on. The English word cat, for example, is an example of a particular kind of human sign--known as verbal--which stands for a referent that can be described as a 'carnivorous mammal with a tail, whiskers, and retractile claws.'" (Thomas A. Sebeok, *Signs: An Introduction to Semiotics*. University of Toronto Press, 1994).

Before exposing the meaning of the signs, there are verbal and non-verbal sign. Verbal sign is described by the words, texts, and other spoken things or other sounding things.. Non-verbal sign is described by something with the appearance like picture, book, gesture, our wardrobe or even our smell.

According to Saussure (1915-1966), *the sign is a combination of a concept and a sound-image, a combination that cannot be separated*. Saussure thought that the meaning of sign can be further expanded, then he makes an explanation concern sign. Saussure proposes to retain the word sign [signer] to designate the sign and to replace concept and sound-image respectively by signified [signifié] and signifier [signifiant]; the two terms have the advantage to indicate the opposition that separates them from each other and from the whole of which they are parts.”. Roland Barthes stated that denotative meaning is the true meaning that people are known by the word, how the object looks like, and it cannot be questioned. Connotative meaning is influenced by cultural interpretation and

only be understood by the people in that culture itself. That means with the cultural differences, people will have a different perspective. Two elements from Saussure's model of signifier and signified elaborated with Barthes' concept into two levels of signification. The first level of signification is called denotative or also called primary system, then he expands the primary system into the secondary system or also called connotative. Elements in the second level of interpretation or the connotative are influenced by the cultural interpretation, and can only be understood by a society with the same culture at a particular time. Barthes design the concept of "E-R-C".

Peirce's semiotic theory is Pragmatic semiotic concept that means a cognitive process that is called semiosis. Semiosis is a sign formation process which starting from a spontaneously related representation with objects in human cognition and then given certain interpretation by the person concerned as interpretants. However, Peirce's model is no less groundbreaking than that of Saussure. The sign is a unity of the thing that does the representing (the representamen), what is represented (the object), and how it is interpreted). To qualify as a sign, all three functions are essential. The broken line at the base of the triangle is intended to indicate that there is not necessarily any direct relationship between the sign vehicle and the referent" (Daniel Chandler, Semiotics The Basics. Third Edition,2017).

II. LITERATURE REVIEW

According to Saussure (1915-1966), *the sign is a combination of a concept and a sound-image, a combination that cannot be separated.* Saussure thought that the meaning of sign can be further expanded, then he makes an explanation concern sign, which is proposed to retain the word sign [signe] to designate the sign and to replace concept and sound-image respectively by signified [signifié] and signifier [signifiant]; the two terms have the advantage to indicate the opposition that separates them from each other and from the whole of which they are parts."

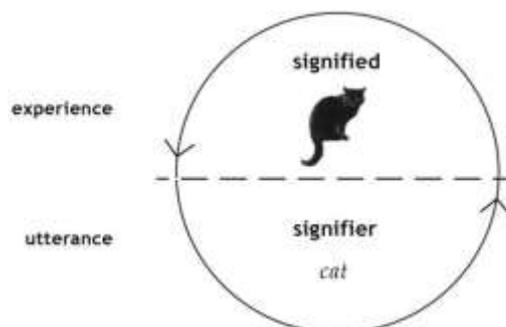


Figure 2. Saussure's Concept of Sign (source: google.com)

The signified leads to the intended concept, in the form of pictures or words, while the signifier leads to words, meaning, or descriptions that are used to understand the intended concept. Simply, a signifier is an object that is also known to people, then there is a signified to know and understand regarding the purpose of the signifier. Saussure's semiotic theories is structuralist semiotic concept. It means the sign marked as the biner structure and for the character is Arbitrer. "This is because Saussure's signification is a process, not a product. Language is part of the reality to which it refers. It does not resemble social or organic life, nor is it simply a part of social or organic life. It is identical with them both. Language is a vast interactive project, an exchange with environment that puts the world in focus only to the extent that the world puts language in focus" (Wade Baskin, Course in General Linguistics by Ferdinand de Saussure. Columbia University Press : New York, 1893).

II. ROLAND BARTHES

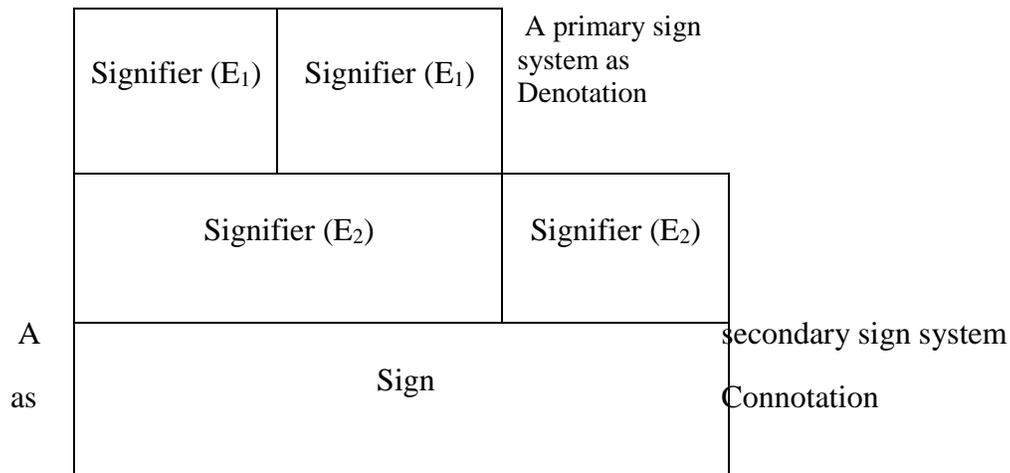
In the 1960s, Roland Barthes was both a French essayist and social and literary critic whose handwritings on semiotics, the formal study of symbols and signs pioneered by Ferdinand de Saussure, helped establish structuralism and the New Criticism as leading intellectual movements. Barthes defined a sign as a system consisting of an Expression (signifier), concerning a content (signified). According to Barthes, such a primary sign can become an element of a more comprehensive sign system. If the extension of the primary sign becomes the expression of the secondary sign system. In this case, the primary sign is one of the denotative while the secondary sign is one of connotative semiotics. Barthes conveys the concept of signification into denotative and connotative.

In Barthes (1964)'s cultural and literary criticism, Barthes used the concept of connotative semiotics to expose the hidden meanings in texts. In his *Mythologies* (1957: 131), he stated such systems of secondary meanings as myths. After that, Barthes described this sphere of connotations as an ideology. The mass media create mythologies or ideologies as secondary connotative systems by attempting to give their messages a foundation in nature, considered as a primary denotative system. At the denotative level, they express primary, "natural" meanings. At the connotative level, they conceal secondary, ideological meanings. By referring to a denotative level of content which cannot be questioned, for example a cover photo of the French magazine *Paris-Match* published in the mid-1950s (Barthes 1957: 116). The photo shows ("denotates") 'a black African in a French uniform saluting a French flag'. But beyond this denotative sign, there is the implicit content that "France is a great colonial Empire with loyal black citizens in its army, etc." This content is the content of a new (connotative) sign. Its expression is the whole of the denotative sign, "myth does not deny things; it purifies them, it makes them innocent, it gives them a natural and eternal justification" Barthes (1964).

Roland Barthes stated that denotative meaning is the true meaning that people are known by the word, how the object looks like, and it cannot be questioned. Connotative meaning is influenced by cultural interpretation and only be understood by the people in

that culture itself. That means with the cultural differences, people will have a different perspective. Two elements from Saussure's model of signifier and signified elaborated with Barthes' concept into two levels of signification. The first level of signification is called denotative or also called primary system, then he expands the primary system into the secondary system or also called connotative. Elements in the second level of interpretation or the connotative are influenced by the cultural interpretation, and can only be understood by a society with the same culture at a particular time. Barthes design the concept of "E-R-C".

E-R-C consists of Expression, Relation, and Content. Each word of E-R-C has its meaning. Meaning of Expression is the Signifier or the form of the sign. Meaning of Relation is how the signifier and signified are related to. Meaning of Content is the signified or the concept of interpretation of the sign.



III. FIGURE 3. BARTHES'S CONCEPT OF SIGN (SOURCE: GOOGLE.COM)

An example of the semiotic system is a photo on Instagram from Dear Me Beauty cosmetic brand that showed the same lip cream shade swatched in three women with different color tones. Beyond the denotative content, there is also a connotative meaning present that all women can look beautiful although has different color tones.

ERC system is divided into two-level, as an example, there is a picture of a girl eating a plate of salad.:

Denotative level:

E1: Salad

R1: which ate by someone

C1: as kind of food that only contain vegetables

Connotative level :

E2: Salad

R2: which ate by someone

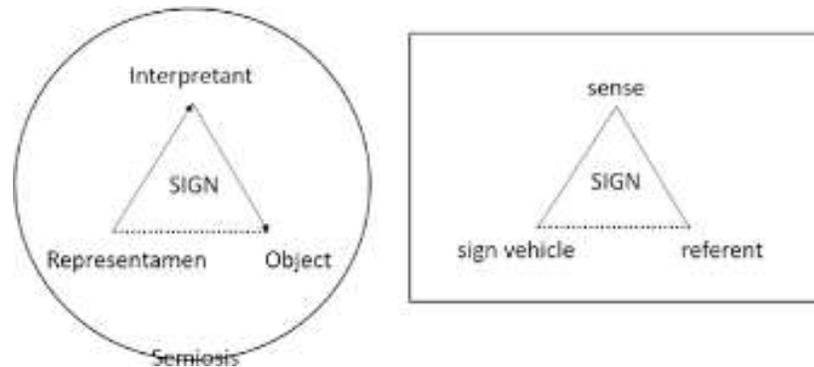
C2: as a portion of healthy food to live a healthy lifestyle

In the connotative meaning of the salad is not the only kind of food that we eat to fulfill our body but it is also known and used as one of healthy food which makes us thought that if people eat salad it means that they are undergoing a diet program or healthy lifestyle.

III. CHARLES SANDERS PEIRCE

Charles Sanders Peirce (1839-1914) was theorizing his model of semiotics and signs. In contrast to Saussure's model that formulating two-part called 'dyadic' model, he was formulating his

theory into a three-part triadic model consisting of an interpretant, representamen, and an object. The triadic model by Peirce consist of :



IV. FIGURE 4. PEIRCE'S CONCEPT OF SIGN (SOURCE: GOOGLE.COM)

1. An Interpretant is a sense that creates the sign with presents the process.
2. A Representamen is a form that the sign takes which doesn't have to be a material or real object.
3. An Object is a referent that refers to the sign that is also known as the 'sign vehicle' but not every characteristic of an object is relevant to the signification.

Then Peirce said :

“A sign . . . [in the form of a representament] is something which stands to somebody in somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stands for something, its object. It stands for that object, not in all respects. But in reference to sort of idea, which I have sometimes called the ground of the representamen,” (Peirce 1931 – 58, 2.228). Peirce semiotic theory is Pragmatic semiotic concept that means a cognitive process that called semiosis. Semiosis is a sign formation process which starting from a spontaneously related representation with objects in human cognition and then given certain interpretation by the preson concerned as interpretants.

“However, Peirce's model is no less groundbreaking than that of Saussure. For Peirce, the sign is a unity of the thingthat does the representing (the representamen), what is represented (the object), and how it is interpreted). To qualify as a sign, all three functions are essential. The broken line at the base of the triangle is itended to indicate that thereis not necessarily any direct relationship between the sign vehicle and the referent” (Daniel Chandler, Semiotics, The Basics.Third Edition,2017).

Peirce divides sign into three based on the object :

4. Icon or iconic is the imitation from the signified which resembles the real one, i.e. a portrait, a cartoon, a scale-mode, onomatopoeia, metaphors, imitative gestures, and so on.

5. Symbol or symbolic is a sign that does not represent the signified but there is an agreement about it. For example, public place code, traffic lights, state of mourning, and others.
 1. Index or indexical does not refer to the real object but it is still directly connected in some way to the signified. For example, natural signs like smoke, thunder, footprints, echoes, non-synthetic odors, and flavors; medical symptoms, like pain, a rash, pulse-rate; measuring instruments, like a weathercock, thermometer, clock, spirited-level; signals, cloudy, a phone ringing, and others.

In this research, according to the theory explanation three experts above, the writer is going to use theory from Roland Barthes. The writer will use Saussure and Peirce's theory to supporting Roland Barthes's theories. In Roland Barthes's theory, the writer chooses the concept of denotative and connotative meaning.

V. METHODS

In doing this research, the writer used qualitative research or quantitative research as the research approach. Qualitative Approach is a research approach concern with understanding non-numerical data which can be observed such as language, videos, text, photograph, human behaviour and so on, can be considered qualitative data. The writer has several methods for collecting empirical materials, ranging from the interview to direct observation, to the analysis of artifacts, documents, and cultural records, to the use of visual materials or personal experience (Denzin and Lincoln, 1994,p.14). Type of qualitative data can be collected through interviewing and observing the participant/object. The data are analysed from descriptions by participants/object and data in qualitative approach are not reported through statistical analyses.

Based on the type of research approach above, the writer applied qualitative approach in conducting this research. In this qualitative research will used to understand how an individual subjectively perceives and gives meaning to their social reality. The writer collected the data from observes some scene in movie.

Data can be analyzed using qualitative and quantitative data. Qualitative data is all the thing that does not necessarily measured using numbers and make graphs or charts. Data such as behaviour, language, and a particular phenomenon can be considered qualitative data. On the other side, Quantitative data is measured using number and values then calculate them

statistically. As example of quantitative data is on experiment, market report, and height of a subject.

The writer used the scene in *Forget Me Not* film as the data for this research paper that do not have any relation with numerical and statistic analysis. The verbal and non verbal signs that emerge in the film are obtained by the writer and used as the data for this research. As the data for this research, the scene in the movie shows visual materials, sound, situation, and so on. Therefore, this research paper uses qualitative data as the data types of research.

Based on explanation above, the writer used observing technique on the film to get the data that needed. Besides observing the film, the writer also observed another research.

For the object, the writer used the movie that downloaded from Youtube Platform. The writer also watched some videos from Youtube that give explanation about the movie. The writer also put some explanation which is get from websites in Google.

The writer used qualitative data in the process of making this research paper. First of all the steps, the writer will watches the movie titled *Forget Me Not*. The second, the writer noticed and captured the scene in the movie that present an action or situation which contain signs that can be qualitative object. After the writer was done with sign collection from the scene of the movie, the writer observed and analyzed the connotative and denotative meaning in the movie. The writer also did some research on other research paper and some online dictionary to collect the explanation of the definition.

The writer searched for the subtitled movie in the browser and on youtube.com. The writer watched the movie and paid attention to the scene in the movie that can be the data for this research, then captured the scene. The writer analyzed the data which had been collected by capturing the scene in the movie using Barthes's semiotic theory about the denotative and connotative meaning. Then the writer discovered the connotative and denotative meaning of the movie scene by applying theory of Barthes to finishing this research paper, then the writer drew the conclusion and proposed suggestions.

The literature review represents the theoretical core of an article. In this section, we will discuss the purpose of a literature review. We will also consider how one should go about to find appropriate literature on which to base a literature review and how this information should be managed. Finally, we will answer four questions that first-time researchers often battle with when compiling a literature review.

These questions are: which aspects should I include in a literature review?; how should I go about to synthesise information in a literature review?; how should I structure a literature review? what writing style should I use when compiling a literature review?

The purpose of a literature review is to “look again” (re + view) at what other researchers have done regarding a specific topic (Leedy & Ormrod 2005:70). A literature review is a means to and end, namely to provide background to and serve as motivation for the objectives and hypotheses that guide your own research (Perry et al. 2003:660)

A good literature review does not merely summarise relevant previous research. In the literature review, the researcher critically evaluates, re-organises and synthesises the work of others (Leedy & Ormrod, 2005:84). In a sense, compiling a literature review is like making a

smoothie or fruit shake: The end product is a condensed mix that differs totally in appearance from the individual ingredients used as inputs. The key to a successful literature review lies in your ability to “digest” information from different sources, critically evaluate it and present your conclusions in a concise, logical and reader-friendly” manner.

First-time researchers often naively believe everything they read or are scared to criticise the work of others. However, academic research is all about critical enquiry! It is, therefore, extremely important that you critically evaluate the material that you read. Do you agree with the arguments and conclusions of other researchers? If you disagree, why? Can you identify contradictory arguments or findings? How could one explain these contradictions? Do the findings of previous studies apply in all contexts or are the findings context-specific? What are the criticisms against the conceptual models or measurement approaches discussed in the literature? Which limitations should be considered when interpreting the results of previous research? It has to be carefully read the most recent available literature with a view to identify specific gaps, inconsistencies and/or controversies that may form the basis of your own research. Always show that you have considered an issue from a number of angles and that you are aware of the arguments for and against a specific point of view. Many researchers in services marketing, for example, use the SERVQUAL measurement scale without considering existing criticisms against it. To compile a proper literature review, one has to overcome three specific challenges, namely: finding appropriate literature on a specific topic; managing the information; and presenting a logical, synthesised and reader-friendly review of the current knowledge relating to a specific topic. Consider the following search strategies: Blackwell Synergy; Proquest Data Basis; EBSCOhost (Business Source Pirmier and Business Source Pirmier); Emerald; Taylor and Francis; Infotrac; Wiley Iterscience; and others open access journal using Google Scholar. To view information about the "literature review" more fully, please visit the link <http://www.btsau.kiev.ua/sites/default/files/scopus/%D0%A1%D1%83%D0%BF%D0%B5%D1%80%20-%20writing%20an%20academic%20journal%20article.pdf>.

VI. RESULTS

There are four objects of signs in the Forget Me Not film that are used by the writer as the data. The writer considered video, reminder, photo, and necklace as the signs which have important meaning to substitute something.

1. Reminder

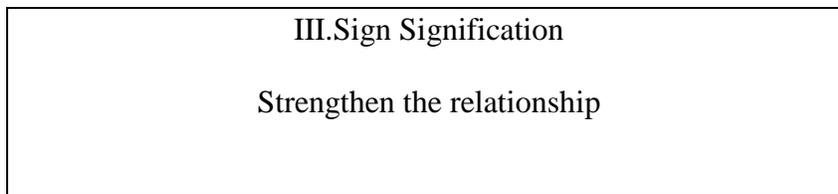
1. Signifier (E1)	2. Signified (C1)
A reminder	A tool that is used to remember something

3.Sign	
1.Signifier (E)	II.Signified (C)
Figure 7. Significance of the Reminder	
Re someone	appointment
III.Sign Signification	
Appointment	

Based on the scheme, we can perceive the significance of reminders. The denotative meaning of reminder is a tool that is used to remember something as signified of reminder. Remember the appointment with someone as a signifier for the second signification of reminder. From the first signification, we can find a sign for connotative meaning. The connotative meaning of a reminder is ‘Cherish the appointment’. The reminder is a sign to cherish the appointment, with making reminder will convincing other people that we respect the appointment or promise that has already been made. After observing the signification of reminders and the effort of Takashi to always remembering anything about Azusa, a reminder is a sign for Takashi to remember and cherish the appointment with Azusa on her birthday. By cherishing it, Takashi shows the effort that he doesn’t want to forget anything about Azusa. By looking effort from Takashi, Azusa knows that Takashi doesn’t want to disappoint her.

2.Necklace

1.Signifier (E1)	2.Signified (C1)
A necklace	Jewelry with pendant
3.Sign	
1.Signifier (E1)	II.Signified (C2)
Kind of gift that showing a special relationship between two people	Want to strengthen the relationship



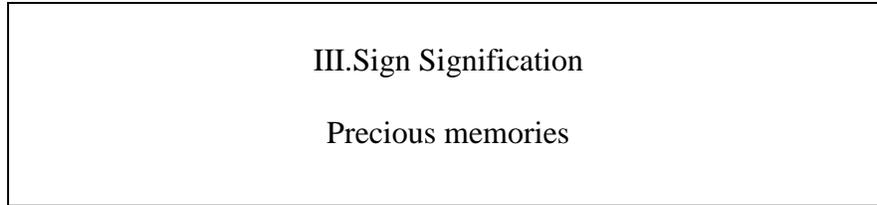
VII. FIGURE 12. SIGNIFICANCE OF THE NECKLACE

After observing the scheme above, we can perceive the significance of necklace. The denotative meaning of necklace is a jewellery with a pendant that can filled photos. The signified form of necklace is a jewellery with a pendant. The sign of necklace is a kind of gift that shows a special relationship between two people, it is also the signifier for the connotative meaning. From the denotative meaning, we can find the sign for the connotative meaning of necklace. The signified for the connotative meaning is want to strengthen the relationship. So the connotative meaning of necklace is to strengthen the relationship.

According to the signification of necklace and the effort from Takashi to keep remembering Azusa, necklace is used by Takashi as a sign of strengthening the relationship. The Necklace used as a gift, it is also can be an expression of feeling. That's why Takashi gives a necklace for Azusa on her birthday, indirectly his aim is to strengthen the relationship or you could say he always wants to be with Azusa. It can say strengthen the relationship because from Azusa side also always trying to make Takashi remember her again.

3. Video

<p>1. Signifier (E1)</p> <p>A video</p>	<p>2. Signified (C2)</p> <p>A recording that showing documentation about living things</p>	
<p>3. Sign</p> <p>1. Signifier (E1)</p> <p>A recording that contains an actual moment</p>		<p>II. Signified (C2)</p> <p>Keep precious memories</p>



VIII. FIGURE 15. SIGNIFICANCE OF THE VIDEO

After observing the scheme above, we can perceive the significance of video. The denotative meaning of a video is a recording that shows documentation of living things and contains an actual moment. A recording that shows documentation about living things as the signified of video. Then a recording that contains an actual moment as the sign of connotative meaning and it is also as the signifier for the connotative meaning. From the denotative meaning, we can find the sign for the connotative meaning of the video. Then a signified for the connotative meaning is to keep precious memories. The connotative meaning of a video is precious memories. The video is a sign of precious memories because it is a tool that we can use to keep our precious memories for a long period with every detail from the activity that was recorded, and it will long last.

According to the signification of video and the effort from Takashi to keep remembering Azusa, he is using video as a sign of precious memories. A video not only for live recording and share our recent activity, it is also can be a place where we save our precious memories. Takashi uses video to flashback his precious memories with Azusa. The video also helps Takashi a lot because he finds Azusa when he looking for her in-crowd. When looking at a video, feel touched and also will make us shed tears because there are emotional memories in the video.

4. Picture

<p>1. Signifier (E1) Picture</p>	<p>2. Signified (C2) A thing that took based on object</p>	
<p>3. Sign</p> <p>1. Signifier (E1) Take some pictures from a rare occurrence</p>		<p>II. Signified (C2) Remembering the moment</p>
<p>III. Sign Signification</p> <p>Remembering the moment</p>		

IX. FIGURE 20. SIGNIFICANCE OF THE PICTURE

After observing the scheme above, we can perceive the significance of the picture. The denotative meaning of a picture is a thing that is taken based on an object by using a camera, it is also the signified form from the picture. The sign of picture is taken some pictures from a rare occurrence, it is also as the signifier form for the connotative meaning. From the denotative meaning, we can find the sign for the connotative meaning of the picture. The signified for the connotative meaning of the picture is remembering the moment. Which is the connotative meaning for the picture is remembering the moment that we spend with someone.

According to the significance above and the effort of Takashi to keep remembering Azusa, he is using the picture as a sign of remembering the moment. Takashi collects pictures of Azusa in the order he can look at Azusa's face easily and make it a photo collection. With the existence of a photo collection, Takashi doesn't need to open a video if he just wants to see her face. In other words, the photo collection is a sign of remembering the moment with someone, especially with Azusa. When looking at a photo, we are going to feel touched but not makes us shed tears a lot because there is no movement. It is different if there are an emotional memories in the photos. With using photo, we can remembering the moments slightly and did not take much time.

VI. CONCLUSION

Based on the data analysis on this research, the writer finds the denotative meaning and connotative meaning on the things as a sign that Azusa and Takashi used in *Forget Me Not* film and the writer wants to deliver the meaning to the reader through Roland Barthes's theory. After observing other references, finally the writer analysed and found the things as the sign in this film, then the writer is capable to conclude.

The writer is capable to expose the denotative and connotative meaning from the four things as a non verbal signs used by Takashi to always remember Azusa. Firstly, the denotative meaning of a reminder is a tool that is used to remember something and the connotative meaning of a reminder is cherish the appointment. Secondly, the denotative meaning of a necklace is a jewelry with pendant and the connotative meaning of a necklace is strengthen the relationship. Thirdly, the denotative meaning of a video is a recording that showing documentation about living things and the connotative meaning of a video is keep precious memories. Fourthly, the denotative meaning of a picture is a thing that took based on object and the connotative meaning of a picture is documenting the story. Those things are needed to help Takashi not to forget Azusa. and without us knowing it, we also often use those things to prevent us forget about something in our daily life. So as verbal and non-verbal signs, they also have important roles in this film. The signs also have a denotative meaning and connotative meaning. Roland Barthes states that signification theory is for finding the denotative meaning and connotative meaning. By using this theory we can find the denotative meaning and connotative meaning from all the things that Takashi needs and used as a sign.

On analyzing this research paper, the writer concentrated on the analysis using semiotic theory by Roland Barthes's theory. Therefore the writer would like to suggest for the readers those who

are interested in using Semiotics for analyzing any objects for their research paper based on the writer's experience in writing this research paper, that they should examine first the theory that is to be used. It's also suggested that we should research by using comprehensive references both offline and online in order to understand the semiotics theory especially regarding the main theory that is used. The readers are also recommended that they use another data and related without using the same object on their research.

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