

A Depiction of Gender Role Denotation of color in Trolls Movie by Mike Mitchell

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ABSTRACT

Most of all people watch movies as mere entertainment, without paying attention to other things that come from the show, such as denotation. Here, the researchers intend to explore how many color denotations in a film, because of their unlimited use. The researchers chose the film from Mike Mitchell, the Troll film to be analyzed as an object of research. There is one problem statement that the researcher found. That is the question of color denotation in the film Troll. The process of analysis used two-phase significance by Roland Barthes. By using this theory, denotation will emerge on its own. The research method employed in this study was descriptive qualitative research. The data were in the form of the figures in Troll movie by Mike Mitchell. The data were collected by ways of observing, transcribing, describing and interpreting the figures in Troll movie. The result showed that the use of color symbols has denotation to the messages or ideologies. These can be one of the strategies for a director to hide the messages and to lure the interesting things from the Troll movie. This study is expected to be a reference for further researcher for analyzing the phenomena of denotations of the movies.

Keywords: *denotation, Troll movie, color, symbol*

INTRODUCTION

As Andira Putri (2016) study by Tabloidbintang.com *Trolls* 3D animated movie of the United States in 2016 by Mike Mitchell tells of this colorful short alien, with tall haired who lives peacefully in a colorful forest. They are always ready to help one another because they have a life principle of 'no trolls left behind' so they are ready to help one another. Trolls are also cheerful creatures. They often express happy feelings by singing. All of these trolls are led by a princess named Poppy with pink characters. Poppy is always optimistic and spreads positive qualities to other trolls. However, not all trolls have this property. There are trolls like Branch with a gray body that always looks pessimistic and antipathy towards everything. Branch lives alone and hates singing. No wonder Branch and Poppy are often involved in feuds. The trolls' life stories are presented with eye-pleasing visualizations.

The colorful combination of characters and troll hair with their unique nature is striking in this animated film. Not only good at presenting interesting visualizations, *Trolls* has a good storyline. The adventures of Branch and Poppy to save the trolls were exciting. Herein lies how these characters have a positive spirit and spread it not only to their own people but also their enemies, the creatures who depict themselves as Bergens. The author chose Mike Mitchell's *Trolls* film as his research material, which is interesting to study from this animated film is his character which is depicted according to their body colors, such as Poppy character

who has a pink body which is portrayed as a cheerful child, Popy's character represent the meaning to be conveyed, this is the reason why the writer chose the film *Trolls* to be studied. The film, directed by Mike Mitchell, is inspired by the Trolls doll by Thomas Dam.

The researchers examine the characters in the film *Trolls* by using semiotic analysis. In this study the authors wanted to see how the other characters were presented through the colors of their bodies, using the Roland Barthes semiotic approach. The author wants to see how the characters in the film *Trolls* are presented according to their body color using the denotation. Considering the characters in this film have snails that match their body color.

LITERATURE REVIEW

Lexical Meaning

The term lexical meaning which is used in semantics is translated as the lexeme meaning whether it is para-phrasal lexeme. Lyon (1995:140 in Ningtyas, et al. (2019) concluded that the maning of sentence depends on the meaning of its constituent lexeme including phrasal lexeme. It covers among other things the discussion about denotation, connotation, synonymy, hyponymy, polysemy, homophony, and homonymy.

Denotation

Denotation meaning is connected with the extralinguistics reality. It is the precise naming of a feature of the idea, phenomenon, or object, the name by which recognized the whole of the concept. It tries to identify the extension of the term in question. Thus, it is a match between the names we give to the designated object. Because we recognize the dentoation, we can finally speak. Within reason, we have a picture or image about something that is possible for each person not congruent, but we understand what it means thanks to denotation.

Connotation

Connotation os the kind of lexical meaning which is related to the certain item it refers to. Connotative meaning refers to the emotional association which a word or phrase suggests in one's minf; it is the supplementary value which is added to the purely denotative meaning of a word. It is the part of the meaning of a word that adds a rhetorical spin to what is said. More specifically, connotation signals the attitude of the speaker towards the object described.

METHOD

This research uses qualitative method. The definition of qualitative method is Qualitative methodology as a research procedure that produces descriptive data in the form of written or oral words from people or observable behavior. Hikmat (2011:37). Meanwhile the qualitative study is designed to be consistent with the assumptions of a qualitative paradigm (Creswell, 1994: 1). The qualitative method used in this study aims to analyze the myths in the film Trolls based on semiotic analysis. Maxwell in Alwasilah (2002:32) states that there are five levels of comprehension in conducting a research; description, interpretation, theory, generalization, and the last is evaluation.

Description is used to explore the meaning of related phenomenon; and theory is applied to analyze of why and how the phenomenon must be explained. There are several reasons why the research uses qualitative method. First, qualitative method is multi method of research that uses an interpretative, naturalistic approach to its subject matter (Denzin & Lincoln, 1994:1). Interpretation, according to Miles & Huberman (1994:21), is applied when a human discourse and action could not be analyzed with the methods of natural and physical science, conceptual perspective then used to discover layers of meaning expressed in data collected. Creswell (1994:12) also states that qualitative research is seen as interpretative research since such biases, values, and judgment of the researcher become stated explicitly in the research report.

Second, the qualitative research emphasizes primarily on process. The data sources employed in the qualitative study are well-grounded, with rich descriptions and explanations of processes in identifiable local contexts. In addition, the writer can preserve chronological flow to obtain a fruitful explanation (Miles & Huberman, 1994:25). Third, qualitative research is inductive, meaning that the writer builds abstractions, concepts, hypotheses and theories from details emerging of the data collected (Creswell, 1994; 145). This study is based on a semiotic analysis which would tend to be interpretive of such things aims to analyze the myths in the *Trolls* movie and this study uses the concept of myth Roland Barthes.

FINDINGS AND DISCUSSIONS

This contains the process of analyzing data with several theories such as Barthes theory to get results to answer research questions. This research process will explain the denotation about the colors in each color in the characters in the film *Trolls*. Connotation expresses the hidden meaning behind the sign implicit in a matter. Denotation according to Berger is a special meaning contained in a sign and in essence can be called a description of a sign (Sobur 2003).

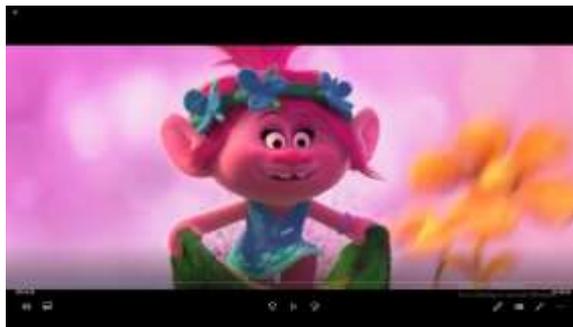


Figure 1. denotation in pink

Denotation in pink when viewed in terms of a signifier combination of red and white, has a cheerful, gentle, caring and romantic meaning. Whereas in terms of the signified pink Poppy possesses a cheerful, gentle and spirit-filled character, he has positive energy in himself.



Figure 2. denotation in gray

Denotation of the gray color when viewed in terms of a signifier combination of white and black, this color is the transition between two non-colors. The more concentrated gray, the more dramatic and mysterious it seems. Gray color when associated with a person's nature is often interpreted as calm, hard-working and tend to think about their own safety. While in terms of signified gray, Branch one of the characters from Trolls movie with the gray color's who have a negative attitude are not as cheerful as the other Trolls characters.



Figure 3. denotation in blue

Denotation of the blue color when viewed in terms of a signifier the original color without combination, when viewed in terms of signified blue, the blue color is specified as a symbol of trust, loyalty, wisdom, intelligence, faith, truth, and heaven. Blue is thought to be beneficial for the mind and body. This color slows down human metabolism and produces a calming effect. The blue color is associated with awareness and intelligence. Blue is a masculine color; according to research, this is very acceptable among men. Dark blue is associated with depth, expertise and compassion. Biggie is a character in the film Trolls who has blue skin, the meaning of blue is closely related to the character Biggie in the film Trolls.



Figure 4. denotation in silver

Denotation of the silver color when viewed in terms of a signifier the silver itself, when viewed in terms of signified silver almost same with grey color, the silver color is specified as a symbol of glamorous and elegant, therefore usually something in silver is more likely to have an expensive value than other colors. Silver has a graceful, emotional, decisive and thoughtful meaning, Guy Diamond is one of the characters from the trolls movie who has a silver body with blue eyebrows and a green nose.

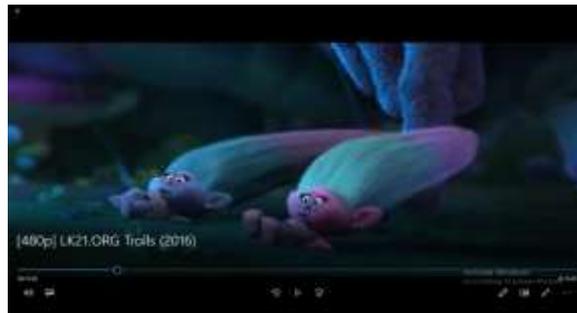


Figure 5. denotation from pink

Denotation from pink the color of Satin character in Trolls movie, Pink symbolizes love and romance is a feminine color. Under normal conditions, this color is almost always associated with something that makes a woman fall in love, associated with women and feminine impression. Besides having a romantic meaning and warmth, pink is also synonymous with fun. But there is a negative meaning of pink that is boring and weakens energy. Chenille another character from Trolls movie she have a blue color, the color blue has the meaning of calm and relaxed, the lighter blue color will give effect to a more dominant belief. While the dark blue color is more likely to increase the impression of smart, serious and professional. There is also a negative meaning of the color blue that is cold, stubborn and unfriendly.



Figure 6. denotation from violet

Denotation from Violet is a unique color, mainly because it is rarely found in nature. The use of this color represents great hope and sensitivity. Besides that the color purple also has the meaning of wise, truthful, ambitious, positive and purple is also known to have a mystical aura meaning. Besides positive meanings the color purple also has a negative meaning namely betrayal and solitude. Purple is the skin color of the Creek character in the film Trolls.



Figure 7. denotation in pink combined with red

Denotation in pink when viewed in terms of a signifier combination of red and white, has a cheerful, gentle, caring and romantic meaning. Pink is full of romance. With its feminine nature and lightness, pink has a never-ending charm. Pink is also considered a soft and smooth hue. Flowing positively, pink provides warmth and comfort. When you see pink, it will usually inspire someone to hold fast to expectations. DJ Suki has a character from the movie Trolls who has the same color as Popy, that pink colors, Dj Suki has a character that is almost the same as Popy, a loving, brave, cheerful and full of warmth.

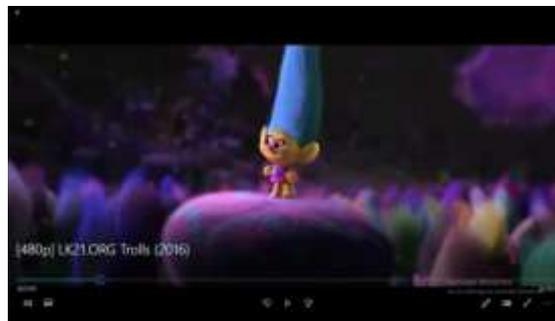


Figure 8. denotation in yellow

Denotation the meaning of the color yellow refers to the happiest, striking and also blends with the extrovert. This color is usually used by people who want

to appear or want to be noticed by others. Yellow gives the meaning of warmth and a sense of happiness and as if to create a desire to play. In other words, this color also means optimistic, uplifting and cheerful. Therefore, individuals who like yellow tend to be wiser and smarter from an academic perspective, so they are more creative and smarter at creating original ideas. Smidge characters from the yellow film Trolls.

CONCLUSIONS

The use of symbols in films can be made by the director as one of the strategies to hide messages or ideologies. In this analysis, the symbols contained in the film are color symbols with denotations. However, however symbols are made, symbols in accordance with literary works can make the film itself more interesting to watch. Symbols have an important part of the story. People must realize that there are many symbols in a film, so they can uncover hidden messages.

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