



A SEMIOTICS OF VISUAL IN DOUBLE BLIND MOVIE

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Abstract

Visual Semiotics is a new branch of semiotics that analyzes how visual signs or visual images convey messages. In Visual semiotics, signs can be words, sounds, or visual images. The movie of the double blind is one of the categories of visual semiotics. The movie consists of images by using visual semiotics analysis, this research aims to identify the signs contained in Double blind movie and how the signs are interpreted. The movie Double blind as the research data was collected using visual qualitative, the data was analyzed using visual semiotics with the theory proposed by Charles Sanders Peirce. This research uses descriptive qualitative data analysis as the research method. The research results show that there is visual semiotics based on the theory of Charles Sanders Peirce in the movie Double blind (2023). Analyze the data on the object, this research uses semiotic analysis techniques according to Charles Sanders Peirce. Based on this, it can be concluded that the movie Double Blind (2023) can be matched with Charles Sanders Peirce's semiotic theory.

Keywords: Semiotics, Visual, Movie, Double Blind, Peirce

I. INTRODUCTION

Semiotic theory is the study of signs and symbols used to communicate. Semiotics analyses images, colours, and shapes that are used to visually convey messages or emotions without the use of words (Buckland, 2007). Semiotics assumes the analyzes the relationship between visual elements so that they can be interpreted by the audience. Therefore, visual semiotics are directly related an understanding and interpretation of an object of interest (Metz, 1978). Semiotics of visuals suggests the interpretation of visual symbols and imagery that are often found in movies.

This research analyzed Movie *Double Blind* using visual semiotics analysis. From this research, the author wants to analyze a movie released in 2023 that has a horror thriller genre. The movie's main character is Claire, played by Millie Brady. Claire is characterized as a misanthrope tired of her mother's relationship. Claire's character in the *Double Blind* movie attracts the author's attention to analyze it

semiotically. This article is an example of a visual image in *Double Blind* Movie:



(Figure 1.1 *Double Blind*)

The figure is a figure which appeared in the opening minutes of the movie, there is a table sometimes, inside which there is a white rat that is locked up alone. The literal symbol of the confined white rat has a semiotic meaning, indicating that there is research in that place. Observed semiotically visual symbolizes the laboratory. Meanwhile, in the science of biology, rats are also animals used in practice. Therefore, In the analysis of *Double Blind* movies, rats symbolize the limitations in practice. The semiotic vision shows the rat is finding a way out of the cage that confines it. As such, it was analyzed using visual semiotics, which is the study of signs consisting of visuals and signifiers.

Saussure states that a sign consists of a Signified and a Signified

as well as a combination of concepts and words or sound images. The Signified image shows that the rat is looking for a way out and points its head upwards. the Signifier concept of the rat is confusion and thinks the way out is above it. The picture (Signified) also indicates the behaviour of rats the concept (Signifier) is not present in the visual above. According to Saussure's quadratic sign, the Signifier and the Signified are different depending on one's perception as there is no clear framework in identifying the signifier and the signified. Signifier is the word or sound, image and signifier are the person who thinks or interprets the word or sound image. Furthermore, Pierce's Trichotomy Theory clearly divides the triadic sign (Representamen, Object, and Interpretant) into a Trichotomy.

The representments is categorized into Qualisign, Sinsign, and Legisign. An object is categorized into Icon, Index, Symbol. The Interpretant is categorized into Rheme, Dicisign, and Argument. First Trichotomy (Qualisign, Sinsign, and Legisign) refers to the sign. The second trichotomy (Icon, Index,

Symbol) refers to the relationship of the sign to its object. Lastly, Trichotomy refers the relationship between the sign and the Interpretant. Furthermore, Pierce classifies the action of the sign, therefore finding that how the movie functions with subtitles as communication by using visual and verbal signs as the nature of the rhetorical function. There are many studies on semiotics, but most of them referred to the same problem, which is the signifier and signified and their functions in movies or objects, meanwhile the researcher focuses more on signs and how to interpret signs in cartoon movies related to visual semiotics.

II. REVIEW OF RELATED LITERATURE

The semiotics theory Charles Sanders Peirce was used to analyzed the movie *Double Blind* through theoretical framework that focused on three characteristics of signs: icons, indexes, and symbols. At first, Icon refers to a sign that resembles the object it represents (Peirce, 1960). On *Double Blind*, icons are visuals that

directly represent an atmosphere or emotion, such as an actor's facial expression indicating fear or happiness. The second, index is a sign that has causal relationship with the object. In the movie context, these could be sounds of footsteps indicating someone's imminent return or music which increases excitement to indicate that something nerve-racking is about to happen (Double blind study, 2020).

Lastly, the symbols are the signs whose meaning is determined by social connotations or arrangements. In *Double Blind*, symbols can be objects or actions that have a certain meaning in the culture or context of the film, such as the colour red which is often associated with danger. The *movie Double Blind* includes every element that appears in the movie can be considered as a sign. Symbolism is a process of a sign having a different semiotics. The background of the movie is a laboratory, symbolizing isolation and secrecy, which is aligned with the characters' emotional state and social position. Therefore, the application of colour, lighting, and music in this movie also has a

semiotic meaning (Mitry & King, 2000). The atmosphere of the movie can bring the audience's emotions and interpretations of the narrative that is taking place in the movie. The semiotic interpretation process is subjective and depends on the audience's cultural background and personal experience.

III. RESEARCH METHOD

This research used a descriptive qualitative approach that focused on the concept of semiotics by Charles Sanders Peirce to analyze a semiotic visual in a movie. Cresswell (2009) in his book *Research Design*, qualitative research is a method for understanding how individuals or groups define a social or human problem. The qualitative research involves questions that arise, data collection based on the participant's environment, the data analysis that starts from specific themes to general themes, and the researcher provides an interpretation concerning the interpretation of the meaning of the data that has been studied. This research final report has a flexible structure (Cresswell, 2009).

Descriptive qualitative method is suitable for this research because it is in accordance with the research topic to examine and explain the narrative contained in the movie.






This research used verbal and visual data taken from the movie *Double Blind*. Based on Charles Sanders Peirce's semiotic theory, the data used are icon, index, symbol. In this research, verbal and nonverbal forms are studied (Peirce, 1960). Data source of this research is *Double Blind* movie taken from prime video. There are several steps to analyze the data, (1) prepared the data to be analyzed. Researcher will collect screenshots of scenes from the movie *Double Blind* as data; (2) Reading all the data, the researcher makes simple notes that describe the results of the research; (3)

Approach can include chronology and events of a particular theme or the relationship between themes; (4) The final step is to analyze the data.

IV. FINDING AND DISCUSSION

In analyzing *Double Blind* using Pierce's semiotic theory, the researcher uses icons, indices, and symbols as the three key elements (Peirce, 1960). Icons have a direct resemblance to the object they represent, such as visuals that depict a certain atmosphere. An index shows a cause-and-effect relationship, such as a sound signaling an action. And Symbols, which function based on social conventions, have a deeper meaning. The results and discussion follow.

Table 1. *The results of the semiotic analysis using Charles Sanders Peirce's theory on the movie Double Blind*

No	Data Visual	Object	Interpretations
1.		Symbol	The blackwood logo directly presents the image of a very strong and large healthcare company.
2.		Icon	The digital clock has a meaning to show time, but it can also symbolize threats and consequences.
3.		Symbol	The colours red and tree have a meaning determined mostly by social convention or agreement, symbolizing courage or sacrifice.
4.		Symbol	The hallway of the hospital, represented by many chairs and a yellow door, symbolized the recovery of the patient.
5.		Index	The open door and the presence of light mean there is help or life.

1) Icons

The icon in the movie *Double Blind* is a digital clock as a meaning to signify the passing time or the urgency of the situation. In the result, there is a table that shows visual data in the form of a digital clock. The data shows that time is counting down to see the end of the trial. Therefore, the data can have a meaning derived from the time limit that the characters in the movie have to face. However, the digital clock that continues to run shows the risk that continues to increase as time passes during the dangerous experiments at Blackwood Pharmaceuticals. The digital clock as an icon in this film can reinforce the pressure of time, the urgent threat, or the consequences of the actions taken by the characters.

2) Index

In the semiotic science, a door and a light are included in the index. The analysis suggests that an open door is an invitation to explore. The light that appears behind the door can provide hope and a hint that there is something positive beyond the door. This can represent help being available or

the beginning of a new life, offering a way out of the darkness or difficult situation faced by the character. Presence of light is also often associated with life and energy. Throughout many cultures, light is considered the embodiment of goodness, knowledge, and truth. Therefore, in the context of film or literature, light shining through an open door can signify the arrival of help, salvation, or enlightenment to a character in need. However, overall, the combination of an open door and light does not just function as a visual design element, but also as an instrument to tell a story. This leads the viewer to contemplate the possibilities of the future, depicting the transition from one phase to another, but also signifying a pivotal moment of transformation and recovery.

3) Symbols

Symbols are represented by the logo, colours and hallways used. The Blackwood logo directly reflects the image of a very strong and large healthcare company. The bold and professional design signifies reliability and authority in the healthcare industry. The logo's use of colours and shapes is probably designed to engender a

sense of trust and security among consumers and patients. The logo itself serves as a recognizable icon, guaranteeing the quality and innovation associated with the Blackwood name. Blackwood's logo thus becomes a visual representation of the company's identity and the values they espouse.

Furthermore, there are symbols in the form of the colours red and tree that have meanings determined by convention, which vary depending on the cultural context. The colour red is associated with courage, strength and sacrifice, which is often used to signify heroic action or indomitable spirit. The tree, on the other hand, often symbolizes life, growth, immortality in the context of sacrifice and so can represent self-giving or resilience. Combined, the colours red and tree can be a powerful symbol for courageous sacrifice or indestructible spirit, depicting concepts such as martyrdom or noble struggle.

Subsequently, the hospital hallway depicted with many chairs and yellow doors can symbolize the patient's recovery journey. The chairs in the movie represent a

waiting place for family and friends. While the yellow door is often associated with cheerfulness and optimism which symbolizes hope and new beginnings. The yellow door's use of a warm and hopeful colour contrasts with the sterile and cold feel of the hospital, giving it a touch of humanity and promising a brighter future after a difficult period of healing. The hallway, in this context, became more than just a place of passage, but could become a transitional space between sickness and health, sadness and joy, despair and hope.

V. CONCLUSION

Based on these findings, it is clear that the movie takes inspiration from the medicine trials that are often conducted by scientists in the field of medicine. The icons, indexes and symbols found are mostly representations of the tension in the movie. The symbols on the other hand, make some scenes in the movie predictable to the audience; for example, the application of the colour red in the movie implies danger. It was not a coincidence that many of the signs in the movie showed similarities

or had connections with reality. These signs were made to convey messages to the audience, especially the audience about the risks of drug trials.

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