

**Research article**

# Sign Found In The Movie Spiderman : Far From Home

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**Abstract.**

This research analyze the kinds and functions of the signs found in the movie Spiderman : Far from Home. There are some methods used in writing this research, they are data sources, data collection, data analysis, and presenting the result of the analysis. In this research writer used the movie entitled “Spiderman: Far from Home” as the data source. The writer applied some methods of research those are by watching the movie, taking any signs that found in it, and then it was classified based on their kinds of sign on the collecting the data. In analyzing the data, the writer applied the theory of Chandler in his book entitled Semiotic for Beginners (1931) as the main theory and supported by other theories that are relevant to this topic. The analysis of data was done by explaining all the signs found in the movie based on its kind and function. The result of the research shows that the signs found in the movie Spiderman: Far from Home consist of 3 Icons, 5 Indexes and 8 Symbols. In the Icon there are, 3 Ideational Metafunctions. In the Index there are, 4 Ideational Metafunctions and 1 Interpersonal Metafunctions. In the Symbol there are, 6 Ideational Metafunctions, 4 Interpersonal Metafunctions and 4 Textual Metafunctions.

**Keywords:** *Sign, Icon, Index, Symbol, Movie Spiderman : Far from Home*

## 1. INTRODUCTION

Everything in this world has a meaning, especially language. It can be seen when someone use language, there is a meaning. If language was used by someone to communicate with other, it means that the conversation has a purpose. By using language, people can understand the purpose of that conversation. In this modern era, language has become an important meaning of communication. Besides that, language can also transfer our thoughts, ideas and desires.

In linguistic, the study of meaning called semantic. Besides learned about the meaning of the word, in semantic also learned about semiotic. Semiotic can be defined as a domain of investigation that explores the nature and function of signs as well as the systems and processes underlying signification, expression, representation, and

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**Dates** Published 04 July 2022

**Publishing services provided by**  
**Knowledge E**

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Selection and Peer-review under the responsibility of the ISCL 2021 Conference Committee.

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communication. According to Chandler, semiotics, as signs which take the forms of words, images, sounds, gestures, and objects. (Chandler, 2007:2). It means semiotics, or semiology is the study of signs, not only sign in the form of images, it also in the form of words, sounds, gestures and objects. In other words, semiotic was the study of sign and symbol. There are three kinds of sign, such as icon, index and symbol. An icon has a meaning similarity between sign and its signified, index that a sign which is closely associated with signified, and symbol was an only conventional link between the sign and its signified.

In addition, sign was a one form of communication. The difference between language and sign was a language used by two or more people who communicate with each other, while sign was non-verbal communication because not involved in its implementation directly. Signs take the form of words, images, sounds, odors, flavors, acts, or object, but such things have no intrinsic meaning and become signs only when we infest them with meaning. 'Nothing is a sign unless it is interpreted as a sign' (Chandler, 1931:58,2.172). There were many signs everywhere because it was very important in our life. Signs can make us understand the meaning of something with or without a word in the sign. If there was a sign in some place, someone can know something according to the instruction given by the sign. For example, at some place there was a sign of "no smoking" then, all people can understand this sign and not smoke in that place. It can show that the sign has a meaning.

As explained before, a sign has a meaning which same as the sign in the movie. In this technology era, movie could accessed by all of the people anywhere and anytime. Besides to entertain, the movie also has moral values. In order to make the audience understand the plot and message of the movie in simply and attractively, signs were needed in there. In addition, there were many kinds of signs in movies like icon, index and symbol. Some examples of signs, they were, picture of someone as an icon, thunder as an index and national flag as a symbol. Picture of someone as an icon because the picture as a signifier imitating someone as a signified. Thunder was one example of an index because the definition of index is the signifier directly connected to signified, so thunder was a sign that will be rain in that place. The national flag was a symbol because that flag as signifier does not resemble the country as signified, but based on agreement what kinds or color of the flag as a symbol of the country. Therefore, Signs found in the movie "Spiderman: Far from Home" was analyzed in this research based on theory applied. Besides that, researcher found that there were many signs that can be found in this movie. Because of that, the research was made with the title "Signs Found in the Movie Spiderman: Far from Home".

Related to the background, there are several previous studies are used as references in this study. Juliantari (2014) conducted a study entitled "*Semiotic Analysis of 'The Conjuring' Movie Poster Advertisement*" showing that foregoing analysis poster advertisement entitled "The Conjuring" movie poster, there were two aspects which formulated in this poster. They are verbal and visual. The verbal aspects referred to verbal signs while from the visual aspect, we understood the genre of the movie was horror and happened few years ago. There were also analysis about messages which were carried by the text and picture of the posters, because it is the most vivid information that people needed. The non verbal aspect which referred to visual aspects were divided into several 7 categories, consist of: colour, shape, sign, background. The three movie poster implied message especially for the verbal and visual aspects. The movie poster used the semiotical signs by both verbal and visual aspects which have some important purposes, such as: to give some information for people about signs in order to know the messages of signs in the posters. In addition, Rahmah (2019) also conducted a study which entitled "*Semiotic Signs in Walt Disney's Selected Movie Posters in 2018*" which found results based on analysis the data, they were visual and verbal sign with six posters as the data the writer found six types or classification of sign in the posters. They are qualisign or the quality, sinsign, legisign, icon, index and symbol, denotative meaning from the poster is taken from the meaning of color and the character but only from what appeared in the posters. But connotative meaning analyze the color and the character with deeper meaning or more than what on the poster, because connotative meaning also called as a hidden meaning, and the last is the correlation of the visual and verbal sign in all posters is to complete each other in order to make the poster easy to understand and persuade the consumers with attractive appearance. On the other hand, Demanty (2019) also doing similar study entitled "*Female Masculinity In Movie (Analysis Study Of Semiotics In Ocean's 8 Movie)*". In her research, she found that all of the women main characters in this have more masculinity characters in the form of strength, aggressiveness, ability to lead, independency, rebellion and tomboy

Based on previous study above, this research different from those previous study that has been discuss before. This reseach aim to analyzing kinds and functions of sign found in movie "Spiderman: Far from Home". Therefore, this research find out what kinds of the sign are found in the movie "The Hitman's Bodyguard" and what are the functions of the sign found in the movie "Spiderman: Far from Home"?

## 2. METHOD

The data in this research taken from a movie “*Spiderman: Far from Home*” which is presented by Columbia Picture and Marvel Studio. The data collection was done by watched the movie for several times, and then the signs were classified based on their kinds. The data were collected by watching the movie, capturing the scene where the signs were found and the signs in the movie were classified, after that, it was written in the note. A note was taken whenever the sign was appeared in the movie. In addition, the data analysis were the method and technique of analyzing the data. After signs were collected and classified based on their kinds and functions, the data was analyzed based on the theory. Therefore, this research present the result of analysis; they are the formal method and informal method. The formal method was symbols to illustrate the phenomena which is found and it was analyzed with picture of the data in the movie “*Spiderman: Far from Home*”. The informal method was applied by some sentences in order to the problems were expressed in this research.

## 3. RESULT AND DISCUSSION

In analyzing the data which taken by watching a movie “*Spiderman: Far from Home* “ the researcher find that thera are three categories in the kinds of sign, they are icon, index, and symbol, and there are three categories in the functions of sign, they are ideational metafunction, interpersonal metafunction and textual metafunction.

### 3.1. The Kinds and Functions of Signs in the Movie *Spiderman: Far from Home*

There are three categories in the kinds of sign, they are icon, index, and symbol, and there are three categories in the functions of sign, they are ideational metafunction, interpersonal metafunction and textual metafunction. These kinds and functions of signs are explained below.

#### 3.1.1. Icon and Its Function

##### 1. Tony Stark (Iron Man)

The picture above can be categorized as an icon because if someone see it, they know the person in picture above is Tony Stark or Iron Man. Their mind could refer



Figure 1

to Iron Man because the man in the picture is identical with Iron Man. The function of the sign above is ideational metafunction, because the picture of Tony Stark (Iron Man) is used to represents referential sense the real character of Tony Stark in the movie. He is one of the superhero from Marvel Cinematic Universe. The picture above is just microcosmic picture of the real Tony Stark.

#### 1. Photo of Peter Parker and Nick Fury's Staff



Figure 2

The photo above can be categorized as an icon because the photo of Peter Parker and Nick Fury's staff is imitating the real subject, in this case the photo imitating Peter and that girl. If someone see that picture their mind will directly think about them. The function of the sign above is ideational metafunction, because the photo of Peter Parker and Nick Fury's staff is representing the object. In this case the photo represents Peter Parker that well-known as Spiderman and a girl that known as Nick Fury's staff.

#### 1. A Picture of Peter Parker

The picture above can be categorized as an icon because if someone see it, they know the person in picture above is peter Parker or Spiderman. Their mind could refer to Spiderman because the man in the picture is identical with Spiderman. The function of the sign above is ideational metafunction, because the picture of Peter

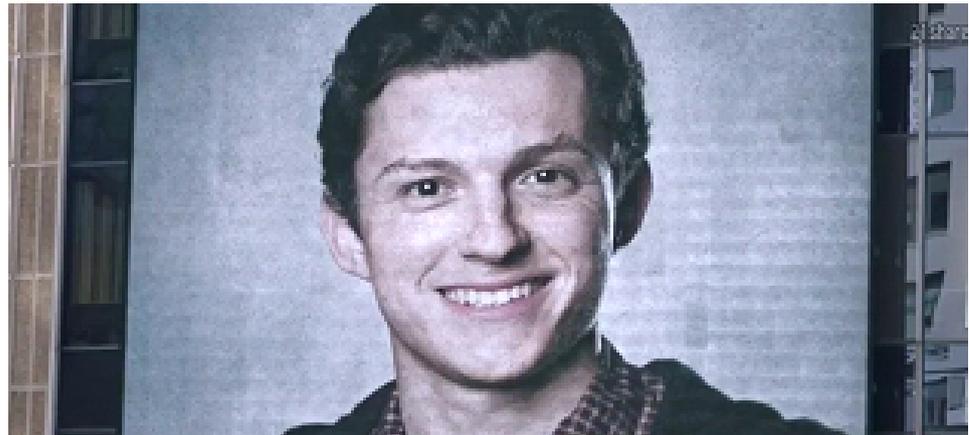


Figure 3

Parker (Spiderman) is used to represent referential sense the real character of Peter Parker in the movie. He is one of the superheroes from the Marvel Cinematic Universe. The picture above is just a microscopic picture of the real Peter Parker.

### 3.1.2. Index and Its Function

#### 1. Phone Ringing

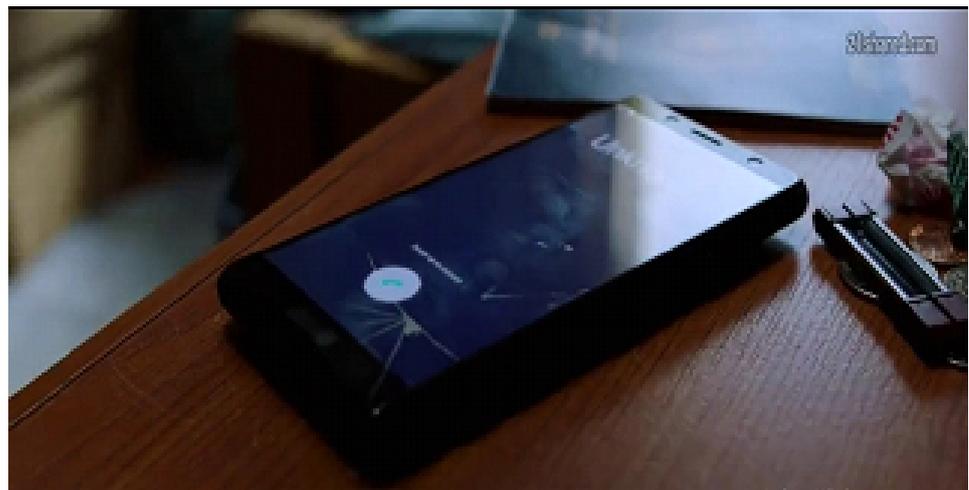


Figure 4

In the picture above, the phone of Peter Parker is ringing because Nick Fury called him and the number is saved by Peter with the name 'Unknown', because Peter didn't want to pick up the telephone from Nick. In the picture above, the phone ringing is marked by the call button and the name of the caller who has been saved by him with the name 'Unknown'. Phone ringing is an index, because it indicates that someone is calling. An index is constituted of signs which have a causal relation to the object they describe, in

this case someone make a calling that caused a phone ringing. The function of the sign above is Ideational Metafunction, because the picture of phone ringing is representing the object. In this case, the picture represents Peter Parker's phone ringing because someone called him.

#### 1. Thunder



Figure 5

The picture of thunder is an index because if there is the thunder, of course there is the rain in that location. But in this case, there is a disaster. The function of the index above is ideational metafunction. Ideational Metafunction means the picture is representing the object. In this case, the picture represents the thunder in the sky of London city.

#### 1. Cloudy and the Dark Sky



Figure 6

Thunder in the picture above appears when Beck (Mysterio) and his friends attack the city of London with the illusion monster. Suddenly, there are dark clouds and the

sky of the city is so dark. After that, Beck will pretend to fight the monster and save the city. The picture of the cloudy and the dark sky is an index because if the sky is dark and there is a cloudy, of course there is the rain in that location. But in this case, there is a disaster. The function of the index above is ideational metafunction. Ideational Metafunction means the picture is representing the object. In this case, the picture represents the cloudy and the dark sky of London city.

1. Smoke



Figure 7

The picture of the smoke is an index because if there are some smokes, of course there is the fire in that location. In this case, the smokes are from the fire monster. The function of the index above is ideational metafunction. Ideational Metafunction means the picture is representing the object. In this case, the picture represents the smoke of fire monster in Prague.

1. Injury



Figure 8

The picture of the Peter Parker felt the pain is an index because if he gets hurt or pain, of course there must be something or someone who hurt him. In this case, Peter Parker felt the pain because attacked by Beck. The function of the index above is interpersonal metafunction. It means that the sign or symbol projects is the relations between the producer of a sign and the receiver. In the picture above, the relations between the producer of the pain sign (Peter Parker) and the receiver. He wants to the audience know about he felt the pain from his facial expression.

### 3.1.3. Symbol and Its Function

#### 1. Netherland's Flag



Figure 9

From the picture above we can see there are Netherland's flags symbol in the face of two people. It categorized into symbol because it shows the identity of Netherlands based on agreement. The function of symbol above can be categorized as ideational metafunction. Ideational Metafunction means the picture is representing the object. In this case, the picture represents the painting of the Netherland's flag.

#### 1. Nike Logo



Figure 10: ??????.

From the picture above we can see there a Nike logo in the shirt that is used by Peter Parker. Some people give that shirt for Peter because Peter's suit is broken. Nike also known is an American multinational corporation that is engaged in the design, development, manufacturing and worldwide marketing and sales of footwear, apparel, equipment, accessories and services. It categorized into symbol because the logo of Nike stands for its referent in an arbitrary and purely conventional. The functions of symbol above can be categorized as ideational and interpersonal metafunction. The ideational functions can be seen from the Nike logo. The logo of Nike categorized into Ideational Metafunction because it represents the object, the logo comprised a symbol like 'checklist' with black color. The interpersonal metafunction can be seen in the reaction from the receiver of the sign. The company makes the logo for consumers to easily recognize or know their products. So when consumers see the logo they could be knows that it is a product of Nike. The producer of Nike wants to get close with the customers through the Nike symbol.

#### 1. America's Flag



**Figure 11**

From the picture above we can see there is a flag of the United States. Flag of United States consists of thirteen equal horizontal stripes of red alternating with white, with blue rectangle in the canton bearing fifty small, white, five-pointed stars arranged in nine offset horizontal rows. It categorized into symbol because it shows the identity of America based on agreement. The function of symbol above can be categorized as ideational metafunction. Ideational Metafunction means the picture is representing the object. In this case, the picture represents the painting of the flag of United States.

#### 1. BFP Logo



Figure 12

From the picture above we can see there a BFP logo in the luggage of Peter Parker. BFP is one brand of luggage in New York. It categorized into symbol because the logo of BFP stands for its referent in an arbitrary and purely conventional. The functions of symbol above can be categorized as ideational, interpersonal and textual metafunction. The ideational functions can be seen from the BFP logo. The logo of BFP categorized into Ideational Metafunction because it represents the object, the logo comprised with the brown font. The interpersonal metafunction can be seen in the reaction from the receiver of the sign. The company makes the logo for consumers to easily recognize or know their products. So when consumers see the logo they could be knows that it is a product of BFP. The producer of BFP wants to get close with the customers through the BFP symbol. For the textual metafunction can be seen from the logo form. That is the word of BFP with a brown font on each of their products.

#### 1. Stark Industries Logo



Figure 13

From the picture above we can see there a Stark Industries logo in the large orbital weapons supply that made by Tony Stark (Iron Man). It categorized into symbol because the logo of Stark Industries stands for its referent in an arbitrary and purely conventional.

The functions of symbol above can be categorized as ideational, interpersonal and textual metafunction. The ideational functions can be seen from the Stark Industries logo. The logo of it categorized into Ideational Metafunction because it represents the object, the logo comprised with the black font. The interpersonal metafunction can be seen in the reaction from the receiver of the sign. The company makes the logo for consumers to easily recognize or know their products. So when consumers see the logo they could be knows that it is a product of Stark Industries. The producer of Stark Industries wants to get close with the customers through the symbol. For the textual metafunction can be seen from the logo form. That is the words of Stark Industries with a black font on each of their products.

#### 1. Traffic Light



Figure 14

From the picture above we can see there is a sign called traffic lights in the street. The traffic light is categorized into symbol because there is an agreement for the meaning of those color. The function of the traffic light is ideational metafunction, because it represents the object, in this case the object is the traffic light.

#### 1. No Smoking Sign

In the picture above there is a sign of “No Smoking in Lavatory”. The sign above is a symbol because the sign of “No Smoking” not resemble the signified but which is fundamentally purely conventional, so the relationship must be learnt or based on agreement. Symbol above is ideational and textual metafunction. It is categorized as ideational functions because it represented the object, it comprised the symbol or picture of cigarette with the red circle and the line which is crossing in the circle. The



Figure 15

symbol or picture of “cigarettes” are represent people who want to smoke and the “red circle” with line crossing show warning do not. So, this sign is used to warning people not to smoking in the lavatory of the plane. It is categorized as textual metafunction because the sign has the form of the words or text. There is a sentence “No Smoking in Lavatory”. By seeing this sign, people can know that he/she can’t smoke in the lavatory of the plane.

#### 1. Doritos Logo



Figure 16

From the picture above we can see there a Doritos logo in the snack of Doritos that put on the table. It categorized into symbol because the logo of Doritos stands for its referent in an arbitrary and purely conventional. The functions of symbol above can be categorized as ideational, interpersonal and textual metafunction. The ideational functions can be seen from the Doritos logo. The logo of Doritos categorized into ideational metafunction because it represents the object, the logo comprised the white font with green and yellow triangle background. The interpersonal metafunction can be seen in the reaction from the receiver of the sign. The company makes the logo for consumers to easily recognize or know their products. So when consumers see the logo

they could be knows that it is a product of Doritos. The producer of Doritos wants to get close with the customers through the Doritos symbol. For the textual metafunction can be seen from the logo form. That is the word of Doritos with a white font, green and yellow triangle background on each of their products.

## 4. CONCLUSION

Based on the result of the analysis and discussion above, signs can be found in the movie Spiderman: Far from Home as the data source. Three kinds of signs are used here, such as Icon, Index and Symbol. Functions of sign are Ideational Metafunction, Interpersonal Metafunction, and Textual Metafunction. The majority function of the sign found in the movie "Spiderman: Far from Home" is Ideational Metafunction. It is shown mostly by the sign called symbol. Therefore, after researcher analyze the data by watching movie Spiderman: Far from Home, there are 3 Icons, 5 Indexes and 8 Symbols. In Icon there are the picture of Tony Stark (Iron Man) with Ideational Metafunction, photo of Peter Parker and Nick Fury's staff with Ideational Metafunction and the picture of Peter Parker with Ideational Metafunction. In Index there are phone ringing with Ideational Metafunction, thunder with Ideational Metafunction, cloudy and the dark sky with Ideational Metafunction, smoke with Ideational Metafunction and Injury with Interpersonal Metafunction. In symbol there are Netherlan's flag with Ideational Metafunction, Nike logo with Ideational and Interpersonal Metafunction, America's flag with Ideational Metafunction, BFP logo with Ideational, Interpersonal and Textual Metafunction, Stark Industries logo with Ideational, Interpersonal and Textual Metafunction, traffic light with Ideational Metafunction, "No Smoking" sign with Ideational and Textual Metafunction and Doritos logo Ideational, Interpersonal and Textual Metafunction.

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