THE USAGE OF SIGN AS SEEN ON PIRATES OF THE CARIBBEAN: DEAD MEN TELL NO TALES FILM PRODUCED BY JERRY BUCKHEIMER

THESIS

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by

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APPROVAL

Assalamu'alaikum wr. wb

After reading and revising everything extend necessary, so we agree that the thesis entitled “The Usage of Sign as seen on Pirates of the Caribbean: Dead Men Tell No Tales Film Produced by Jerry Buckheimer” can be submitted Munaqasyah exam in part fulfillment to the Requirement for the Degree of Humaniora Scholar. We submitted it in order to be received well. Thus, we hoped it can be useful for all.

Wassalamu’alaikum wr. Wb

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By signing this letter, I state that the thesis entitled “The Usage of Sign as seen on Pirates of the Caribbean: Dead Men Tell No Tales Film Produced by Jerry Buckheimer”, is my original work. If this thesis is not original or cheating from other researcher, I will be ready to be responsible and get punishment based on the role of Adab and Humanities Faculty of State Islamic University Sulthan Thaha Saifuddin Jambi.

Therefore, I make this statement in good health and mind.

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MOTTO

بِنِعْمَتِ اللَّهِ عَلَى الْأُمَمِ أَنْ أَقْتُوا اللَّهَ وَفُولُوْا أَعْلَمَٰكُمُ الدُّنْيَا وَلَتُحْزَنَّكُمْ مِنْ بُعْطِعِ اللَّهَ وَرَسُولَهُمُ. فَإِنَّ فَازَ فُؤَرًا عَظِيمًا عَزْراً عَلَى الْأَمْنِ وَالْأَزْمَ وَالجِنَّ بَيْنَ الْأُمَمِ وَأَشْفَقَ مَعَهَا وَخَلَّلَهَا إِنَّهُ كَانَ عِلْمَهَا جَهَولًا

You who have believed, fear Allah and speak words of appropriate justice. He will amend for your deeds and forgive you your sins. And whoever obeys Allah and His Messenger has certainly attained a great attainment. Indeed, we offered the Trust to the heavens and the earth and the mountains, and they declined to bear it and feared it; but man [undertook to] bear it. Indeed, he was unjust and ignorant. (QS. Al-Ahzab: 70-72)

Hai orang-orang yang beriman, bertakwalah kamu kepada Allah dan Ketaatkanlah Perkataan yang benar, niscaya Allah memperbaiki bagimu amalan-amalanmu dan mengampuni bagimu dosa-dosamu, dan Barangsiapa mentaati Allah dan Rasul-Nya, Maka Sesungguhnya ia telah mendapat kemenangan yang besar. Sesungguhnya Kami telah mengemukakan amanat kepada langit, bumi dan gunung-gunung. Maka semuanya enggan untuk memikul amanat itu dan mereka khawatir akan mengkhianatinya, dan dipitkulkan amanat itu oleh manusia. Sesungguhnya manusia itu Amat zalim dan Amat bodoh. (QS. Al-Ahzab: 70-72)

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DEDICATION

First of all I would say the grateful to Allah SWT always gives me health to finish this thesis.

I would like to dedicate this thesis to:

My beloved Father, Khairulzar for your love, supporting and praying

My beloved Mother, Agustina for all your patients to educate me so far, gave me a way to be the student, for your love, supporting and praying

And My beloved Young Sister Kartika Ayunda also for your supporting and praying.

All of you are my diamond who Allah has given to me.

I do really want to make you are happy and proud of me!

For My Special Sister Almh. Wilda Mazni who has in heaven, thank you because her gave encouragement, support and praying, I hope she proud of me there.

For My lovely Sister Juraidah who always make me laugh and her kindness, support and praying.

For My supervisor, Mrs. Tira Mariana and Mr. Mislan who has guided, and continues to provide me support so that this thesis is resolved.

And My friend Pina Pitria

Thanks for the advice, love, help, support, ideas and great experiences that we have made together.

And also My love Mardi Wijaya for the care, love, and support you provided while I was writing this thesis

All you are the good example for me. I am so happy and grateful because living around the skilful and wise people as you all.

Lastly but not least, thank you so much for those who the writer cannot mention in every single name.
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Firstly, the writer would like to say Alhamdulillahirrahmatullah, all the praise to Allah SWT the lord of all creatures, for His Blessing from the starting point of my study until now the end of my study. After that, Shalawat and salam be upon our Prophet Muhammad SAW, hopefully we will get His syafa'at later at The Last Day. Secondly, I would like to express her deepest gratitude to people who helped the writer in accomplishing this thesis. I would like to thank my supervisors H. Mislan, S.Pd, M.Pd., Tira Mariana,SS.,M.HUM who have helped, adjusted, supported and suggested me in writing this thesis.

To accomplish this thesis, the writer had been given one great deal to many people. So, the writer would like to say thanks for their contribution, they are:

1. Prof. Dr. Suaidi, MA., Ph. D as a Rector of State Islamic Universityof Sulthan Thaha Saifuddin Jambi.
2. Prof. Dr. Maisah, M.Pd as the dean of Adab and Humanities Faculty.
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4. The Head of English Literature Department Ulfatmi Azlan, SS., MA.
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7. The Head and officers of the library of UIN and public library of Jambi province.

8. The last but not least, to my beloved parents, brothers and sister who gave fully supporting to the writer.

This thesis is still far away from perfection. I need some critics and suggestions, so that I can be better in the future. Finally, the writer hopes this thesis will give positive contributions for readers, especially for the students of English Literature Department of Adab and Humanities Faculty.

Jambi, November 20 2019

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ABSTRACT

Annissa Ruliana, 2019

The Usage of Sign as seen on Pirates of the Caribbean: Dead Men Tell No Tales Film Produced by Jerry Buckheimer. English Literature Department Adab and Humanities Faculty, State Islamic University Sulthan Thaha Saifuddin Jambi.

Supervisor I : H. Mislan, S.Pd, M.Pd.
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This thesis analyzes about the sign are represented in Pirates of the Caribbean: Dead Men Tell No Tales Film Produced by Jerry Buckheimer. This study is designed to find out the signs of represented in Pirates of the Caribbean: Dead Men Tell No Tales Film, and to knows the effects of the signs towards the users.

This study is qualitative research, to collect the data the writer uses documentation technique. The writer uses descriptive analysis technique because it tries to describe the usage of signs, to know the meanings of signs, and find out the effects in Pirates of the Caribbean: Dead Men Tell No Tales film. The data of the research are the pictures, dialogue, which contains the usage of signs as reflected in Pirates of the Caribbean: Dead Men Tell No Tales Film.

The research result shows that first; There are three kinds of sign are represented. They are: icon, index, and symbol. Second, there are two kinds of meaning found; connotative and denotative meaning. Third, there are effects of sign in icon, index, and symbol. The effect icon of flying Dutchman ship is the cursed ship, gold can generate wealth, coins become a rich, compass can guide the owner to where the wanted place. The effects of using index are; wanted paper be able to find out the missing person, using a map can help to find out where the location needed, in the film army’s weapon can makes Henry forced to surrender. The effect symbol of pirate flag is identity of pirates, England flag is identity of nation, skulls is symbol to trying enemy scared, and the last is Poseidon’s trident is the heirloom who ca break the cursed and controlled the sea.
ABSTRAK

Annisa Ruliana, 2019: The Usage of Sign as seen on Pirates of the Caribbean: Dead Men Tell No Tales Film Produced by Jerry Buckheimer. Jurusan Sastra Inggris Fakultas Adab dan Humaniora, Universitas Islam Negeri Sulthan Thaha Saifuddin Jambi.

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Tesis ini menganalisa tanda yang terdapat dalam Pirates of the Caribbean: Dead Men Tell No Tales Film Diproduksi oleh Jerry Buckheimer. Studi ini dirancang untuk mencari tahu makna tanda seperti yang terungkap dalam Pirates of the Caribbean: Dead Men Tell No Tales Film yang diproduksi oleh Jerry Buckheimer. Dan mengetahui efek dari penggunaan tanda.

Penelitian ini adalah penelitian kualitatif, untuk mengumpulkan data penulis menggunakan teknik dokumentasi. Penulis menggunakan teknik analisis deskriptif karena ia mencoba menggambarkan penggunaan tanda, untuk mengetahui makna tanda, dan mengetahui efeknya dalam film Pirates of the Caribbean: Dead Men Tell No Tales. Data dari penelitian ini adalah gambar, dialog, yang berisi penggunaan tanda-tanda sebagaimana tercermin dalam film Pirates of the Caribbean: Dead Men Tell No Tales.

Hasil penelitian menunjukkan bahwa pertama; ada tiga macam tanda yang terwakili, ialah: ikon, indeks, dan simbol. Kedua, ada dua jenis makna yang ditemukan; makna konotatif dan denotatif. Ketiga, ada efek dari ikon, indeks, dan simbol. Ikon efek dari flying Dutchman adalah kapal kutukan, emas dapat menghasilkan kekayaan, koin membuat pemiliknya menjadi kaya, kompas dapat memandu pemilik ke tempat yang diinginkan. Efek menggunakan indeks adalah; poster pencarian agar bisa menemukan orang yang hilang, menggunakan peta dapat membantu untuk mencari tahu di mana lokasi yang dicari, dalam film ini senjata tentara dapat membuat Henry menyerah.

Simbol efek bendera bajak laut adalah identitas bajak laut, bendera Inggris adalah identitas bangsa, tengkorak adalah simbol untuk menakuti musuh, dan yang terakhir adalah trisula Poseidon adalah pusaka yang dapat menghancurkan kutukan dan mengendalikan laut.
ABBREVIATION

SWT : Subhanahu Wata’ala
SAW : Shallallahu Alaihi Wasallam
UIN : Universitas Islam Negeri
US : The United States
STS : Saltan Thaha Saifuddin
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CHAPTER I
INTRODUCTION

A. Background of the Problem

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. Petries says in their book *The Art of Watching Film*, “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 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

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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. 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.

Daniel Chandler defines semiotics, “As signs which take the forms of words, images, sounds, gestures, and objects”. According to Umberto Eco, “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 says that “semiotics is the study of signs or the science that studies about the signs in human beings”. Sobur in Gumono stated that “Semiotics is a science or

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method to analyze signs”.⁵ According to Eco, “Semiotics is concerned with everything that can be taken as a sign”.⁶ Charles Sanders Peirce’s model is called the triadic model. According to Umberto Eco, the triadic model of semiotics consists of the form which the sign takes (not necessarily material, though usually interpreted as such) – called by some theorists the ‘sign vehicle’, an interpretant: not an interpreter but rather the sense made of the sign and an object: something beyond the sign to which it refers (a referent).

From the explanation above about triadic models by Peirce, the writer is interested in analyzing a film entitled Pirates of the Caribbean: Dead Men Tell No Tales. This sequel is a continuation of the At World’s End series which ends with the meeting of William Turner with his wife and child, Henry Turner. As shown in the previous trailers, Henry finally grew up and became a sailor. Next, the boat he was riding in entered a dangerous waters dubbed the Devil's Triangle. There, Armando Salazar and his men carry out a surprise attack and finish off all the soldiers easily. Then Salazar descended the stairs and found Jack Sparrow’s wanted fliers. After learning that Henry knew Jack, Salazar also left a message and just left. After escaping death, Henry traveled to trace the whereabouts of Jack Sparrow and Trisula Poseidon, the only hope of defeating Salazar.

Started when the writer watched this film series Pirates of the Caribbean: Dead Man Tell No Tales, a film number fifth series. The author sees several signs that appear

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⁶ Eco, Umberto. Semiotics and Philosophy of Language. P. 14
in the film. Next, arises the author's curiosity about what signs appear and what meaning from these signs in the film *Pirates of the Caribbean's Dead Man Tell No Tales*. In this film there are many signs it can be seen in quotations below:

![Picture 1](https://via.placeholder.com/150)

**Picture 1**

**Kind of Sign: Icon**

**Flying Dutchman Ship**

From the picture above it can be explain as one of the sign kind. It called as the icon where the icon is a sign that is similar to the object that it represents. It can also be said; a sign that has the same characteristics as what is intended. In the picture showed that *Flying Dutchmen* as the represented like the real object.
Index is sign which refers to the object that it denotes by virtue of being really affected by that object. In this film there are fifth indexes. The first is index. The sign of index in this film is **Wanted Jack Sparrow**. The sign of index in this picture is the captain has become a fugitive.
From the picture above showed that kinds of sign that included as the symbol. The symbol is a sign based on a mutually agree agreement. The symbol is in the connotative domain. In this scene young Henry is in a room, where there is a pirate flag hanging on the wall.

This film is full of comedy, action, fantasy, and adventure with sword, gun, boomerang and blood on the scenes. The writer is really interested in this films, then chose *Pirates of the Caribbean: Dead Men Tell No Tales* film to analyze. The writer uses Charles Sanders Pierce’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 Sobur says that “film is one of the media to communicate”, and the writer has a personal interest to watched films.

The writer also thinks that semiotics is a unique study, because as Barthes explained 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

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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 we communicates with other people or looking a picture or video that have no intrinsic meaning. Finally, the writer conduct a research with entitled “The Usage of Sign as seen on Pirates of the Caribbean: Dead Men Tell No Tales Film Produced by Jerry Buckheimer”.

B. Formulation of the Problem

To restrict in order focus the research, the inquiry would be guided by the following general question:

1. What signs are represented in Pirates of the Caribbean: Dead Men Tell No Tales film by Jerry Buckheimer?

2. What are the meanings of signs as expressed in Pirates of the Caribbean: Dead Men Tell No Tales film by Jerry Buckheimer?

3. What are the effect of signs towards the users in Pirates of the Caribbean: Dead Men Tell No Tales film by Jerry Buckheimer?

C. Limitation of the Problem

The writer limits the research only to analyze and focus on sign in the film. To clearly the sign meaning, the writer limited the explanation by focusing the object of
sign, there are, a Jolly Roger’s flag is a sign of symbol, Jack Sparrow’s Compass is a sign of icon, and the last is Catarina Contellation is a sign of symbol, and many more.

D. Purpose of the Research

1. To explore the forms of signs expressed in in *Pirates of the Caribbean: Dead Men Tell No Tales* Film by Jerry Buckheimer.

2. To describe the meaning of icons, indexes, and symbols in *Pirates of the Caribbean: Dead Men Tell No Tales* film by Jerry Buckheimer.

3. To describe the effect usage of icons, indexes, and symbols in *Pirates of the Caribbean: Dead Men Tell No Tales* film by Jerry Buckheimer.

E. Significance of the Research

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 Sulthan Thaha Saifuddin 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.
CHAPTER II

THEORETICAL FRAMEWORK

A. Semiotic

Semiotic is concerned with meaning; how representation, in the broad sense (language, images, objects) generates meanings or the processes by which we comprehend or attribute meaning. For visual images, or visual and material culture more generally, semiotics is an inquiry that is wider than the study of symbolism and the use of semiotic analysis challenges concepts such as naturalism and realism (the notion that images or objects can objectively depict something) and intentionality (the notion that the meaning of images or objects is produced by the person who created it). Furthermore, semiotics can offer a useful perspective on formalist analysis (the notion that meaning is of secondary importance to the relationships of the individual elements of an image or object). Semiotic analysis, in effect, acknowledges the variable relationships we may have to representation and therefore images or objects are understood as dynamic; that is, the significance of images or objects is not understood as a one-way process from image or object to the individual but the result of complex inter-relationships between the individual, the image or object and other factors such as culture and society.

11 Curtin, Brian. *Semiotics And Visual Representation*. P. 51
To introduce the language used in discussions of semiotics; we say that semiotics is the study of signs and signifying practices. A sign can be defined, basically, as any entity (words, images, objects etc.) that refers to something else. Semiotics studies how this referring results from previously established social convention. That is, semiotics shows how the relationship between the sign and the ‘something else’ results from what our society has taught us. Semiotics is concerned with the fact that the reference is neither inevitable nor necessary. The image of the swastika, for example, can have radically different meanings depending on where and how it is viewed.\(^\text{12}\)

According to Saussure, as quoted by Danesi, “The name of semiotics or semiology is taken from the Greek language ‘semeion’ meaning a sign”.\(^\text{13}\) Semiology would show what constitutes signs, what laws govern them, then Saussure in Chandler also said that “Semiotics studies the role of signs as part of social life”.\(^\text{14}\) On the other hand, the American Philosopher Peirce said in Sobur that “Sign is something which stands to somebody for something in some respect or capacity”.\(^\text{15}\) Besides that, Barthes stated that “Images, gesture, musical sound, or anything can be a sign”,\(^\text{16}\) whatever their substance because semiotics aims to take in any system of signs. From a different expert, Sobur stated that “Semiotics is a science or method to analyze signs”.\(^\text{17}\)


\(^{15}\) Sobur, Alex. Semiotika Komunikasi. 2009. P. 41

\(^{16}\) Barthes, Roland. Elements of Semiology. 1986. P.9

\(^{17}\) Sobur, Alex. Semiotika Komunikasi. 2003. P. 12-15
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 signs if we invest them with meaning.

**B. Triadic Model**

A sign is defined by Peirce in Sobur as "something which stands to somebody for something in some respect or capacity".18 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, Charles Sanders Peirce offers a triadic model. Golden and Gerber said that “Central to the process of semiosis is the triadic relationship involving the sign, the interpretant, and the object”.19

To explain about Peirce’s semiotics theory as known as triadic model, the writer has taken the references from secondary sources that deal with the theory from Peirce’s work. A sign, or representament, 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.

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According to Peirce in Vera 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.

C. Meaning

Meaning According to Leech there are only seven types of meaning. Meaning plays a vital role in understanding what is communicated. Thus, there are seven types of meaning and they contributed much to the field of semantics. The study of meaning is a new field of this century, in days to come; this field of study will progress and will have much value in analysis of meaning in field of linguistics. Generally, it is classified

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The seven types of meaning are conceptual meaning, thematic meaning, and associative meaning; connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. The definition of associative meaning is unstable of meaning and has variants of individual experience. The associative meaning of an expression has to do with individual mental understanding of the speaker. They can be broken up into five subtypes are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning.

The Types of Associative Meaning Based on Geoffrey Leech’s theory, there are five types of associative meanings are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. The explanation of them is followed:

1. **Connotative Meaning**

Leech defines that Connotative meaning is the communicative value of an expression according to what is referred to, exceed the above contents are purely conceptual. For example: the word “woman” as conceptual meaning has three characteristics “Manusia, Perempuan, Dewasa” (+HUMAN,-MALE, ADULT)’ can be more explained as the connotative meaning comprising ‘the
nature of putative’ of reference, caused by the views received by the individual or group or all members of society.

Thus, connotative meaning is owned by the communicative value of the expression based on what it refers, over and above that is owned by its conceptual meaning. Based on the explanations before, it can be deduced that the connotative meaning is vary from time to time, and one society to another societies. For example, the slogan of Pizza Hut is “Flavor of Now”. The word ”flavor” used to hide the meaning and it is a satire to the readers to taste their food.

2. **Stylistic Meaning**

Leech stated that stylistic meaning is that which a piece of language conveys about the social circumstances of its use. It is meaning which appear as result of the use of language. We can explain about stylistic meaning through some dimensions and levels of language use. People know some language use, like dialect, the use of language in formal situation, language use in literary work and language use in market. Stylistic meaning related to language use that cause effect, especially to reader. Language use can be formal, neutral and casual in style. The stylistic features of words, which make words appropriate for appropriate situations, constitute stylistic meanings of words.

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3. **Affective Meaning**

Affective meaning has to do with the personal feelings or attitudes of the speaker. In a manner comparable to social meaning affective meaning is only indirectly related to the conceptual representation. Leech stated that affective meaning is often explicitly conveyed through the conceptual or connotative content of the words used\(^{24}\). For example, the slogan of McDonalds is “I’m Lovin’ It”. The word “Lovin’ It” as the evidence that this sentence describes the writer’s and reader’s feeling towards the product.

4. **Reflected Meaning**

Leech conveyed that what is communicated through association with another sense of the same expression or the meaning which arises in case of multiple conceptual meaning when one sense of word forms part of our response to another sense\(^{25}\). It means that one sense of a particular word affects the understanding and usage of all the other senses of world. This is usually caused when familiarity with one sense of a word affects our interpretation of another sense. For example, the slogan of KFC is “Finger Lickin’ Good”. This sentence makes many assumption for the readers. The word “good” reflected to the food which is tasty and make the people feel want to lick their finger.

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5. Collocative Meaning

Leech stated that collocative meaning consists of the associations a word acquires on account of the meanings of words which tend to occur in its environment\textsuperscript{26}. For example the words pretty and handsome. Pretty and handsome share common ground in the meaning “good looking”, but may be distinguished by the range of nouns with which they are likely to co-occur or collocate: Pretty: girl, boy, woman, flower, garden, colour, village, etc

Handsome: boy, man, car, vessel, overcoat, airliner, typewriter, etc.

It can happen that the words overlap as like handsome woman and pretty woman. Both of them can be received, although they have different attractiveness because of collocative associations of the two adjective. From this, people can know the proper word to be used with other word in a sentence. In English, sometime one word has some synonyms with other words, but not all of synonym words can be used with other word.

Another example from the slogan of Dairy Queen is “Fan Food Not Fast Food”. The word “fan” in the sentence shows that it changes the real meaning of the word itself. It depends on the context of sentence.

Summary of Seven Types of Meaning;

1. Conceptual Meaning = Logical, cognitive or connotative content.

2. Connotative Meaning = What is communicated by virtue of what language refers

3. Social Meaning = What is communicated of the social circumstances of Language

4. Affective Meaning = What is communicated of the feelings and attitudes of the Speaker through language.

5. Reflected Meaning = What is communicated through associations with another Sense of the same world.

6. Collocative Meaning = What is communicated through associations with words which co-occur with another word.

7. Thematic Meaning = What is communicated by the way in which the message is organized in terms of order and emphasis.

D. Film

According to Joseph V Maschelli in Anggriani structurally “Film is formed from many shots, scenes, and sequences”. On the other hand, Vera 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.

Josseph M. Boggs and Dennis W. Petrie’s said in their book “The Art of Watching Film”, 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, “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 Salyla Karimai and Maylanny Christin “Films or movies can be classified into two categories, story film or fiction and nonstory or non-fiction film”. Vera Nawiroh 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 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.

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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.33

7. In addition, Saputra adds “Cartoon film as a genre that is generally made for children”.34

In this research, the writer is interested to analyze an action film entitled Pirates of the Caribbean: Dead Men Tell No Tales. This film is categorized as an comedy-action film because of the explanation above that says an action film contains physical action, fights, chases and explosions, and also the comedy film is about the humor in a team interactions.

The writer has a personal interest in watching and analyzing films entitled Pirates of the Caribbean: Dead Men Tell No Tales.

E. Review of Related Research

First related is from M. Rizki Hawan a student from University Sumatera Utara Medan, with his titled “An Analysis of Semantic Signs Found in Movie Poster of Pirates of the Caribbean Movie”.35 This research to find semiotic signs and how the meaning

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34 Bayu, Saputra. Representasi Nasionalisme Dalam Film “GIE” Karya Riri Riza. E-Journal Ilmu Komunikasi. 2015. P. 77
of semiotic signs are realized in these movie posters. He used descriptive qualitative research method. The data used in this research are movie poster entitled Pirates of the Caribbeans consist of 4 different series which are; The Curse of the Black Pearl (2003), Dead Man’s Chest (2006), At World’s End (2007) and On Stranger Tides (2011). The data is collected by downloading the image from the website page http://pirates.disney.com/. The researcher uses the theory of Charles Sanders Peirce’s Triadic Semiosis to analyze the semiotic signs found in this poster. The researcher also uses the concept of advertising by Gillian Dyer to find the semiotic signs in the poster, as well as the concept of color meaning by Anna Wierzbicka to interpret the meaning of the colors contained in the poster. From the analysis, the researcher find that the Pirates of the Caribbean poster has a semiotic signs of visual and verbal or known as images and writing language. From analysis of visual and verbal using Peirce’s triadic semiosis. The Researcher determines the semiotic sign is realized through the elements contained in the triadic semiosis they are representamen, object, and interpretant.

The second related is from Pega Fitria Henni Resti, a student from UIN Sulthan Thaha Saiffuddin Jambi, with her title “The Symbols of Death as Seen in J.K. Rowling’s Novel Harry Potter and The Deadly Hallows”. The research described the symbols Deathly Hallow which contained in the seventh series by J.K. Rowling’s novel, Harry Potter and the Deathly Hallows. The writer used analysis content method from Krippendorf in Esti’s unpublished thesis to analyze the symbols in her thesis. In other

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In hand, the writer used objective theory from Abram. Hermeneutic Recouer and Archetypal Approach as the approach to discover and to find out the meaning of Deathly Hallows. In the last series of Harry Potter novel, *Harry Potter and the Deathly Hallows*. The writer found they are three meaningful symbols in the novel, those are Vertical line as the symbol of Elder Wand, Cyrcle as the symbol of the Resurrection stone and Triangle as the symbol of invisibility Cloak. And also in her thesis the writer found the meaning of the symbol Deathly Hallows. Found the influences of the characters are threatened by the Prince of Darkness, Voldemort.

Third related is from Alfan Asyraq Pauzan, a student from UIN Alauddin Makasar, with his title “*A Semiotics Analysis of The John Wick 1 Film Using Charles Sanders Peirce’s Semiotic Theory*”. The research was about Film of John Wick 1 which aimed to explore the kinds of sign that are expressed and to analyze the meaning of three important was descriptive qualitative method using a semiotic theory who advocated by Peirce as its theoretical framework. The data for his study were collected from the John Wick 1 film using note taking as its main research instrument. The finding revealed that nine kinds of signs were found in the film including qualisign, sinsign, legisign, icon, index, symbol, rheme, dicisign, and argument.

From the related research review, the same point from the research “*The Usage of Sign as seen on Pirates of the Caribbean: Dead Men Tell No Tales Film Produced by Jerry Buckheimer*” with their research is that the similarity of theories used are the

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37 Alfan Asyraq Pauzan, *A Semiotics Analysis of The John Wick 1 Film Using Charles Sanders Peirce’s Semiotic Theory*, UIN Alauddin Makasar, 2016, p. 4
semiotic theory who advocated by Peirce as its theoretical framework. However, the author focuses on signs are represented in *Pirates of the Caribbean: Dead Men Tell No Tales* film by Jerry Buckheimer, the meanings of icons, indexes, and symbols as expressed in film and the effect of using the icons, indexes, and symbols towards the users in the film.
CHAPTER III

METHODE OF RESEARCH

A. Design of Research

In writing this thesis, the writer uses descriptive qualitative research that is suitable with the aim of this research. Qualitative research may be in descriptive form. The data collects in the form of words as a descriptive explanation than a number. The result of the research contains quotation from the data to illustrate and substantive the presentation. Descriptive research is a research which aims to describe a phenomenon accurately based on the characteristic of research, where the data are analyzed through interpreting, not statistical analysis. According to Denzin and Lincoln define:

“Qualitative research is multi method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study thing in their natural settings, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them. Qualitative research involves the studied use and collection of a variety of empirical materials-case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts-that describe routine and problematic moments and meaning in individuals’ lives.”38

From the quotation above qualitative research is a method in focus, naturalistic approach to it is subject matter. It means that qualitative researchers study thing in their natural settings, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them.

In collecting data, the writer uses the library research. The writer watches film and read the books, articles, journals, and cyber data, as the second data that relates to the topic.\(^{39}\) It is clear that those data collected by the writer in form of words or quotation that taken from *Pirates of the Caribbean: Dead Men Tell No Tales* film by Jerry Buckheimer and other sources. Descriptive is: “*Data yang dikumpulkan berupa kata-kata, gambar dan bukan angka-angka, hal itu disebabkan oleh penerapan metode kualitatif.*”\(^{40}\)

According to Merriam in his book also stated that “*Qualitative research is planning a research project can be compared to planning for a variation trip.*”\(^{41}\) So, qualitative research is analyzing about descriptive data and is it a process to do a research such as writer or spoken, at the person who is observed in this research, where qualitative research also analyzing about the data from outside which the data still not right. Qualitative research method is the method that rely on research through libraries that rely on data that is almost entirely from the library.

It means that qualitative research is analyzing about descriptive data such as writer or spoken, at the person who is observed in this research, where qualitative research also analyzing about the data from outside which the data still not right.\(^{42}\) By


using this qualitative research, the writer felt easy to analyze the film. Based on those statements, it can be concluded that qualitative research is analyzing about descriptive data that is collected is in the form of the situation of the natural object. Where descriptive data such as writer or spoken, by using qualitative research a writer can answer about the question in analyzing the problem Thomas to fulfill safety and esteem in *Pirates of the Caribbean*’s movie by Jerry Buckheimer.

**B. Source of the Data**

The writer will take the data from film as seen on *Pirates of the Caribbean: Dead Men Tell No Tales* (also known as *Pirates of the Caribbean: Salazar’s Revenge* and *Pirates of the Caribbean: The Revenge of Salazar* outside of the US) is the fifth installment in the *Pirates of the Caribbean* film franchise, released on May 26, 2017, as the sequel to *On Stranger Tides*. The film is directed by Joachim Rønning and Espen Sandberg and produced by Jerry Bruckheimer. The film stars Johnny Depp (Captain Jack Sparrow), Javier Bardem (Captain Salazar), Brenton Thwaites (Henry), Kaya Scodelario (Carina Smyth) and Geoffrey Rush (Barbossa).

Pre-production for the film started in 2011 with Terry Rossio writing a script for the film. In early 2013, Jeff Nathanson was hired to write a new script with Depp being involved in Nathanson’s writing process. Initially planned for a 2015 release, the film was pushed back to 2016 and then 2017, due to script and budget issues. Principal
photography started in Australia in February 2015 after the Australian government offered Disney $20 million of tax incentives.\footnote{Fandom, “Pirates of the Caribbean: Dead Men Tell No Tales” https://pirates.fandom.com/wiki/Pirates_of_the_Caribbean:_Dead_Men_Tell_No_Tales (accessed on Sunday 10, March 2019 at 8.03pm)}

The supporting data are used in this research are some supporting books, articles, journals, and internet data such as *Metodologi Penelitian Sastra* by Suwardi Endraswara, *Handbook of Critical Approach of Critical Approach* by Wilfred L. Guerin and friends.

### C. Technique of Data Collection

In other get the information in this research, writer uses library research. In this research, writer uses documentation technique to get the data and the data from the film *Pirates of the Caribbean: Dead Men Tell No Tales*. Sugiyono stated that “Dokumen merupakan catatan peristiwa yang sudah berlalu. Dokumen bisa berbentuk tulisan, gambar atau karya-karya monumental dari seseorang”.\footnote{Sugiyono, *Metode Penelitian Kuantitatif Kualitatif*, p. 240} There are some steps of the technique of the data collection that will be done by the writer in this research, these are:

1. **Downloading the Film**

The writer downloads *Pirates of the Caribbean: Dead Men Tell No Tales* film by Jerry Buckheimer from https://indoxxi.bz/ and takes the script from the Subscene.com
2. Watching the film *Pirates of the Caribbean: Dead Men Tell No Tales* film by Jerry Buckheimer repeatedly and takes the scenes that related to the research questions.

3. Reading the Script and Marking the Sentences

The writer reads the script and marks the words or sentences that related to the research questions.

**D. Technique of Data Analysis**

The writer have several techniques from the data analysis, in order to make this research more specific. In qualitative research, technique analysis data is uses to answer the formulation of the problem.\(^{45}\) In analysis the data, the writer uses a technique of data analysis. In this thesis, the writer uses documentation technique descriptive analysis because this research is descriptive. It is why the writer describes, analysis the data that have been found in *Pirates of the Caribbean: Dead Men Tell No Tales* film by Jerry Buckheimer to find the answer the formulation of the problem that have been formulated. The steps of techniques of data analysis are:

1. Identifying and Classifying the Data

   The writer identifies and classifies the data that related to the research questions with theories that used to appear

2. Describing the Data

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\(^{45}\) Sugiyono, *Metode Penelitian Kuantitatif Kualitatif*. P. 243
After the data have identified and classified, the writer describes the data based on the research questions

3. Analyzing the Data

The writer analyzes the data based on the sign theory which only focuses on safety and esteem in *Pirates of the Caribbean: Dead Men Tell No Tales* film by Jerry Buckheimer.
In this part of the research, the writer presented the results of the research about the semiotics analysis of the *Pirates of the Caribbean: Dead Men Tell No Tales* Film by Jerry Buckheimer. 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. In the film, the writer found some signs that were expressed in the film. There are three kinds of signs that writer found in the *Pirates of the Caribbean: Dead Men Tell No Tales* Film by Jerry Buckheimer. They are icon, symbol and index.

The icon is a sign that is similar to the object that it represents. It can also be said, a sign that has the same characteristics as what is intended. For example, your pass photo is your own icon, then the sun picture on a poster. Icons are representatives of physical features (2 or 3 dimensional) where the shape resembles what it represents. Icons do not require agreement in their meaning, icons are not only in the form of simplified images but each image that represents the object represented.

Index is a sign that has a causal relationship with what it represents. Or also called a sign as evidence of events that have occurred. For example, smoke in the cup which...
means the contents of the cup is hot. The footprints on the ground are an index sign of people who have passed through the place. Ants which also means sugar.

The symbol is a sign based on a mutually agreed agreement. Symbols are in the connotative domain, while icons are denotative domains. The meaning that appears in the symbol requires mutual agreement, while the icon does not. For example, the star symbol on the shoulder and hat of a General, the more stars, the higher the rank.

A. Signs Represented in *Pirates of the Caribbean: Dead Men Tell No Tales* Film by Jerry Buckheimer

1. Icons

Icon is a sign which refers to the object that it denotes merely by virtue of characters of its own, and which is possesses, just the same, whether any such object actually exists or not. The first icon in this film is *The Flying Dutchman Ship.*

![Picture 1.1 Flying Dutchman Ship](image)

From the picture above it can be explain as one of the sign kind. It called as the icon where the icon is a sign that is similar to the object that it represents. It can also be
said; a sign that has the same characteristics as what is intended. In the picture showed that *Flying Dutchmen* as the represented like the real object.

The second icon is *gold*. The object that had the same specific with resembles the original object from the picture shows a meaning of icon, a pile of gold which means something of high quality or valuable.

![Image of Flying Dutchmen](image)

**Picture 1.2**

<table>
<thead>
<tr>
<th>British Army</th>
<th>No man nor an army... can ever rob the <strong>gold</strong> from Saint Martin.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kind of sign</td>
<td>symbol<strong>47</strong></td>
</tr>
</tbody>
</table>

The third icon is *coin*. A usually metal used as an economic transaction tool and usually issued by the government. In this scene the captain jack only gets one coin, he gets when he steals the bank vault of the bank St. Martin.

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**46 Duration:** 00:15:34 → 00:15:35
**47 Duration:** 00:15:39 → 00:15:43
The fourth icon is **compass**. The icon where the picture showed about compass that mean object in the picture same with the real object. Compass a device for determining directions by means of a magnetic needle or group of needles turning freely on a pivot and pointing to the magnetic north\(^49\). Jack’s compass is not functioning properly.

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\(^{48}\) Duration: 00:22:47→00:22:48

Compass

2. Index

Index is sign which refers to the object that it denotes by virtue of being really affected by that object. In this film there are fifth indexes. The first is index. The sign of index in this film is Wanted Jack Sparrow. The sign of index in this picture is the captain has become a fugitive.

Picture 1.4

Picture 2.1

Wanted Poster

50 Duration: 00:30:03 → 00:30:06
51 Duration: 00:01:08 → 00:02:09
The second index is a **Map** of Flying Dutchman Ship. Generally a map is a diagram or other visual representation that shows the relative position of the parts of something. In this scene Henry has a map showing where the Flying Dutchman ship is.

![A Map](image)

**Picture 2.2**

**A Map**

The Third index is **Weapon**. A weapon is a tool used to injure, kill or destroy something. Weapons can be used to attack or to defend themselves, and also to threaten and protect. In this scene Henry was aiming weapon by British army crew.

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52 Merriam Webster, “*The Meaning of Map*” https://www.merriam-webster.com/dictionary/map (accessed on Wednesday 6, November 2019 at 10.29pm)

53 Duration: 00:01:15→00:01:16
Weapon

The Fourth index is Blood. The red liquid that circulates in the arteries and veins of humans and other vertebrate animals, carrying oxygen to and carbon dioxide from the tissues of the body. In this scene Henry saw that blood flowed and fell from the deck of the ship.

Picture 2.3

Picture 2.4

54 Duration: 00:07:51 → 00:07:54
55 Duration: 00:10:45 → 00:11:08
3. Symbol

Symbol is a sign which refers to the object that it denotes by virtue of law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to that object. The first symbol in this film is **Pirate Flag**.

![Picture 3.1]

**Pirate Flag**

From the picture above showed that kinds of sign that included as the symbol. The symbol is a sign based on a mutually agree agreement. The symbol is in the connotative domain. In this scene young Henry is in a room, where there is a pirate flag hanging on the wall.

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56 Duration: 00:01:01 → 00:01:02
The second symbol is **British Flag**. A usually rectangular piece of fabric of distinctive design that is used as a symbol (as of a nation), as a signaling device, or as a decoration.

![Picture 3.2](image)

**England flag**

The picture above showed about kind of sign, the picture showed about the British flag that used as the opening ceremony of a bank found at that time. People make a deal about the flag that is way it categorized as the symbol, everyone knows about the British flag.

The third symbol is **Skulls**. the skeleton of the head of a vertebrate forming a bony or cartilaginous case that encloses and protects the brain and chief sense organs and supports the jaws. In this scene there are many skulls neatly arranged on the walls of Captain Barbossa's ship.

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57 Duration: 00:15:36→00:15:39
The fourth symbol is **Poseidon’s Trident**. A 3-pronged spear serving in classical mythology as the attribute of a sea god (such as Poseidon). In this scene Carina Smith and Capt. Jack Sparrow found the trident on the seabed and tried to take it before Salazar come.

**Picture 3.3**

**Skulls**

**Picture 3.4**

**Poseidon’s Trident**

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58 Duration: 00:37:43 → 00:37:45
59 Duration: 01:43:11 → 01:43:21
B. The Meaning of Signs as Expressed in *Pirates of the Caribbean: Dead Men Tell No Tales* Film by Jerry Buckheimer.

1. Icon

Icon is a sign which refers to the object that it denotes merely by virtue of characters of its own, and which is possesses, just the same, whether any such object actually exists or not. For the first meaning of icon in this film is **The Flying Dutchman Ship**.

![The Flying Dutchman Ship](image)

**Picture 1.1**

The Flying Dutchman Ship

The picture above can be explain as one of sign kind. the icon means that the ship is called a flying Dutchman. Known as a damned ship that will never dock except once every ten years and continues to sail at sea, the Flying Dutchman is the only ship that is a gift from the sea goddess Calypso to Davy Jones as proof of her love. The icon of Flying Dutchman ship have denotative meaning, which is where an icon has the same meaning as an object.
The second meaning of icon is **Gold**. In this film the gold stored in the bank vault cannot be stolen, in fact captain Jack Sparrow has broken into the vault. Jack Sparrow uses gold to enrich himself and his crew.

![Vault](image)

**Picture 1.2**

**Gold**

Mayor Dix: No man nor an army... can ever rob the **gold** from Saint Martin.

From picture above showed about one of kind sign it was about gold. The picture shows gold as one of the signs include in the category of icons. Gold in the film explain as a valuable item and has a high sale value, and gold is also sufficient wealth for someone who has it.

The third meaning of icon is **Coin**. In this film Jack Sparrow uses coin to get what he wants. In the scene Jack only get a coin left over from the safe vault St. Martin.

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60 Duration: 00:15:34 → 00:15:35
Bank. Then Jack keep it the coin only for himself. Jack exchange the coin to buy a liquor.

Picture 1.3

Coin

The fourth meaning of icon is **Compass**. The compass is one of Jack Sparrow's favorite things he got from Tia Dalma, Calypso's voodoo during his adventure in the ocean. In this scene jack exchanges his compass for liquor, without considering what will happen next.

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61 Duration: 00:22:47 → 00:22:48
Index is sign which refers to the object that it denotes by virtue of being really affected by that object. In this film there are fifth indexes. The first is index. The sign of index in this film is **Wanted Poster**. The first meaning of index in this picture is the captain has become a fugitive. Which is written on the paper “In return for £ 100 the famous pirate Jack Sparrow. Dead or alive”. There is a denotative meaning here, where a space index meaning is the same as the object produced.

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62 Duration: 00:30:03 → 00:30:06
Wanted Jack Sparrow

The second meaning of index is a Map of Flying Dutchman Ship. Generally a map is a diagram or other visual representation that shows the relative position of the parts of something. In this scene Henry wanted to meet his father who was condemned to settle and become a captain on the flying dutchman ship, so Henry used the map to find out where the flying dutchman is.
The Third meaning of index is **Weapon**. A weapon is a tool used to injure, kill or destroy something. Weapons can be used to attack or to defend themselves, and also to threaten and protect. In this scene Henry was aiming weapon by British army crew.

![Picture 2.3](image)

**Weapon**

From the scene of picture above, Henry tries to tell the captain that the path to go is the wrong place, but the captain is very angry and tries to oppose Henry, Henry who does not want to die in vain, and tries to save the crew on board the Monarch ship, but his efforts are unsuccessful so the captain bends him and put a rifle on him to surrender.

The Fourth meaning of index is **Blood**. The red liquid that circulates in the arteries and veins of humans and other vertebrate animals, carrying oxygen to and

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66 Duration: 00:07:51 → 00:07:54
carbon dioxide from the tissues of the body. In this scene Henry saw that blood flowed and fell from the deck of the ship.

In the scene of picture above, Henry looks at the blood that drips out from between the decks of the ship, and confirms whether it is really blood or not. And when what he touched was really blood. Henry is sure if bloodshed has occurred on the ship, because, the ship was attacked by the enemies.

3. Symbol

Symbol is a sign which refers to the object that it denotes by virtue of law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to that object. The first meaning of symbol in this film is Pirate flag.

67 Duration: 00:10:45 → 00:11:08
Based on the pictures above it shows about a symbol pirate flag, that flag gives a meaning of alert. An alerting to the victim’s ship for getting ready. The flag was painted with a black background intended for the victim’s ship to surrender because if it did not give up, then the pirates were not forgiving (no quarter, no mercy).

The second meaning of symbol is **British Flag**. A usually rectangular piece of fabric of distinctive design that is used as a symbol (as of a nation), as a signaling device, or as a decoration.

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The picture showed about the British flag that used as the opening ceremony of a bank found at that time. Means, the people of St. Martin gathered to see the inauguration of the latest safe which is claimed to be anti-theft and burglary. To symbolize that St. Martin is part of the unity of the great britain, thus, there is an england flag hanging at the gate of the bank.

The third meaning of symbol is Skulls. the skeleton of the head of a vertebrate forming a bony or cartilaginous case that encloses and protects the brain and chief sense organs and supports the jaws.

In this scene there are many skulls neatly arranged on the walls of Captain Barbossa's ship. Indirectly means, Barbossa wanted to show that he had won many
battles against enemies in the high seas, so he made enemy skulls as decoration of his ship. In order to give a symbol if Barbossa was a very great captain ever.

Picture 3.3

Skulls

The fourth meaning of symbol is Poseidon’s Trident, a 3-pronged spear serving in classical mythology as the attribute of a sea god (such as Poseidon). In this scene Carina Smith and capt. Jack Sparrow found the trident on the seabed and tried to take it before Salazar come.
Poseidon’s Trident

The picture showed the Poseidon’s trident. Meaning the Poseidon’s Trident, is a sacred heirloom that is believed to be able to give any strength to its owner.

C. The Effect of Signs Towards the Users in Pirates of the Caribbean: Dead Men Tell No Tales film by Jerry Buckheimer.

1. Icons

Icon is a sign which refers to the object that it denotes merely by virtue of characters of its own, and which is possesses, just the same, whether any such object actually exists or not. The first effect of icon in this film is The Flying Dutchman Ship.
Flying Dutchman Ship

Known as a damned ship that will never dock except once every ten years and continues to sail at sea, the Flying Dutchman is the only ship that is a gift from the sea goddess Calypso to Davy Jones as proof of his love. Unlike most other pirate ships that sail free at the will of the captain, the Flying Dutchman has a separate duty from the goddess, gathering the souls that die at sea to the afterlife. Anyone can be the owner of this ship in a fairly brutal way, stabbing the heart of the previous captain and then gouging out his own heart and putting it in Deadman's Chest. However, most figures in the Pirates of the Caribbean who wanted to control the Dutchman preferred to control the heart of Davy Jones in the hope that his crew would obey them. For the effect is who want a flying dutchman, he must be prepared to accept the fact that those who get on the ship will be cursed.

The second icon is gold. The object that had the same specific with resembles the original object from the picture shows a meaning of icon, a pile of gold which means something of high quality or valuable.
Gold

British Army: No man nor an army... can ever rob the gold from Saint Martin.
Kind of sign: symbol

The effect of the gold icon is to generate wealth for the gold owner. The gold in the picture above has the characteristics of a bright yellow color with the luxurious impression displayed in the picture showing one's glory.

The third icon is coin. A usually metal used as an economic transaction tool and usually issued by the government. In this scene the captain jack only gets one coin, he gets when he steals the bank vault of the bank St. Martin.
The coin in the eyes of the pirate is a treasure. So, it can be effect of wealth if Jack had a more coins and become wealthy.

The fourth icon is **compass**. The icon where the picture showed about compass that mean object in the picture same with the real object. Compass a device for determining directions by means of a magnetic needle or group of needles turning freely on a pivot and pointing to the magnetic north\(^76\). Jack’s compass is not functioning properly.

---

75 Duration: 00:22:47 → 00:22:48
The effect of using this item can guide the owner to where he wants it most. Jack's compass needle will not move north or south, but will go to a specific location where the wishes of the holder will be realized. However, this compass will not work if the user experiences doubts or does not know what he really wants.

2. **Index**

Index is sign which refers to the object that it denotes by virtue of being really affected by that object. In this film there are fifth indexes. The first sign of index in this film is **Wanted Poster**. The effect for its users in this film is to be able to find the missing person through a fugitive list search, with the hope that the search can be found as desired.

---

77 Duration: 00:30:03 → 00:30:06
Wanted Jack Sparrow

The second index is a Map of Flying Dutchman Ship. Generally a map is a diagram or other visual representation that shows the relative position of the parts of something. In this scene Henry has a map showing where the Flying Dutchman ship is. And the effect of index toward is Henry knows where the flying Dutchman ship is.

Picture 2.1

Map

Picture 2.2

---

78 Duration: 00:01:08 → 00:02:09
80 Duration: 00:01:15 → 00:01:16
The Third index is **Weapon**. A weapon is a tool used to injure, kill or destroy something. Weapons can be used to attack or to defend themselves, and also to threaten and protect. In this scene Henry was aiming weapon by British army crew. The effect produced by Hendry could not move and resist because he had been surrounded to surrender.

![Picture 2.3](image)

**Weapon**

The Fourth index is **Blood**. The red liquid that circulates in the arteries and veins of humans and other vertebrate animals, carrying oxygen to and carbon dioxide from the tissues of the body. In this scene Henry saw that blood flowed and fell from the deck of the ship. The effect of seeing blood trickling out of the deck Henry was shocked and afraid of something that happened to him.

---

81 Duration: 00:07:51 → 00:07:54
3. Symbol

Symbol is a sign which refers to the object that it denotes by virtue of law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to that object. The first symbol in this film is Pirate Flag.

From the picture above showed that kinds of sign that included as the symbol. The symbol is a sign based on a mutually agree agreement. The symbol is in the
The effect of symbol in this scene is makes Henry knows that if his father is a pirate, to get more info about his father's whereabouts, he collects items related to his father and learns all about pirates.

The second symbol is **British Flag**. A usually rectangular piece of fabric of distinctive design that is used as a symbol (as of a nation), as a signaling device, or as a decoration.

![Picture of the British Flag](image)

**Picture 3.2**

**England flag**

The picture above showed the effect of the used of the symbol of the British flag on the discovery of science at that time the flag that was hung at the door of the bank which indicates the knowledge that will be found is the result of a person or country of England in the picture above shows that the discovery of a safe for storing assets objects...

---

84 Duration: 00:15:36→00:15:39
The use of the flag symbol above the bank's door is to mark the progress of knowledge gained by the British people.

The third symbol is **Skulls**, the skeleton of the head of a vertebrate forming a bony or cartilaginous case that encloses and protects the brain and chief sense organs and supports the jaws. In this scene there are many skulls neatly arranged on the walls of Captain Barbossa's ship.

![Skulls](image)

**Picture 3.3**

**Skulls**

From the picture above showed the effect of symbol using skulls. Captain Barbossa felt that he would be feared by the enemy if there were many skulls in the ship.

The fourth effect of symbol is Poseidon’s Trident, a 3-pronged spear serving in classical mythology as the attribute of a sea god (such as Poseidon). In this scene...
Carina Smith and Capt. Jack Sparrow found the trident on the seabed and tried to take it before Salazar came.

**Picture 3.4**

**Poseidon's Trident**

The effect of Poseidon’s trident on Henry was that he could break the curse his father was experiencing as a result of being bound on the Flying Dutchman ship. The effect of the Poseidon trident for Carina is to get a clue about her father's. While Jack Sparrow wants the heirloom to save himself.

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86 Duration: 01:43:11→01:43:21
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:

First, there are three kinds of sign found in the Pirates of the Caribbean: Dead Men Tell No Tales Film by Jerry Buckheimer. They are icon, symbol and index. The first sign is icon, they are Flying Dutchman ship, gold, coin, and compass. Second sign is index, they are wanted, map, weapon, and blood. Third sign is symbol, they are pirate flag, England flag, skull, Poseidon’s trident.

Second, there are two kinds of meaning found in the icon, symbols, and index. They are connotative and denotative meaning.

Third, the effect to using icons are those who get on the Flying Dutchman ship will be cursed, the gold to generate wealth for the gold owner, more coins become a rich, and compass can guide the owner to where he wants. The effect to using indexes are those, wanted paper be able to find the missing person, using a map can help Henry knows where the Flying Dutchman is, the weapon can make Henry could not move and resist because he had been surrounded to surrender, the effect of seeing blood made Henry trackling out of the deck, shocked and afraid. The last effect to using symbols are, pirate flag make Henry knows that if his father is a pirate, England flag is part of
British nation, the skulls is symbol to trying scared the enemy. And the last is Poseidon’s trident gave the effect about break the cursed and controlled the sea.

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. The writer also suggests studying the semiotic theory 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 find all of the signs of them to get more experiences and the clear meaning of the signs in a film.
REFERENCES

BOOK


**JOURNAL**


**WEBSITE**


APPENDIX I

SYNOPSIS OF IN PIRATES OF THE CARIBBEAN: DEAD MAN TELL NO TALES'S FILM

Thirteen years after the events of At World's End, twelve-year-old Henry Turner boards the Flying Dutchman and informs his father, Will Turner, that the curse which binds Will to the Dutchman and only permits him to step on land once a decade can be broken by the Trident of Poseidon. Henry intends to recruit Captain Jack Sparrow to help find it, but Will believes this is impossible and orders Henry to leave. Will and the Dutchman then disappear into the sea, but Henry vows to find Jack and the Trident.

Nine years later, Henry is a sailor in the British Royal Navy. The ship sails into the supernatural Devil's Triangle and stumbles upon the wreck of the Silent Mary, whose ghostly crew led by Spanish pirate-hunter Captain Salazar attack. Salazar spares Henry's life to deliver a message to Jack: Salazar is coming for him.

In Saint Martin, a young astronomer and horologist named Carina Smyth is sentenced to death for witchcraft but escapes and briefly crosses paths with Jack as he and his crew spectacularly blunder a bank robbery. Having suffered years of such bad luck, Jack's crew lose faith and abandon him. Depressed, Jack trades his magical compass for a drink. However, this betrayal of the compass frees Salazar and his crew from the Devil's Triangle. Carina learns Henry is looking for the Trident's location and offers to help him using her unknown father's diary. Carina and Jack are captured and face execution, but
are saved by Henry and Jack's crew, setting sail on the *Dying Gull*. Carina deciphers clues that the stars will lead to an island where the Trident is hidden.

Meanwhile, Captain Barbossa hears from his pirate crew that the revived Captain Salazar has killed several pirates at sea and is destroying Barbossa's fleet. Barbossa manages to talk his way out of being killed by offering to help find Jack and learns that the Trident could lead him to a new "treasure". Salazar agrees, wanting revenge on the pirate that caused his demise. Salazar pursues the *Dying Gull*, forcing Jack, Henry, and Carina to flee to an island, discovering that Salazar's crew cannot go on land. After saving Jack from a forced marriage, Barbossa allies himself with Jack, returning his compass and restoring the miniaturized *Black Pearl*, trapped in a bottle by Blackbeard, to its original size. They all continue their journey to the Trident's island, with Barbossa taking command of the *Pearl* once more. During the voyage, Jack and Barbossa realize Carina is the latter's long-lost daughter. Barbossa tells Jack that he had left her at an orphanage with his diary so she could live a better life, and refuses to tell her the truth so she will continue to believe her father was an astronomer.

Approaching the Trident's island, the *Pearl* evades a British Navy warship, which is destroyed by the *Silent Mary* before the *Pearl* runs aground on the island. Jack, Barbossa, and Carina use the island's magic to part the ocean and open a path to the Trident's location on the ocean floor. Salazar captures Henry and possesses him in order to walk on the ocean floor and seize the Trident. Once he does so, Henry is given his
body back, and Jack distracts Salazar, allowing Henry to destroy the Trident, breaking all curses upon the sea and restoring Salazar's crew to life.

However, the divided sea begins to collapse in on itself. The Pearl lowers its anchor to lift them to safety, but Salazar pursues them, still hell-bent on killing Jack. Carina realizes that Barbossa is her father when she spots a tattoo on his arm identical to the diary's cover. Barbossa sacrifices himself to kill Salazar, allowing the others to escape alive.

Sometime later, Henry and Carina reach Port Royal, where Will appears, free from the Dutchman. His wife, Elizabeth, appears moments later and the Turner family reunites. Henry and Carina kiss. Jack watches from the Pearl in faux-disgust before sailing away into the horizon, having been accepted by his crew as their captain once again, while also adopting Captain Barbossa's now-homeless monkey.

In a post-credits scene, Will and Elizabeth sleep in their bed together, when their room is intruded by Davy Jones. Just as Jones raises his claw to attack them, Will awakens and finds that the room is empty. Assuming Jones' appearance to be a nightmare, Will goes back to sleep, oblivious to the presence of a trace of wet barnacles on the floor.\(^7\)

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\(^{7}\)IMDb, “Pirates of The Caribbean: Dead Man Tell No Tales” https://www.imdb.com/title/tt1790809/ (accessed on Saturday 9, November 2019 at 3.32pm)
# APPENDIX II

The Pirates of the Caribbean: Dead Men Tell No Tales Film by Jerry Buckheimer

<table>
<thead>
<tr>
<th>NO.</th>
<th>SIGN</th>
<th>MEANING</th>
<th>C</th>
<th>D</th>
<th>EFFECT TOWARD USER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Symbols</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pirate Flag</td>
<td>Skull drawn on a cloth or red background; it is sign that there is no mercy for the enemy.</td>
<td>✓</td>
<td></td>
<td>By using the pirate flag gives the effect of power, fear, and admiration for the ship or people who see it.</td>
</tr>
<tr>
<td></td>
<td>England Flag</td>
<td>The flag that was hoisted right in front of the bank. A part of nation’s identity.</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Skulls</td>
<td>Barbossa wanted to show that he had won many battles against enemies in the high seas, so he made enemy skulls as decoration of his ship.</td>
<td>✓</td>
<td>✓</td>
<td>Captain Barbossa felt that he would be feared by the enemy if there were many skulls in the ship.</td>
</tr>
<tr>
<td></td>
<td>Poseidon’s Trident</td>
<td>A sacred heirloom that is believed to be able to give any strength to its owner.</td>
<td>✓</td>
<td>✓</td>
<td>The heirloom can control the sea, and also it can break the curse.</td>
</tr>
<tr>
<td>2.</td>
<td>Icons</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Flying Dutchman’s ship</td>
<td>A damned ship that will never dock except once every ten years and continues to sail at sea</td>
<td>✓</td>
<td>✓</td>
<td>Give the cursed to the crew permanently and never reached land</td>
</tr>
<tr>
<td></td>
<td>Gold</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Symbols
   a. Pirate Flag
   b. England Flag
   c. Skulls
   d. Poseidon’s Trident

2. Icons
   a. Flying Dutchman’s ship
   b. Gold
<table>
<thead>
<tr>
<th></th>
<th>Coin</th>
<th>Gold explained as a valuable item and has a high sale, Coin is used as an exchange rate for something.</th>
<th>Give the effect of glory for someone who has it, and also to generate wealth.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Compass</td>
<td>Compass is an object that is used to show direction.</td>
<td>Jack Sparrow uses coins to get what he wants, for example, he will exchange coins for liquor.</td>
</tr>
<tr>
<td>3.</td>
<td>Indexes</td>
<td>Wanted</td>
<td>The captain has become a fugitive.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Map</td>
<td>Henry used the map to find out where the flying Dutchman is.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Weapon</td>
<td>Henry was aiming weapon by British army crew.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blood</td>
<td>Henry saw that blood flowed and fell from the deck of the ship</td>
</tr>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Note:
- C = Connotative
- D = Denotative

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<table>
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