CONVENTIONAL SYMBOLS IN COCO FILM BY ADRIAN MOLINA

THESIS

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by

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APPROVAL

Assalamualaikum wr. wb

Having read and studied the thesis to significant extent, we agree that the thesis entitled “Conventional Symbol in Coco Film by Adrian Molina” can be submitted to the munaqosyah (thesis examination) as partial fulfillment for the requirements to obtain a bachelor degree (S1) of English Literature. Therefore, this thesis is submitted so as to be accepted appropriately, in the hope that it would be beneficial for all.

Wassalamualaikum wr. wb

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ORIGINAL THESIS STATEMENT

I, the undersigned, here with clarify:

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That the thesis entitled: CONVENTIONAL SYMBOL IN COCO FILM
BY ADRIAN MOLINA, is an original work of mine. If this thesis is not original
or/and a form of plagiarism from other studies of work, I will take all
responsibilities and therefore deserve to be punished based on the rule faculty of
Adab and Humanities of the State Islamic University Sulthan Thaha Saifuddin
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I declare this statement is true and made in a good health and mind.

Jambi, February 24th 2020

The Writer

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MOTTO

Alhamdulillah yang telah mengajar kita bahwa: Allah melakukan keajaiban dengan mengambil malam dan memasukkannya ke dalam hari, dan mengambil hari dan memasukkannya ke dalam malam. Dia mengatur kedua bulan dan matahari untuk berbaring untuk waktu yang ditentukan. Sungguh Allah Maha Mengetahui terhadap apa yang kamu kerjakan. (QS. Luqman, 29)

The meaning:

Do you not see that Allah makes the night to enter into the day and he makes the day to enter into the night, and he has made the sun and the moon subservient (to you); each pursues its course till an appointed time; and that Allah is Aware of what you do? (QS/ Luqman, 29)

Terjemahan:

Tidakkah engkau memperhatikan, bahwa Allah memasukan malam kedalam siang dan memasukan siang kedalam malam dan Dia menundukan matarani dan bulan, masing-masing beredar sampai kepada waktu yang ditentukan.Sungguh Allah Maha Mengetahui terhadap apa yang kamu kerjakan. (QS. Luqman, 29)

Sources:

DEDICATION

Alhamdulillahirabbil ‘alamin...

Firstly I want to say thank you for Allah subhanahu wata’ala who has given me favor and blessing to finish this thesis. Also sholawat and salam I will send to my Prophet Muhammad shallallahu ‘alaihi wa sallam who has brought us for the darkness to the lightness.

I dedicate this thesis to my lovely family especially to my beloved parent. For my father (Arpan) and my mother (Mutmainnah). I cannot say one by one the thing which you have done for me during I arranged this thesis. I just want to say thank you for your praying and everything that I need. You always be there for me. For my gorgeous brother, I want to say thank you for your support and always be my mood booster during I arranged this thesis.
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Firstly, I would like to say Alhamdulillahirabbil' alamin, all the prise to Allah subhanahu wata’ala the lord of all creatures, because of His Blessing from the starting point of my study until now at the end of my study. Peace be upon to our Prophet Muhammad shallallahu ‘alaihi wa sallam, hopefully we will get His syafa’at later at the last day.

Secondly, I would like to say thanks a lot to people who helped the writer to write this thesis. I would like to say thanks to my supervisors Samsul Huda, S. Ag, M. Ag and Adang Ridwan, SS. M.Pd who have helped me, guided, supported and suggested me in writing this thesis.

To accomplish thesis I would give one great deal to many people. Thus, I would like to say thanks for their contribution, they are:

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3. The Dean of Adab and Humanities Faculty, Prof. Dr. HalimahDja’far, M. Fill. I. The deputy of dean, Dr. Ali Muzakir, M. Ag. Dr. Alfian, M. Ed and Dr. Raudhoh, M. Pd. I.
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5. All the lecturers and staffs of Adab and Humanities Faculty, cause of the contributions and assistant during studying in Islamic University Sulthan Thaha Saifuddin Jambi.

This thesis is still far from perfection. As the writer, I need some critics and suggestions, so this thesis will be more perfect. Finally, I hope this thesis will give positive contributions for readers, especially for the student of English Literature Department of Adab and Humanities Faculty.

Jambi, February 24th 2020

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ABSTRACT

Ramadhon Wahyu 2019: Conventional Symbol in Coco Film by Adrian Molina, English Literature Department, Adab and Humanities Faculty, UIN Sulthan Thaha Saifuddin Jambi

Supervisor:
1. Samsul Huda, S. Ag, M. Ag
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This research analyzed one of literary works; film. In Coco film by Adrian Molina there were some analysis about symbol. The writer wanted to find out the kinds of conventional symbol and the meaning of conventional symbol based on story in film. Then corelated the analysis to find out the influence of symbol to the society’s confidence. So, the writer make some guides to analyze these film; 1. What are kinds of the conventional symbols found in Coco’s film; 2. What are the meanings of the conventional symbols found Coco’s film; 3. What are the influence of the symbolism to the characters in Coco’s film.

In this research the writer used qualitative research with descriptive method to answer formulation of the problem. For technique of data collection this research used documentation technique and descriptive analysis for the technique of data analysis. The writer used theory of symbol by Pierce to answer problem formulation and analyze.

The result of the research were; First, there are five conventional symbol in Coco’s film; color symbol, object symbol, clothing symbol, animal symbol, and nature symbol. Second, there are five meaning in Coco’s film they are; Color (orange, white, blue red, and green); Object (flower, skull, and gate); Clothing (hat and shoe); Animal (cat or dog); Nature (sunrise and lighting). Third, the influence of conventional symbol to the characters are believe and receipt something as the rule of life and believe and bravery with something as self-confidence.
ABSTRACT

Ramadhon Wahyu 2019: Conventional Symbol in Coco Film by Adrian Molina, English Literature Department, Adab and Humanities Faculty, UIN Sulthan Thaha Saifuddin Jambi

Supervisor: 1. Samsul Huda, S. Ag, M. Ag
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Dalam penelitian ini penulis menggunakan penelitian kualitatif dengan metode deskriptif untuk menjawab masalah. Untuk teknik pengumpulan data penulis menggunakan dokumentasi dan analisis data secara deskriptif. Penulis juga menggunakan teori simbol dari Pierce untuk menjawab masalah dan analisis.

Hasil dari penelitian ini adalah; pertama, ada 5 jenis simbol konvensional dalam film Coco; simbol warna, simbol objek, simbol pakaian, simbol binatang dan simbol alam. Kedua, ada lima makna konvensional simbol dalam film yakni; Warna (orange, putih, biru, merah, hijau); objek (bunga, tengkorak dan jembatan); pakaian (topi dan sepatu); binatang (kucing dan ular); alam (matahari dan bintang). Ketiga, pengaruh simbol konvensional terhadap karakter yang ada dalam film yakni karakter percayaan nenas ujung bunga, bunga, merah, hijau, putih, dan biaya. Penelitian ini diharapkan dapat memberikan kontribusi dalam penelitian sebelumnya dan dapat digunakan oleh peneliti yang berkecimpung dalam studi simbol dan kajian kulturan Indonesia.
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CHAPTER I
INTRODUCTION

A. Background of the Problem

In modern era, 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 opinion. Film is nevertheless, inextricably tied in with the study of literature. Think about film provides innovative ways of thinking about literature, and vice versa. The main function of literary works is to describe, illustrate, and reflect human life itself at the time. Besides that every work of literature have their own genres, and to analyze it there are various theories to analyze. Literature has also analyzed to yield leading ideas and has been treated as document in the history of ideas and philosophy.

There are many types of literary works, including novel, poem, play, song and film. Among the types of literature, the writer wants to examine film. Film resembles painting, music, literature and the dance in the respect- it is a medium that may, need not, be used to produce artistic result. It means that with film we can get moral message to apply it in our life. Film also can reflected event at present time.

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7 Rudolf Arnheim, (1957), *Film a Art*, London: University of California Press, p. 8
Coco’s cartoon film is one of many films in America which used 3D computer-animated fantasy that told about family. This film was produced by Pixar Animation Studios and released by Walt Disney Pictures on 20 October 2017. The story of the film was written by Adrian Molina. The writer chooses Coco’s cartoon film because this film got many awards such as National Board of Review as The Best Animation Film 2017. In Academy Awards 90th, this film won The Best Animation Film and The Best Original Soundtrack. This film also got two nominations in Golden Globe Award 75th, and won category The Best Features Animation. This film also got thirteen nominations in Annie Awards 45th and won eleven awards of nominations.¹

In this discussion the writer focuses on the symbols that found in Coco’s film and the writer uses theory of symbol by Pierce to discuss it. The writer uses this theory to know meaning that symbolize.

Therefore, the writer analyze the symbols in this film for some reasons. Firstly, the film has background of Mexican culture when they celebrate The Day of The Death. Secondly, the writer wants to tell the reader that the symbols in the Coco’s film are not only as part of the film but also have other meanings that influence the film. Lastly, important to learn symbols and their meaning so that in daily activity not only accepts but knows and can understand the symbols that are around us. One of the symbol in the film it can be seen in the picture below.

The picture above happened at the beginning of the film. The narrator describes about story of Miguel’s family that always honor to their family who have died with made a ritual every day. Coco’s film take setting when day of death ceremony will celebrate. So all of the house prepare the ceremony with make some decoration and display family’s photo who have died. In this picture above, the decoration of the altar full of orange color. Orange color as the one of conventional symbols has meaning warmth and enthusiasm.

In this research, the writer analyze the meaning of the symbol that writer found in the film. According to Pierce a symbol is a represent whose special significance or fitness to represent just what it does represent lies in nothing but
very fact of there being a habit, disposition, or other effective general rule that it will be so interpreted.\textsuperscript{11} So the writer uses theory of symbol that suitable for analyze the film.

The writer chooses symbol because the writer wants to tell that the film not only shows the genesis or plot of the story but also symbols which have their own meanings and the effect on the film. These symbols may be color, object, animal, weather, and many more.

Thus, from the explanation above, the writer analyzes this discussion under the title of \textit{The Analysis of Conventional Symbols in Coco’s Film by Adrian Molina}.

B. Limitation of the Problem

The writer limits this research only on conventional symbols and the denotative also connotative meaning of the symbol that found in \textit{Coco’s} film by Adrian Molina. The writer only focuses on the symbols which related to conventional symbol as reflected in \textit{Coco’s} film by Adrian Molina.

C. Formulation of the Problem

Based on the background and limitation of the problem above, the writer make the formulation of the problem below:

1. What are kinds of the conventional symbols found in \textit{Coco’s} film by Adrian Molina?

2. What are the meanings of the conventional symbols found *Coco’s* film by Adrian Molina?

3. What are the influence of the symbolism to the characters in *Coco’s* film by Adrian Molina?

**D. Purposes of the Research**

According to the formulations of the problem above, the writer wants to know the meaning of symbol that can be found in the *Coco’s* cartoon film by Adrian Molina. The purposes of this research are:

1. To find out of the kinds of conventional symbols found in *Coco’s* film by Adrian Molina.

2. To find out the meanings of the conventional symbols in *Coco’s* film by Adrian Molina.

3. To know the influence of the symbols to the characters in *Coco’s* film by Adrian Molina.

**E. The Significance of the Research**

The significant of the research are divided into two kinds, they are theoretically and practically:

1. Theoretically, the significant is to provide the theory that can be useful to the next research who wants to analyze same object but different point of view.

2. Practically, this research hopefully can be additional information and knowledge to the writer, so especially to the student of English Literature who want to analyze this film.
CHAPTER II

THEORETICAL FRAMEWORK

A. Theory of Symbol

The word symbol is derived from “symballein, meaning to ‘throw together’, from the Greek ‘symbolon’ and Latin ‘symbolum’, which mean token, sign”. Shaw presents the following definition for symbol, “symbol is something which is used for, or regarded as, representing something else. Symbols are the signs, shapes, and images contained in daily life that can be seen by eyes and have different meanings according to the symbol itself. For example the white color is purity, the symbol of rice is prosperity, and the tree symbol is the symbol of life.”

Symbolism is a technique which is used in literature when some things are not to be taken literally. The symbolism can be an object, person, situation, event or action that has a deeper meaning in context. Symbolism is often used by writers to enhance their writing and give insight to the reader. Symbolism can give a literary work more complex and more colorful and can make the meaning of the work deeper.

Definition of symbol in Longman Dictionary of American English is something that represents something else. It means that a form of images or symbols that has other meaning not only the original meaning. It is usually

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13 Bai, Dr. S.B. Radhika. ‘Symbolism’ in Ted Hughes’ Poetry. ELK Asia Pacific Journals. Special Issue. p.1
thought by the brain that its meaning is always that only but also the meaning has a meaning other than the original meaning. Besides, in Oxford dictionary symbol defined as a sign, mark, object, etc that represent something. According to Djoko Pradopo, symbol is a sign which show there is no related between signified and signifier. It is arbitrary nature.

"Jenis-jenistanda yang utamaialahikon, indeks, dan symbol.Symbol sendiriialahtanda yang menunjukanbahwatidakadahubunganalamiahantarapenandadenganya npetandannya, hubungannyabersifatarbitrer (semaw-maunya)."

According Peirce in Liszka’s book “a symbol is a represent whose special significance or fitness to represent just what it does represent lies in nothing but very fact of there being a habit, disposition, or other effective general rule that it will be so interpreted.” It means that a sign not only that can be seen and has the meaning of the form of the mark itself but also has other meanings outside of the sign or form of the symbol itself.

According to Jones “a symbol is a representative or substitute of some other ideas, from which in the context it derives a secondary significance not inherent in itself.” It means that the symbol is a reflection of some ideas in which the reflection is concrete and its meaning is universal but not monotonous.

According to Herman Northrop Frey’s that “symbol can be defined as a word, or an image used with some kind of special reference are all a phrase,

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symbol when they are distinguished elements in critical analysis.” It means that symbols can be a word or image that has special ideas with linguistic meaning in it.

The writer uses Peirce’s theory to answer the formulations of problem of this research. The writer chooses this theory because after the writers read and understand this theory, the writer feels this theory is easy to understand and can help the writer to answer and to explain the formulations of problem of this research.

The classifications of symbol according to Peirce in Liszka’s book are natural symbol, conventional symbol, singular symbol.

a) **Natural symbol** is usually happen in our daily activity, it means that symbols that people usually encounter in daily lives that can be seen by eyes and always happen in daily life such as when the wags its tail as a gesture of friendliness.

b) **Conventional symbol** is usual words which exemplary, it means that this one symbol deals with the words which is usually found to replace other words but with the same meaning. For example, the word “man” represent what it doesby the fact that it is a general mode of succession of three sounds or signs of sounds established through a habit or acquired law, which willcause replicas of it to be interpreted as meaning a man or men.

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Some conventional symbols are as follows:  

1. Color, can serve as a powerful visual element that acts as a code that provides deeper level of meaning to those who are able to interpret the sign. The simple yet effective use of color provides a visual code that allow us to correctly interpret the image that we are seeing.  
   a) Red: blood, passion, emotion, danger, or daring  
   b) White: innocence, purity, light  
   c) Green: new life, fertility, hope  
   d) Blue: cool, calm, peaceful  
   e) Orange: energy, balance, warmth, enthusiasm, vibrant, expansive, flamboyant, demanding of attention.

2. Object, were symbol of things that determined their sign. The extent of object which have the characteristics indicated in the predicate on the one hand and to augment the depth of object referred to by ascribing those predicates to them, on the other.  
   a) Skull: death  
   b) Flowers: beauty, youth, strength, gentle  
   c) Gate: entry, exclusion

3. Clothing, the common noun or term “human being” and of itself suggests to human interpreters familiar. These characteristic might be embodied in some possible object, but the sign itself does not indicate what object that might be. In this case the reference of a same is excessively vague.  
   a) Shoe: journey, adventure, alteration  
   b) Hat: position, status social, accessories, job

4. Animal, the common noun or term “human being” and of itself suggests to human interpreters familiar. The various characteristics which the term connotes, rather than the application or indication of the term as representing or referring to a particular object.  
   a) Cats/dogs: cunning, forethought, and ingenuity

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23 Liszka, James Jakob, A General Introduction to the Semiotic of Charles Sanders Peirce. p. 130-131  
24 Liszka, James Jakob, A General Introduction to the Semiotic of Charles Sanders Peirce. p.127-128  
5. Nature, the habit or general rule involved may be natural. It is a sign "which is constituted a sign merely or mainly by the fact that it is used and understood as such and without regard to the motives which originally governed its selection."^{26}
   a) Lightning : indicates the spark of life and the powers of fertilization; it can be either life-giving or death dealing, so it is a sign of power and strength
   b) Sunrise : new, beginning

c) **Singular symbolis** if the object of the symbol is an existent individual, it means that symbols or forms that often stand alone or the nature of the individual contained in lives without the need for a partner or another symbol because it is already the fact that this one symbol is always stand alone or have an individual nature for example "moon".

**B. Meaning of Symbol**

Meaning is a goal from a word which found in a sentence, paragraph or story. Meaning seems at once the most obvious feature of language and the most obscure aspect to study. It is obvious because it is what language used for—to communicate with each other, to convey 'what we mean' effectively. But the steps in understanding something said to in a language in which we are fluent are so rapid, so transparent, that we have little conscious feel for the principles and knowledge which underlie this communicative ability.\(^{27}\) Its meaning is the meaning that is often used in communicating to know something so that direction of the conversation becomes clear although it is not really important but in communicating, meaning becomes important to know the purpose of a word.


According to Geoffrey Leech the word 'meaning' and its corresponding verb 'to mean' are among the most eminently discussable terms in the English Language, and semanticists have often seemed to spend an immoderate amount of time puzzling out the 'meanings of meaning' as a supposedly necessary preliminary to the study of their subject.  

C. Types of Meaning

According to Leech, there are seven types of meaning; denotative meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. In this research, the writer limited the types of meaning based on purpose of the research which analyze meaning of symbols.

a) Denotative Meaning

Denotative meaning or Conceptual meaning is also called logical or cognitive meaning. It is the basic propositional meaning which corresponds to the primary dictionary definition. It is the essential or core meaning. Sentences with the meaning Denotation is a sentence that has words that mean according to the true meaning.

Example: Boy= human/male/adult.

Conceptual meaning deals with the core meaning of expression. It is the denotative or literal meaning. It is essential for the functioning of language. For example, a part of the conceptual meaning of ‘Needle’ may be “thin”, “sharp” or “instrument”. The aim of conceptual meaning

29 Geoffrey Leech, *Semantics the Study of Meaning*. p.9-23
is to provide an appropriate semantic representation to a sentence or statement. The conceptual meaning is the base for all the other types of meaning.  

b) Connotative Meaning

Connotative meaning is the communicative value of an expression over and above its purely conceptual content. The meaning of connotation is a meaning that is not the true meaning of a word. The meaning of connotation is usually an additional meaning of the basic meaning developed in accordance with the situation encountered so that the additional meaning is usually a sense of subjective value of its users. It also causes the meaning of a word's connotation not based on the condition of truth.

Example: ‘woman’ is +human +female +adult but the psychosocial connotations could be ‘gregarious’, ‘having maternal instinct’ or typical (rather than invariable) attributes of womanhood such as ‘babbling’, ‘experienced in cookery’, ‘skirt or dress wearing ‘etc.

The writer uses denotative and connotativemeaning to explain the formulation of problem from this thesis, because writer wants to show that symbols from this film have different meaning from real meaning. Therefore the writer uses the denotative and connotativemeaning to help writer explain the problem.


D. Social Approach

When we are talking about society, we also talk about people, relationship, norms, pride, economy, class status and anything else. As the opinion of Soekito in literary journal Indonesia said that:

"sosiologimerupakanstudimengenaimasyarakatdalamsuatu system sosial." 

It can be described that in their society, people cannot separate from relationship with each people and economy. Economy becomes a something crucial in society, not only as determine of advance country or develop country but also as determine of class social status. According Harrington in their books, said that;

"Social can be defined as the study of scientific ways of thinking. About social life, it encompasses ideas about how societies change and develop, about methods of explaining social behavior, about power and social structure, class, gender and ethnicity, modernity and civilization and utopias and numerous other concept and problems in social life."

Generally, social is everything about all of part that include in society. Between social, society and people have a relationship that cannot be separated. It is same like people in their society needs another people to do everything; to communicate, to related, and to do something that each profitable. Society can give great influence to people that make relation in there. Nyoman said, "dasarfilosofispendekatansosiologisadalahadanyahubungan yang hakikiantarakaryasastradanmasyarakat." Social in literature is meant the social condition which influenced when the author wrote the literary form. Sometimes,

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what the literary work told, it gives a representation about the condition when the literary work made.

This social approach is used because this approach has methodological implication in the form of a fundamental understanding of life in society. Moreover, the social approach is used also for the relationship between literature and society. This approach also is used to help understand the theory of symbols in film *Coco* film. This will be sustainable because in the film element that is so visible is the social interaction of the various elements of society.

**E. Influence of the Symbolism**

In this life everything cannot separated from sign or symbol. According to Shawn the definition for symbol is something used for, or regarded as, representing something else. More specifically, a symbol is a word, phrase or other expression having a complex of associated meanings.\(^{35}\) It means that everything can be object of symbolism. It may come as an image that has meaning beyond itself, which can be in a form of a particular detail, a character, or an incident that has meaning beyond its literal role in the narrative.\(^ {36}\)

One of author symbolism, Frye calls conventional symbols as archetype. The study of convention is, of course, based on analogies. In the case of archetypes, it is analogies of symbolism. Archetype may symbolize a variety of objects, ideas, or

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\(^{36}\) Monica, Frederica Ghiotto, (2016). *America Dreams Represented through the Color in Fitzgerald’s The Great Gatsby*. p.56
emotions. Some archetypal associations are more obvious than others, even though there are no necessary connections 37

Archetypal literary critic thinks there is a real of human experience expressed in myths that goes deeper than any rational or intellectual thinking. These critics can be called as myth critics for short believe the great literature that has proved to be of enduring appeal to humans over the centuries is the literature that best reveals and expresses this magical realm. The job of archetypal criticism is to identify those mythic elements that give a work of literature this deeper resonance. 38

The use of symbols by managers to create images and manage their environments has been explored. The influence of symbols on people’s impressions about what it is like to work in a particular organization. 39 It means that symbol give the influence by the psychological climate for people who easily trust and believe with something narrative. Based on this statement there are three influence of symbol which generally happened to people in their environment:

1. Believe and receipt something as the rule of life

“…specific meanings connoted by various organizational symbols and the influence of symbols on people’s impressions about what it is like to work in a particular organization—what is referred to as psychological climate…” 40

38 Tim Gillespie. Doing Literary Criticism: Helping Student Engaged with challenged text. p.56
It means that each connotation meaning from each kind of conventional symbol have given feeling and impression to people so that make them believe to do it as they behavior.

2. Believe and bravery with something as self confidence

Commonly people can interpret object or event that conveys or transmits meanings, images, feelings, and values to those who encounter them as the perspective that they can believe in each activity.\(^{41}\) It means that the symbol has influenced people from some aspect such as the meaning that can interpreted by our self, include the feeling and values that can be taken.

Symbols help people define and understand their culture because of the shared meanings of different symbols that are learned. The process through which people learn the values, norms, beliefs, and expectations of their society.\(^{42}\) So symbols are important because it can help people craft meaning in their interactions with others.

Based on the explanation above, the writer wants to examine the influence of these symbol to the all characters in *Coco* film. Because there are some conventional symbols were in this film that give other impression and reliance for something that characters should do in this film. Such as to decorated all of place and room with flower, the thing with full color and something to serves in the altar tribute on the Day of the Death celebration.


F. Film

Film or motion pictures are found from the development principles of photography and projector. The film that first introduced to the US public was The Life of an American fireman and The Great Train Robbery directed by Edwin Porter in 1903. But The Great Train Robbery films that the period of show is only eleven minutes considered the first story films, because has describe the expressive situation, and the foundation stone of good editing techniques.43

According to Andrew Bennet and Nicholas Royle in their book, film is nevertheless, inextricably tied in with the study of literature. Think about film provides innovative ways of thinking about literature, and vice versa.44 Their statement proves that between film and literature is really close. When we think of movie, we also think of literary. Because of the movie sometime contains of literary works.

Film is a communication media that is very important for to communicate about a reality that happen in daily activity. Film is a medium of communication rich with social implication, created within different social, historical and cultural contexts.45 Film’s idiosyncratic modes of presentation such as camera angle,

44 Bennet, Andrew and Nicholas Royle, *Introduction to literature, criticism and theory third edition*, p.142
Films as a literary work cannot separate of culture. Because culture gives great influence to the author and make the film in each country different, it looks like in Coco film by Adrian Molina. In another case, the writer can take conclusion from film, that film is a set of presentation that consist of camera angel, editing, montage, slow and fast motion. And also there are literary texts in film that we can know from the character dialogues or can be explained within a textual framework. So it is possible that the writer can analyze the film with use method of literary criticism, as movie criticism is deeply related to the traditional approaches of textual studies.

G. Review of related literature

These are some researches about symbol those the writer found in some sources. The first research is “The Nature Symbols As Reflected In Emily Dickinson’s Selected Poems” by Raden Suharpan in 2010 from The State Institute For Islamic Studies Sulthan Thaha Saifuddin Jambi. The destination of this research is to make the writer can give the explanation about the symbols meaning found in Emily Dickinson’s poem. Then, the writer compares between language meanings taken from Oxford Dictionary by Hornby’s book and the writer also relationship with the author. In this research the writer used the symbol theory to

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get the image meaning in the symbols explanation from Emily Dickinson’s poem. From this research the writer found twenty eight of the animal and the nature symbols used to describe the form or the characters of person.

The second research is “The Analysis of Symbol as Reflected in Characteristic of Main Characters in The Novel The Bridges of Medison County by Robert James Waller” by Yunus Susanto in 2012 from The State Institute For Islamic Studies Sulthan Thaha Saifuddin Jambi. The purpose of this study is: 1. Finding symbols contained in the novel The Bridges of Madison county which are reflected by the writer to the role of the main character namely Robert Kincaid as photographer Robert Kincaid and Francesca Johnson as a farmer’s wife. 2. How to researchers here reflect the symbols that have been found with the characteristic that is on the main character, so coms the meaning and intent in the symbol by using a theory that has been chosen by the researchers that hermeneutic or interpretation. The writer uses the hermeneutic theory and archetypal approach to support the writing of this thesis. This study used qualitative methods, and also uses descriptive techniques to describe and analyze the data. The result of the analysis of this thesis is the writer found some symbols are interpreted by the existing theory and makes an interpretation has really meaning without prejudice and guidelines existing, symbol as evidence and the culmination of this analysis was the emergence of the conflict as well certainly in the novel, and it was related to the characteristic of the main character.

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The third research is “The Mystical Symbols of Freemasonry Used on The USA Government’s Images as Describe in Dan Brown’s Novel; The Lost Symbol” by Tika Puspitasari from The State Institute For Islamic Studies Sulthan Thaha Saifuddin Jambi. The purpose of this research are understanding the meanings of the mystical symbols of Freemasonry used on the USA government’s image based on Dan Brown’s Novel; The Lost Symbol, revealing the Freemasonry influence brings to the USA government as reflected in Dan Brown’s Novel; The Lost Symbol. The writer used semiotic theory of Pierce works which focused on the semiotic study of image, mythology and archetypal approach of Carl Gustav Jung and using the concept of the meaning of the symbol of the nature of symbolic meaning as a symbol consisting of cryptic meaning. Freemasonry is a secret society, but had long they imply the presence of symbols which became a series of secret mystery to them, especially in Washington D.C, the superpower country.

The fourth research is “The Semiotics Analysis of John Wick 1 Film Using Charles Sanders Pierce’s Semiotic Theory” by Alfan Asyraq Pauzan from The State Islamic of University Alauddin Makassar. The purpose of this research are to explore the kinds of signs that are expressed and to analyze the meaning of three important elements of signs including icons, indexes, and symbols found in the film. The writer uses semiotic theory and descriptive qualitative method to arrange the analysis. The result of the research reveals the meaning of three

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elements of signs could indeed be interpreted using Pierce’s semiotic theory, especially the relationship between their object, represent, and interpret. The bottles and some glasses in the film, for example, were the icon of beer and beer-drinking habit; blood is an index of scar and injury, and tall building are symbol of prosperity of a modern era.

The fifth research is *Symbolism and Their Meaning in The Little Price* by Tiffany Yunita from Soegijapranata Catholic University Semarang.\(^{51}\) The purpose of the research are to find out major of symbol and compare the denotative meaning of each symbol with symbolic meaning to know the different meaning with the real meaning. The writer use qualitative method to arrange and examine the analysis. The writer found five major of symbols in the story there are desert, stars, baobab, water and rose. The five major symbols are related one another in the story and make the story more fascinating.

From the review related above, the writer also analyzed the symbolism, but the difference is the object of this research is *Coco’s* cartoon film and the writer uses conventional symbol and two types of meaning, are; denotative and connotative meaning to analyze the *Coco’s* cartoon film. For theory the writer used same theory that is symbolism theory to analyze this research, the writer will only analyze the symbols that found in *Coco’s* cartoon film by Adrian Molina.

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CHAPTER III
METHOD OF RESEARCH

A. Design of Research

In this research, the writer uses the qualitative descriptive method. This method is suitable with the aim of this research. Qualitative research is tending to be used in analyzing. In the qualitative research, the data will be explained with the words in the sentences. According to Bodgan and Taylor, “Penelitian kualitatif adalah prosedur penelitian yang menghasilkan data deskriptif berupa kata-kata tertulis dari orang-orang yang dapat diamati.” Qualitative research is a research procedure that produce descriptive data in the form of written words and from people that can be observed. It means that, characteristic of the qualitative is analytic descriptive data spoken words of the person or behavior that being researched.

According to Peshkin in Iskandar’s book, said that:

“suatu jankualitatif yang baik dapat mendiskripsikan atau menilai, menekaskan dan melakukan pembandingan antara dunia dan apa yang terjadi di dalamnya.”

It means that qualitative methods involved a large number of relevant social phenomena in literature research, for example, will be involved author, social environment in which the author is located, including the elements of culture in general.

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The writer uses qualitative descriptive method to explain the materials because it analyzes the nature of objects, to describe a situation systematically, problem, phenomenon, or provide information about living condition of a community, or describe attitude towards an issue. The form of data are found and analysis the symbols in this film. Thus, the analysis will be explained in form of picture and script.

In this research the writer focuses on the symbols in Coco’s cartoon film by Adrian Molina. Thus as stated below, the qualitative descriptive research will be used to analyze about the symbols which found in this film.

B. Source of Data

In this research the writer takes the source of data from Coco’s cartoon film. Coco’s cartoon is a film directly by Adrian Molina at November 27th 2017 with 109 minutes duration. The writer gets the film from website lk21.org and the script from the subscene.com, the writer will take the data from the main characters utterance in the script and also the picture in the Coco’s cartoon film by Adrian Molina.

C. Technique of Data Collecting

The purpose of data collection is to get information related with the topics. Documents is a term used broadly in this book to refer to printed and
other materials relevant to study, including public records, personal
documents, popular culture and visual documents and physical artifacts.  

There are many ways to collect the data, like Chaterine Marshal and
Gretchen B. Rossman stated that: “the fundamental methods relied on by
qualitative researchers for gathering information are, participation in the
setting, direct observation, in-depth interviewing, documents review.” It means
that in the qualitative research there are some methods to collect the data, there
are participation in the setting, direct observation, interview and document
review. The writer uses documentation to get information and analyze the
problem of the research.

In this research, the writer uses some steps of the technique of data
collections, there are:

1. The writer watched the film many time and underlined the
   conversation from script which have problems that have relation with
   the title.

2. The writer classified and identified the representation of these
   symbols that include in the film.

3. The writer gave full attention to find the meaning of these symbols
   based on the film.

D. Technique of Data Analysis

USA: Jossey-Bass, p. 86
After collecting the data, the writer analyzes the data. In qualitative research, technique of data analysis is applied to answer the formulation problem. Bodgan stated that:

“Analisis data adalah proses mencaridanmenyusunsecarasistematis data yang diperolehdarihasilwawancara, catatanlapangan, danbahan-bahanlain, sehinggaadapatmudahdipahami, danmenguanyadapatdihutasikankepada orang lain.”

Data analysis is the process of searching and arranging systematically data obtained from interviews, field notes, and other materials, so that it can be easily understood, and findings can be informed to others, it means that analyzing data means looking for the data related to problem formulation through interviews, field notes and other materials and then organizing them systematically to be easily understood and informed to others.

The writer applies descriptive analysis technique. Descriptive analysis seeks information and describes a phenomenon in detail. In this research the writer gets the data from picture and script in the film. Thus, those are must be explain with the academic sentence because this is a scientific research.

The writer has some steps in analyzing the data in order to make this research more specific such are:

1. Identification

The writer identifies the data which correlate to the picture, to find the symbols in Coco’s cartoon film.

2. Classification

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The writer classifies the data into relevant categories. The categories of picture correlation with the symbols in *Coco’s* cartoon film. With the category will help the writer to find ideas in each data and know how concepts to complicated the research.

3. Analysis, describing and explaining

The writer analyses, describes and gives the explanation based on the question uses the symbolism theory, archetypal-mythological approach to complete the answers.

4. Conclusion

After all the data has been analyzing, describing and explaining in the research, the writer makes the conclusion of the research base on the theory.
CHAPTER IV
FINDING ANALYSIS

A. The Kinds of the Conventional Symbol Found in Coco Film by Adrian Molina

The symbol is the first choice to be written by the writer. There are many symbols in Coco film by Adrian Molina. Conventional symbol can be found in setting of film or dialogue of film, and the kind of the conventional symbol which is found in the film has some parts of symbol such as; color symbol, object symbol, clothing symbol animal symbol, and nature symbol. Based on the kinds of symbol in conventional symbol that writer found in this film the writer has divided each kinds of conventional symbol can see in appendix I.

1. Color Symbol

Color can serve as a powerful visual element that acts as a code that provides deeper level of meaning to those who are able to interpret the sign. According to Pierce in Lizka’s book the color of symbols such as orange, green, blue, white that writer found in this film were included in kinds of conventional symbols.106

a) Orange Color

At the beginning of film, orange color has dominated all of scene at this film. There are two object that showed orange color.

a. Flowers
b. Gate of the death

The picture above happened at the beginning of film. The orange color dominated all of altar tribute of dead decoration at Miguel's house family. In this altar there are flowers with orange color, and fruits (orange, mangoes).

The orange color also can found at some scenes at Coco’s film, such as at the scene below.

Picture 3

The picture above happened at the beginning of film. The orange color dominated all of altar tribute of dead decoration at Miguel's house family. In this altar there are flowers with orange color, and fruits (orange, mangoes).

The orange color also can found at some scenes at Coco’s film, such as at the scene below.

Picture 4

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107 Duration 0:03:04
108 Duration 0:24:28
The scenes above happened when Miguel got trap in death world. His family who was died invite him to meet Mama Imelda at death world. They should to pass the gate of death. The gate of death has orange color and it is consist of full flowers with orange color.

b) Blue Color

Beside orange color, blue color also found in *Coco* film. There are many things which used by blue color in this film. There are two objects that writer showed below, such as:

a. Ernesto’s clothes

b. Guitar’s pool
The picture above shows when Ernesto De la Cruz has concert at the first time when he was life. The concert held at the central city in Ofrenda. He wore blue color not only in his clothes but also his hat. He looks so very enthusiastic and very cheerful when he sing a song.

![Picture 7](image)

This picture above happened when Miguel stay at death world. He came to Ernesto’s place to meet him. In his place, there is a pool with blue color and all of the people who was died swim at the swimming pool. They are enjoy and happy at the swimming pool. All of the people who was died gather around and enjoy with the situation at the party.

c) Red Color

The red color is also one of the color symbols of orange and blue colors that writer found in *Coco* film. In this research the writer found object with red color in this film that there is in Miguel’s jacket such as at the scene below.
The scenes above happened when Miguel stayed at the death world. He asked his friend to help him, he will sing a song at Ernesto’s day so he borrowed his friend guitar. He tried firstly but he lost. And at the second he can sing a song fluently. He wore his red jacket and the hoodie to keep his head because he still has hair, so he did disguise to be same with all of people who was died at the death world.

d) **White Color**

There are some white colors which found in this film, but in this research just some of the object which has meaning that suitable with the purpose of the research. White color can be found in the early scene of this film and at some scene below.
The scenes above happened at the beginning of the film. At the altar tribute of dead, grandmother’s Miguel put some candles on the altar as the lighting. The color of the candles is white and consist of some of size. The candles put on the altar with some object with yellow color such flowers and fruits.

The other white color that writer found is in the clothes of Ernesto De la Cruz. At the death world he wore white color in his clothes. Such as at the scenes below.

The scenes above happened when Miguel meet with Ernesto at his house. Miguel supposed that he is Ernesto’s grandson so Ernesto invite Miguel to come to his room that full of guitars. Ernesto told his
story about his struggle how he be a famous singer until now when he was life. He tried to motivate Miguel to reach his dream.

e) Green Color

The green color is also one of the color symbols that writer found in *Coco* film. In this research the writer found object with green color in this film that there is in spirit guide animal such as at the scene below.

The scenes above happened when Miguel escape from his family because of he did not want to back to life world. He wanted to meet Ernesto who he judge as his grandfather. The Mama Imelda called his spirit guide animal to find Miguel’s position. The spirit guide animal is a pet that Miguel’s family protect as they as life.

2. Object Symbol

According to Pierce in Lizka’s book object symbol is one of part from conventional symbol which also writer found in *Coco* film. The extent of object which have the characteristics indicated in the predicate on the one

115 Duration 0:35:10
hand and to augment the depth of object referred to by ascribing those predicates to them, on the other.\[116\]

There are some object symbols which found in this film such as guitar, flower petal and skull.

![Picture 12][117]

The picture above shows the flower petals is a decoration at the day of the death. All of place, room and things were decorated with flowers. The scene above happened when Miguel’s grandmother saw him play a guitar with a musician at central park. Then his grandmother brought him to the tribute ritual room. In this room all of decoration full of flowers with orange color and display family’s photo who have died. The flower petals is one of the object symbol which found in this film.

3. **Animal Symbol**

According to Pierce in Lizka’s book animal symbol is one part of the conventional symbols contained in the *Coco* film. The common noun or term

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\[116\] Liszka, James Jakob, *A General Introduction to the Semiotic of Charles Sanders Peirce*, p. 120-131

\[117\] Duration 00:10:03
“human being” and of itself suggests to human interpreters familiar. There are three animal symbols in this film namely cat, dog and monkey.

These scene above happened when Miguel wanted to go to market to do his job as the shoe-shine. He met a dog, namely Dante. Dante is a domesticated animal and he followed what Miguel asked. Miguel also loved Dante as his pet. Every morning when they met, Miguel will gave Dante some food.

4. Clothing Symbol

According to Pierce in Lizka’s book clothing symbol is one part of the conventional symbols that contained in the Coco film. These characteristic might be embodied in some possible object, but the sign itself does not indicate what object that might be. In this case the reference of a same is excessively vague.

There are some clothing symbol which were found in this film, such as shoe and hat.

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118 Liszka, James Jakob, A General Introduction to the Semiotic of Charles Sanders Peirce, p.127-128
119 Duration: 0:04:40
120 Liszka, James Jakob, A General Introduction to the Semiotic of Charles Sanders Peirce, p.127-128
These picture above happened at Miguel’s house. All of his member of family work as the shoemaker. Every day after his member of family have a breakfast, they will back to the shoe room to make a shoe then Miguel just saw and did his job as the shoe-shine. At the morning his uncle got shock when Miguel told about his dream who wanted to be a singer. Because of his old grandmother (Mama Imelda) forbid her member of family be a singer.

5. **Natural Symbol**

The last kind of conventional symbol according to Pierce in Lizka’s book were nature symbol which contained in *Coco* film. It is a sign “which is constituted a sign merely or mainly by the fact that it is used and understood as such and without regard to the motives which originally governed its selection.”\(^{122}\) There are two symbol of nature in this film that are sunrise and lighting.

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\(^{121}\) Duration 0:09:13

These scenes above happened, when Miguel have met with all of his member family who was died. He waited his family to give his blessing to back to life world. If he still did not get the blessing he will kept stay in the death world, but he got it.

B. The Meaning of the Symbols are Found in Coco Film by Adrian Molina

There are many symbols in Coco film and the symbols of conventional are related to some objects are found in this film. In this research the writer will analyze the denotative and connotative meaning each kinds of conventional symbol using Pierce’s theory. The conventional symbol can be found in setting of film, and dialogue of film. Based on Pierce’s point of view there are some conventional symbols in Coco film which suitable with the theory such as color symbols, object symbol, clothing symbol, animal symbol, and nature symbol.

The color are found in Coco film like; orange color were found in flowers as the decorating of altar tribute. Beside orange color, there are others colors like;

123 Duration 1:27:43
124 Liszka, James Jakob, A General Introduction to the Semiotic of Charles Sanders Peirce, p.120-126
blue, white, red and green. The object symbol can be found in *Coco* film such as; gate, flower petal, and skull. The clothing symbol can be found in *Coco* film are shoe and hat. The animal symbol can be found in *Coco* film like; cat and dog; and the last symbol of nature symbol are sunrise and lighting.

1. **Color Symbol**
   
   a) **Orange**
   
   The writer has found some orange color in this film that suitable with the purpose of the research. It looks like at the scene that writer take in this film.

   "You see that, the woman was my great-great grandmother, Mama Imelda. She died way before I was born. But my family still tells her story every year on Dia de Los Muertos, the Day of the Dead."

   The scene above happened at the beginning of these film. The film started with monologue by Miguel who told about his family story. At the Day of the Dead his family always did a ceremonial to tribute their family who was died. They will decorated the tribute altar with all...
of things that has orange color such as flowers and some fruit. They also will turn on the candle in each photos.

In the other scenes the writer also found orange color at duration 0:24:28. The scenes above happened when Miguel got trap in death world.

![Picture 17](image1)

Miguel’s family who was died invite him to meet Mama Imelda at death world. They should to pass the gate of death. The gate of death has orange color and it is consist of full flowers with orange color.

In denotative meaning, the orange color has meaning color that there were in some object such as flower and gate from these film. The
orange color has been used by all of the characters in this film to celebrate the Day of the Dead. It is suitable with the definition denotative meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning.¹²⁸

According to Pierce’s theory the orange color has connotative meaning as energy, balance, warmth, enthusiasm, vibrant, expansive, flamboyant, demanding of attention.¹²⁹ Based on the scene above the writer concluded that orange color has connotative meaning warmth, enthusiasm, energy and demanding of attention.

Because the orange color were used by all of character in this film to tribute people who was died and celebrated to Day of the Dead. It looks like from the celebration of the day of death was very lustrous with all of the characters at this film decorated they house, street, memorial building and funeral place with orange color. And the characters on this film who was died can took off their longing to their family who still life with crossing the flower petals gate.

¹²⁸Geoffrey Leech, Semantics the Study of Meaning, p. 9-23
¹²⁹Liszka, James Jakob, A General Introduction to the Semiotic of Charles Sanders Peirce, p.124-126
b) Blue

The writer has found some blue color in this film that suitable with the purpose of the research. Such as in this scene below.

![Picture 19](image)

The scene above happened when Miguel went to market and he stood alone to see Ernesto’s sculpture at the central market. Then he remembered about Ernesto’s story when Ernesto De la Cruz has concert at Ofrenda and until how he can died because of giant bell. He wore blue color not only in his clothes but also his hat. He looks so very enthusiastic and very cheerful when he sing a song.

In the other scene, the writer also found blue color such as at duration 0:59:06.

130 Duration 0:05:59
These scene above happened at Ernesto’s place. After Miguel thought he is Ernesto’s grandson, he tried to meet with Ernesto at his place. In his place, there is a pool with blue color and all of the people who was died swim at the swimming pool. They are enjoy and happy at the swimming pool. All of the people who was died gather around and enjoy with the situation at the party.

The blue color in this film has denotative meaning as color which there in some object such as guitar and clothes that wore by Ernesto. It is suitable with the definition denotative meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning.\(^{132}\)

According to Pierce in Lizka’s book, the blue color has connotative meaning as cool, calm, peaceful.\(^{133}\) Based on the explanation, the writer concluded that blue color in this film has

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131 Duration 0:59:06
132 Geoffrey Leech, *Semantics the Study of Meaning*, p. 9-23
meaning peace and cool. It looks like from Ernesto’s show that he still calm and entertain all of his fans. He also invited his fans to sing a song together with him. And from all of people who was died, they swam together in the pool and did other activity around the pool such as talk, eat, and play music or sing a song.

c) Red

From this film the writer found red color on Miguel’s jacket, such as in this scene below when Miguel have a sing competition.

![Picture 20](image134)

The scenes above happened when Miguel stayed at the death world. He asked his friend to help him, he will sing a song at Ernesto’s day so he borrowed his friend guitar. He tried firstly but he lost. And at the second he can sing a song fluently. He wore his red jacket and the hoodie to keep his head because he still has hair, so he did disguise to be same with all of people who was died at the death world.

The red color in Miguel’s jacket has denotative meaning as color that there in clothes. It is suitable with the definition denotative

134 Duration 0:51:17
meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning.\textsuperscript{135}

According to Pierce in Lizka’s book, the red color has connotative meaning as blood, passion, emotion, danger, or daring.\textsuperscript{136}

But the writer concluded based on the connotative meaning, red color on Miguel’s jacket in this film has meaning passion and emotion. It looks like from Miguel’s way to get what he want. He wanted to be a singer like his grandfather, so he decided to follow sing competition for prove that he is proper.

d) White

From this film the writer found some scenes which has white color, such as in this scene below.

\begin{figure}
\includegraphics[width=0.5\textwidth]{picture2.png}
\caption{Picture 2} \textsuperscript{137}
\end{figure}

\textsuperscript{135}Geoffrey Leech, \textit{Semantics the Study of Meaning}, p. 9-23
\textsuperscript{136}Liszka, James Jakob, \textit{A General Introduction to the Semiotic of Charles Sanders Peirce}, p.124-126
\textsuperscript{137}Duration 1:02:41
Miguel: “It’s just I have been looking up to you my whole life. You are the guy who actually did it! But did you ever regret it? Choosing music over everything else?”

Ernesto: “It was hard. Saying goodbye to mw hometown. Heading off my own.”

Miguel: “Leaving your family?”

Ernesto: “But I could not have done it differently. One cannot deny who one is meant to be. And, you my great-great grandson, are meant to be a musician! You and I we are artist, Miguel. We cannot belong to one family. The world is our family. Oh, oh the fireworks have begun!”

The scenes above happened when Miguel meet with Ernesto at his house. Miguel supposed that he is Ernesto’s grandson so Ernesto invite Miguel to come to his room that full of guitars. Ernesto said that all of guitar he got from his fans at the land of living he also told his story about his struggle how he be a famous singer until now when he was life. He tried to motivate Miguel to reach his dream.

The other scene, white color also writer found at duration 0:03:04 at the beginning of these film.
The scenes above happened at the beginning of the film. At the altar tribute of dead, grandmother’s Miguel put some candles on the altar as the lighting. The color of the candles is white and consist of some of size. The candles put on the altar with some object with yellow color such flowers and fruits.

From these scene above, the white color has denotative meaning as color that used in some object such us clothes and candle. It is suitable with the definition denotative meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning.\[^{141}\]

According to Pierce theory in Lizka’s book, white color has connotative meaning innocence, purity, light.\[^{142}\] Based on the explanation above, the writer concluded that white color has connotative meaning life, light and purity. It looks from these scene that writer analyzed the candle put on near and between the people’s photo

\[^{140}\] Duration 0:03:04  
\[^{141}\] Geoffrey Leech, *Semantics the Study of Meaning*, p. 9-23  
who was died to give them life and light at the death world. The candle also as the purity to tribute people who was died. Also Ernesto in the death world showed his existence that he always life while he was died in the land of living. He also never regret his fault that left his family to reach his dream.

e) **Green**

The last color that writer found in this film, were green color such as in the duration below.

![Picture 24](image1.png)

**Picture 24**

![Picture 25](image2.png)

**Picture 25**

Mama Imelda : “I need my spirit guide, Pepita. Who has that petal Miguel touched?”

143 Duration 0:34:51
144 Duration 0:35:10
145 Duration 0:34-51 – 0:35-10
The scenes above happened when Miguel escape from his family because he did not want to back to life world. He wanted to meet Ernesto who he judge as his grandfather. The Mama Imelda called his spirit guide animal to find Miguel’s position. The spirit guide animal is a pet that Miguel’s family protect as they as life.

The green color in this scene has denotative meaning as color that there in spirit animal. The spirit animal has green color which dominated her bodies. It is suitable with the definition denotative meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning.¹⁴⁶

According to Pierce in Lizka’s book, the green color has connotative meaning new life, fertility, hope.¹⁴⁷ Based on the explanation above the writer concluded that green color in this film has meaning as life and hope. Because Pepita, was a spirit guide animal were life in the death world has green color on all of his body. In the living land she was a cat who has black color. But she was died. And in the death world she life again and has green color. She also gave a hope to Mama Imelda’s family to find out Miguel’s position.

¹⁴⁶Geoffrey Leech, Semantics the Study of Meaning, p. 9-23
¹⁴⁷Liszka, James Jakob, A General Introduction to the Semiotic of Charles Sanders Peirce, p.124-126
2. Object Symbol

a) Gate

Gate symbol according Pierce in Liszka’s book has meaning entry and exclusion. Based on the statement, the writer found the similarity of meaning from gate, it was seen from the scene that the writer took in this film.

The scenes above happened when Miguel got trap in death world. His family who was died invite him to meet Mama Imelda at death world. They should to pass the gate of death. The gate of death connected two world; death and life.

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149 Duration 0:24:28
150 Duration 0:24:25
The gate in this film has denotative meaning as street which used by people to cross from one place to other place. In this film the gate has function to connect two world, Living and Death. It is suitable with the definition denotative meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning.\(^{151}\)

Based on the explanation above the writer concluded that gate symbol has connotative meaning entry and exclusion. In this film, the gate has connected the two world and as the main road to change world. Besides to entry or come the gate also as the way to out. All of the characters in this film who was died need the gate to go and back to two world; death and life.

b) Flower

Flower symbol according Pierce in Liszka’s book has meaning beauty, youth, strength, gentles.\(^{152}\) Based on the statement, the writer found the similarity of meaning from flower, it was seen from the scene that the writer took in this film.

\(^{151}\)Geoffrey Leech, *Semantics the Study of Meaning*, p. 9-23

Grandmother: “Dia de Los Muertos is the one night of the year our ancestors can come visit us. We put their photos on the Ofrenda so their spirit can cross over. That is very important. If we don’t put them up, they can’t come. We made all this food, set out the things they love in life, Mijo. All this work to bring the family together.”

In this scene above, the flower has denotative meaning as a plant that used by people to decorated tribute altar. The flower should has orange color. Not only flower but there are some photos, foods and candles that there in tribute altar. It is suitable with the definition denotative meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning. 

153 Duration 0:09:57
154 Duration 0:10:17
155 Duration 0:09:57 – 0:10:17
156 Geoffrey Leech, *Semantics the Study of Meaning*. p. 9-23
The picture above shows the flower petals is a decoration at the day of the death. All of place, room and things were decorated with flowers. The scene above happened when Miguel’s grandmother saw him play a guitar with a musician at central park. Then his grandmother brought him to the tribute ritual room. In this room all of decoration full of flowers with orange color and display family’s photo who have died. The flower petals is one of the object symbol which found in this film.

Based on scene above the writer concluded that flowers as seen as in this film has connotative meaning as beauty, youth, strength, gentles. Because from these scene the flowers be an object to give sweet and beauty place to member of family who was died. Also to remember them that they always life in their hearts are still alive.

c) Skull

Skull symbol according Pierce in Liszka’s book has meaning death. Based on the statement, the writer found the similarity of meaning from skull, it was seen from the scene that the writer took in this film.

Picture 30

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158 Duration 0:22:49
These scene above happened when Miguel escaped from Ernesto’s memorable building. He got a trap in the death world. He run away until he arrived in complex funeral. He met with so many skull as the object symbol to people who was died.

In the other scene the writer also found the same object that has similar meaning with skull symbol. That was in the picture below.

![Picture 31](image)

Picture 31

These picture above happened when Mama Imelda got angry because of Miguel who escaped from his family. Mama Imelda and some of her member of family who was died. And in the death world they were life but as a skull. They also can did everything what they did when they were life.

The skull in these scene above has denotative meaning as a part of body from people who was died. The skull also wore clothes and do activities like people who still live. It is suitable with the definition denotative meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning.\(^\text{160}\)

\(^{159}\) Duration 0:34:49

\(^{160}\) Geoffrey Leech, *Semantics the Study of Meaning*, p. 9-23
Based on these picture above the writer concluded that skull as the object symbol has meaning death. Because in this film people who was dead and life in the death world all of them like skull. They just have cranium. When they are fall down, they would be broken then they would repaired by themselves.

3. Animal Symbol

a) Cat/dog

Cat/dog symbol according Pierce in Liszka’s book has meaning cunning, forethought, and ingenuity.\(^{161}\) Based on the statement, the writer found the similarity of meaning from cat/dog, it was seen from the scene that the writer took in this film.

\(\text{Picture 32}\text{162}\)


\(^{162}\) Duration 1:35:23
These scene above happened when Miguel has back to the land of life. It was Dia de Las Muertos or the day of the death celebrating. He and all of his member of family gather around in the front of his house. Suddenly, Pepita, a cat as the spirit guided animal came to his house and attracted attention of Miguel’s family member. His family loved cat, Pepita. Not only cat, a dog, Dante also came to his house together with cat. They accost all of people over there.

Cat and dog in this scene above has denotative meaning as a pet who maintained by Miguel’s family. The cat and dog did interaction with some peoples in Miguel’s family. It is suitable with the definition denotative meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning.¹⁶⁴

Based on the scene above the writer concluded that cat/dog as animal symbol has connotative meaning ingenuity. Because, when the first time Miguel’s family member met the cat and dog they were not like and always case away them from around them. But the cat/dog has

¹⁶³ Duration 1:35:34
some tricks and things that can made Miguel’s family love with them.
The cat up to the top of table and attracted attention all of people.

4. Clothing Symbol

a) Shoe

In this research he writer concluded that shoe symbol has connotative meaning journey, adventure, alteration. The connotative meaning can developed in accordance with the situation encountered so that the additional meaning is usually a sense of subjective value of its users. Based on the statement, the writer found the similarity of meaning from shoe, it was seen from the scene that the writer took in this film.

Picture 34

These scene above took a place at Miguel’s family house. Based on this film, all of Miguel’s family member worked as a shoemaker and shoe-shine. It was a job that handed down by their ancestral at past and until now they did this job, and never tried another job.

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165 Geoffrey Leech, *Semantics the Study of Meaning*, p.9-23
166 Duration 0:09:13
The other scene that told about their job as shoeshine is in the duration 0:06:45 like at the picture below.

![Picture 35](image_url)

These scene above happened when Miguel were doing his job as shoeshine. Every morning he went to the central of city to offer his service. At the day he was lucky, he got job to make a musician’s shoe clean. When he did his job, the musician were playing his guitar and told something about him to Miguel. Miguel also told about his family who hated with music, because of music his great-great-grandmother and great-great-grandfather separated.

The shoe symbol in this scenes above has denotative meaning as a thing that people wore in their foot. In this film, all of Miguel’s family member has profession as shoe-maker and shoe-shining. They made and sold the shoe. It is suitable with the definition denotative meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning.  

Based on two scenes above the writer concluded that shoe has connotative meaning as journey, adventure, alteration. Because at the

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167 Duration 0:06:45
168 Geoffrey Leech, *Semantics the Study of Meaning*, p. 9-23
beginning of this film the shoe be a main problem. The shoe also brought Miguel to do adventure in the death world to save his great-great-grandfather from his enemy, Ernesto. The shoe also brought a change to his family. His family more warmth and love each other.

b) Hat

In this research he writer concluded that hat as the clothing symbol has connotative meaning position, status social, accessories and job. From this film, hat has denotative meaning as an accessories which people wore when they have showed. It is suitable with the definition denotative meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning.¹⁶⁹

The connotative meaning can developed in accordance with the situation encountered so that the additional meaning is usually a sense of subjective value of its users.¹⁷⁰ Based on the statement, the writer found the similarity of meaning from hat, it was seen from the scene that the writer took in this film.

Picture 36¹⁷¹

¹⁶⁹Geoffrey Leech, *Semantics the Study of Meaning*, p. 9-23
¹⁷⁰Geoffrey Leech, *Semantics the Study of Meaning*, p.9-23
¹⁷¹Duration 0:05:59
The scene above happened when Ernesto De la Cruz has concert. He wore blue color not only in his clothes but also his hat. He looks so very enthusiastic and very energetic when he sing a song.

![Picture](image)

**Picture 37**

Not only Ernesto de la Cruz who wore hat when have a concert. A musician group, also wore a hat in their performance. Based on the scenes above, the writer took conclusion that hat has connotative meaning as status social, accessories and job. According to film, all of characters who has high status social and great job wore a hat to cover their hat.

5. **Natural Symbol**

a) **Sunrise**

Sunrise symbol according Pierce in Liszka’s book has meaning new, beginning. Based on the statement, the writer found the similarity of meaning from sunrise, it was seen from the scene that the writer took in this film.

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172 Duration 0:50:34
These scenes above happened, when Miguel have met with all of his member family who was died. He waited his family to give his blessing to back to life world. If he still did not get the blessing he will kept stay in the death world, but he got it.

Based on this film sunrise has denotative meaning as sun that rise from east direction. When the sun is rising it means morning. It is suitable with the definition denotative meaning or conceptual meaning which corresponds to the primary dictionary definition or true meaning.¹⁷⁵

Based on scene above, the writer took conclusion that sunrise has connotative meaning new and beginning. Because, Miguel can start his new life at the beginning of the day. He should to choose to keep stayed at the death world or back to land of living to continue his life.

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¹⁷⁴ Duration 1:27:43
b) Lighting

Lighting symbol according Pierce in Liszka’s book has meaning it can be either life-giving or death dealing.\textsuperscript{176} Based on the statement, the writer found the similarity of meaning from lighting, it was seen from the scene that the writer took in this film.

These scene above happened when Miguel escaped from Ernesto’s memorable building. He got a trap in the death world. He run away until he arrived in complex funeral. He met with so many skull as the object symbol to people who was died. From the body of every skull emit the light with orange color. It was different with people who still life who did not emit the light.

From this film lighting has denotative meaning as a light that comes from skull or people who was died. The light has orange color and it is same with the flower as the things to tribute people who was died. It is suitable with the definition denotative meaning or conceptual

\textsuperscript{176} Liszka, James Jakob, \textit{A General Introduction to the Semiotic of Charles Sanders Peirce}, p.124-126

\textsuperscript{177} Duration 0:22:49
meaning which corresponds to the primary dictionary definition or true meaning.\textsuperscript{178}

Based on the scene above the writer concluded that the lighting as the nature symbol has meaning either life-giving or death dealing. Because at the scene above told about situation when Miguel got trap in death world. He is as the human also emit the light from his body same like with all of the skull.

C. The influence of the symbolism to the characters in \textit{Coco’s} film by Adrian Molina

The influence of symbols on people’s impressions about what it is like to work in a particular organization-what.\textsuperscript{179} It mean that the symbol gives something that can people receive as their trust. These something should to be behavior and habit as they can do usually in some times.

Based on the question number one the writer has found there are some symbols which found in \textit{Coco} film such as symbol; orange color, blue color, white color, red color, green color, gate, flower, skull, cat/dog, shoe, hat, sunrise and lighting. For all of the symbol the writer just use some symbols that has influenced and related with the character in this film likes; flower, skull, orange color and red color.

\textsuperscript{178}Geoffrey Leech, \textit{Semantics the Study of Meaning}, p. 9-23

1. Believe and receipt something as the rule of life
   
   a. The Flower Symbol Influenced *Coco’s* Film Character that Flower was Tribute to People who was Died

   *Coco* film was a film that talking about a family who always honor with their ancestral. They always did what their ancestral said at the past. It looks like from some scene that told about how Miguel’s family always celebrate the Day of the Death. They did the celebration because they believe that their ancestral will come to their house to meet them at the Day of the Day. So, they always decorated their house and street around their house with all of things that has orange color include flowers with orange color.

   Picture 40

   Picture 41

180 Duration 0:09:57
181 Duration 0:19:42
These scenes above showed that to celebrate the Day of the Death all of people in Coco film was decorated all of things and place with something that has orang color included flower with orange color. They believe that with flowers which has orang color their ancestor will be like it and appreciate with what they did. Because in question number two the writer has explained about the meaning of each symbol; orange color and flower as the object symbol. So the flower with orange color has connotative meaning tribute to ancestor and the warmth of family. The influence of symbols on people’s impressions about what it is like to work in a particular organization — what is referred to as psychological climate. From the explanation above the writer concluded that flower with orange color has influenced all of characters in Coco film as the flowers to tribute and to convey their love to their ancestor because they always did it every time when the Day of the Death Celebration will held.

b. The Skull Symbol Influenced Coco’s Film Characters that Skull is a Depiction of People who have Died

The skull is a part of human body. When people still life they have flesh and skin that wraps their skull. In this film all of characters who was died or characters in the Death world just a skull. Like generally, the skull can do what human did in the Living land. The skulls can work, eat, doing something and make relation with other skulls.

The influence of symbols on people’s impressions about what it is like to work in a particular organization—what is referred to as psychological climate. In this film, all of characters believe that our ancestor who was died will back to their house to meet him with skull object. They will gather around with them during the Day of the Death celebration. Such as in this scene below, between the human and people who was died were different. The people who was died was depicted with skull.

Based on two pictures of the scenes above it gave differences between people who still life and people who was died. At the Day of the

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184 Duration 0:34:49
185 Duration 1:35:56
Death celebration the ancestor with skull object will back to the house and gather around with their family.

2. **Believe and bravery with something as self confidence**

   a. The Red Color Influenced *Coco*’s Characters to be Brave

   Miguel as the main characters of *Coco* film has a dream to be a singer. But all of his family members did not like job profession as a singer. So, Miguel escaped from his house to reach his dream. They will follow sing competition as one of activity to celebrate the Day of the Death. He went to Ernesto’s Memorable building to take his guitar, but he got a trap in Death world.

   As long as he was in the Death world, they got help from his friend, Hector. He got some help from hector to reach his dream and met with his grandfather to get his blessing to be a singer. On the one chance when Miguel will show his performance in front of all people he wore a jacket with red color. He never gave up to reach his dream and did something danger. The influence of symbols on people’s impressions to conveys or transmits meanings, images, feelings, and values to those who encounter them as the perspective that they can believe in each activity.\(^{186}\) That the red color has influenced Miguel to be brave and ambitious to reach what he wanted.

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CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the data from Coco film by Adrian Molina, the writer concludes as follows: The kinds of conventional symbols those found in Coco film.

There are five kinds of conventional symbol in Coco’s film; color symbol, object symbol, clothing symbol, animal symbol, and nature symbol.

The denotative meanings of symbol those have found in Coco film are:


The influence of the symbol to the main character are; Believe and receipt something as the rule of life, the orange flowers has influenced Coco’s character that it was a flower to tribute people who was died, the skull has influenced Coco’s character that is a depiction of people who have died and red color has influenced Coco’s character were believe and bravery with something as self-confidence.
B. Suggestion

In the end of this thesis the writer wants to give some suggestions; First, the symbol that exist in daily activity must have their own meaning, it is important for everyone to know the meaning of the symbols around. Secondly, the symbol is not only as a form, picture, or writing, but a symbol can also influence themselves and others, thus it is important for the reader to pay attention to the symbols that exist because there are also symbols those adversely influence others people live. The last, the writer proposes this thesis to the readers especially to the students of English Literature Department of Adab and Humanities Faculty about the symbol how to classify the kind of the symbol and the influence of the symbol to society. The writer hopes the junior English Literature students will continue this research with another subject and this thesis will help them about the theory.

The writer realizes this thesis has not been perfect yet, this thesis has many mistakes, therefore the writer expects to the reader for giving some critics and suggestion for make this thesis batter.
REFERENCES


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**APPENDIX I**

**TABLE OF SYMBOL**

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*State Islamic University of Sulthan Thaha Saifuddin Jambi*
APPENDIX II

Biography of Charles Sanders Pierce

Charles Sanders Peirce was born September 10, 1839 in Cambridge, Massachusetts, he was the son of a Harvard University mathematician. Peirce is an American philosopher, logician, mathematician, and scientist, sometimes known as the "father of pragmatism". He was trained as a chemist and worked as a scientist for 30 years. Now, he is valued for his contributions to logic, mathematics, philosophy, scientific methodology, and semiotics and his discovery of pragmatism. Peirce's works have been widely known in the world of philosophers. One of them is a book that tells about semiotics which is also used by writers to assist this thesis. In the book, Peirce expressed his opinion about the symbols associated with this thesis for the writer to take and cite Peirce's theory of the symbol.
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Jambi, Januari 2020
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Jambi, Januari 2020
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Dr. Ali Muzakir, M.Ag
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CURRICULUM VITAE

A. Personal Identity

- **Name**: Wahyu Ramadhon
- **Date of Birth**: Tanjung Jaya, 12th Februari, 1995
- **Gender**: Male
- **Religion**: Islam
- **Address**: Tanjung Jaya, RT 03, Kecamatan VII Koto Ilir, Kabupaten Tebo
- **Height**: 168 cm
- **Weight**: 68 kg
- **Phone**: 0853-6898-3593
- **Status**: Single
- **E-Mail**: Wahyu708@gmail.com
- **Father’s Name**: Arpan
- **Mother’s Name**: Mutmainnah

B. Education Details

- **2001 - 2007**: State Elementary School 35/VIII Paseban
- **2007 - 2010**: State Junior High School Nurul Hidayah Balai Rajo
- **2010 - 2013**: State Senior High School Nurul Hidayah Balai Rajo
- **2013 - 2020**: English Literature Department, University of Sultan Thaha Saifuddin Jambi
  (IPK: 3.04 very good)
2. Dianjau memperdaonak sadagian don otu juhul ko'ya julis ni colom berliq ogapun hamak izil Uiu Sutia Jambil
b. Penugur yetal melukat lenepumag yang weug Uiu Sutia Jambil
a. Penugur yetal melukat lenepumag yang weug Uiu Sutia Jambil

State Islamic University of Jullihun Traha Sutliudjin Jambil

Hak Cipta Milik UIN Sutia Jambil