



Semiotic Analysis of “Parasite” Film

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ABSTRACT

This study tended to find out the kinds of signs, the realizations of sign and the reasons of signs were found in *Parasite* film. This study used a descriptive qualitative approach. The data of the study were taken from *Parasite* film's scene. The source of the data was *Parasite* film downloaded from Bioskop XXI. The result of the study showed that this film contained 33 semiotic signs. The data were analysed by using Peirce

(1993). The result of the study found 10 icons, 17 indices and 6 symbols in *Parasite* film. The signs found in *Parasite* are realized in individual and social relations. The reason for signs used in *Parasite* were to identify visual signs, to show cause and effect, and to communicate metaphorical and non-metaphorical expressions.

Keywords:

Icon, Index, Symbols.

INTRODUCTION

Nowadays, film considered as one of huge industry for people to express their feeling and skills. Film is the most complex and powerful arts in the present world. It has unique composition and is also a powerful medium for educating and indoctrinating citizens (Petrie & Boggs, 2012). As a form of expression film is a motion picture which composes the elements of the visual arts line, form, mass, sound, and texture. Film can exploit the subtleness of light through it and reflects shadow just like painting and photography. It manipulates three dimensions of arts like sculpture. Like pantomime, film focuses on moving images to send it messages and as in dance the moving image of film has rhythm and like poetry, film communicates through imagery, metaphor and symbol. Filmmakers extensively deploy semiotics in expressing the myth, history legendary stories and archetypes within the respective cultures where their films are set Tomaselli (1981).

In 2019 a South Korean director Bong Joon Ho produced a film entitled Parasite. This film tells a story about two different families they are Kim's family (the poor) and Park's family (the rich). Parasite has such a good storyline because its portrays the imbalance of society. As captured in this film the rich family's concerns are all about parties, reputation and wealth. On the other side the poor families are struggling for their daily wages. The pizza delivery boxes scene was an example of how the poor family did anything to collect money for food. This film delivers the messages carefully and

extremely in detail. Its proven in the Cannes Film Festival where the film got nominated in many categories including best picture in 2019. Besides social issues, this film also revealed a flawed education system. This is also another reason why writer decided to analyse this film, to understand more and to learn more about this film throughout semiotics analysis. states that film is a repository of semiological symbols. In film semiotics helps in deepening its hidden meaning and that every sign which take form as words, images, sounds, gestures, and objects can be defined as semiotics (Chandler, 2007).

1. Semiotics

Semiotics is the science of studying symbolic life in society is conceivable. It is part of social physiology and, as a result, part of general psychology. Saussure defined the study of signs in semiotics Danesi (2004). As the references there are some semiotics experts who compose theory in semiotic. First, Ferdinand de Saussure defines semiotics as a science that studies the role of signs in social life. The origin of semiotics can be related to structuralism, and structuralism also originated from Saussure's thoughts. Structuralism can also be used as an analytical method to study and reveal the deep structure behind the appearance of phenomena; that is, hidden rules organize everything from the way people interact in a specific social environment to the writing of stories or tell it. The phenomenon is usually understood in language models or as a language. Since Saussure, scholars and theorists have modified, changed and challenged the perception and use of linguistics in various ways, as well as structuralist (Sendera, Yakin & Totu 2014).

Roland Barthes (1915-1980) was the first to apply thoughts of semiotic as it created from etymology to visual pictures, the models are commercials, photography and movies. Barthes' work offers a valuable rundown of the significant parts of semiotics talked about above. Basically, he tried to investigate how the implications we attach to pictures are nota "whiz" aftereffect of what we see; that is, pictures are not plainly obvious and all inclusive by the way we get what we see. For instance, it is extremely challenging to credit significance to a photo without subtitles or going with text. Further, the implications that we do provide for pictures are connected to socially explicit affiliations, however it is exceptionally important to take note that culture can not altogether decide our reaction (Curtin, 2007).

In order to find the meaning of icon, index, and symbols in *Parasite* film writer found that Peirce's theory is the most suitable to apply in this research. Charles Sanders Peirce (1839-1914) is an American philosopher who fostered a skill in etymology, logic, geodesy, gravimetrics, science, astronomy, and cosmology. Semiotics is one of his huge contribution in linguistic as he shows up with the trichotomy hypothesis of semiotics which divided meaning of sign comprise of representment, object and interpretant. A sign or representment is the first triadic connection, the second is object as to be equipped for determining the third, interpretant. Subsequently, the triadic connection is truly bound together. It implies the interpretant or the third can't remain without the first and the second. Later on, signs are distinct by three trichotomies, first as indicated by the actual sign is a union quality, a genuine existent or general law. Also, proportionately as the connection the connection of the sign to its article comprise in the sign's having some person in itself or in some existential connection to that item or in its connection with interpretant. Thirdly base on interpretant addresses it as an indication of possibility as indication of reality or indication of reason. As indicated by the primary division, a sign can be named as a qualisign, sinsign, and a legisign. Qualisign is a quality which is a sign. it can't really go about as a sign until its typified, yet the encapsulation steers clear of its person as a sign.

A sinsign is a real existent thing of a sign where syllable sin which has significance as being just a single time as in single, straightforward from the latin *semel*. A legisign is a law that is a sign. This law is typically settled by men. Now it's anything but a solitary item yet an overall kind which it has been concurred, will be huge. As indicated by second three sided arrangement, a sign can be term as a symbol, record or image. A symbol is which alludes to the article that signifies by righteousness of being its person and which it possesses simply a similar if any such an item really exists. A symbol does not go as a sign yet its has nothing to do its person as a sign.

A symbol is a sign which alludes to the article that it indicates by temperance of being influenced by that item. It includes a shy of symbol albeit a symbol in of a peculiar kind and it isn't the simple remblence of its article even in this respect which makes it a sign. A Symbol is a sign whose delegate character comprises exactly in its being a standard that will decide its interpretant. All

words, sentences, books, and other regular signs are images. Third triad draw a sign may named as rheme, decisign or nice sign or a contention. A rheme is a sign which for its interpretant is a sign of qualitative plausibility that is understood as addressing a particularly sort of conceivable item.

A respectable of sign which for its interpretant is an indication of real presence. A contention is a sign which for its interpretant is an indication of law for concentrates in visual and material culture, Peirce's characterization of signs as far as symbol, record and image are valuable, however these are by all account not the only arrangements he made (Auxier, 2018).

An icon is simply a symbol that is linked to a symbolic representation through similarity in appearance. Examples here include abstract paintings with figures such as black in colour. Picture means black to black, other interpretations are possible. The point is we can get information about a symbol by looking at it (Burks, 2013). An Index is a sign which connected to the object that it indicates by prudence of being truly influenced by that article. It can't, accordingly, be a qualisign, on the grounds that characteristics are whatever they are autonomously of whatever else. To the extent that the Index is influenced by the item it fundamentally shares some quality practically speaking with the object, and it is in regard to these that it alludes to the article. It does, thusly, include a kind of Icon, albeit a symbol of a curious kind; and it isn't the simple likeness of its item, even in these regards which makes it a sign, yet it is the real alteration of it by the object (Jappy, 2013). An image interfaces the signifier and the connoted in a purely arbitrary or conventional way in contrast to the symbol or index, the connection isn't physical or coherent. It's been instructed by our general public to make the connection between the representative sign and it's implied. For instance, banners, dollar signs or the most clear model, verbal language itself. Penetrate thoughts can be helpful but should not be understood uncritically. Like articles and pictures, these orders are best perceived as powerful when applied to pictures and items (Burks, 2013).

2. Film

A film, likewise called a film, movie, dramatic film or photoplay, is a progression of still pictures which, when displayed on a screen, makes the figment of moving pictures because of the phi marvel. This optical figment makes

the crowd see consistent movement between isolated items seen quickly in progression. The course of film- production is both craftsmanship and an industry. . Film is viewed as a significant artistic expression, a wellspring of famous diversion, and a powerful medium for educating and indoctrinating citizens (Petrie and Boggs 2012).

The visual premise of the film gives it a widespread force of correspondence. Furthermore, Roland Barthes declared that semiology 'means to take in any arrangement of signs whatever their substance and cutoff points; pictures, motions, melodic sounds, objects (Chandler, 2004).

3. Semiotics in Film

In examining film according to a semiotic viewpoint, film researchers bring the film hypothesis into another degree of filmic reality. A definitive model is Christian Metz who effectively show that the impression of solidarity and congruity every spectator encounters at the film depends on a common, non-detectable basic arrangement of codes that comprises the particularity of, loans construction to, and gives coherence on the recognizable level of film. Early film semioticians applied the primary etymological technique of division and order to distinguish the non-discernible framework fundamental a film. As in film, language is an express setting and can't be separated (Buckland, 2003).

4. Parasite Film

Parasite (Korean: Gisaeng Choong) is a south-Korean film released in 2019. Directed by Ho J Bong and Woo J Han (2019) adapted by Art House & International, Drama. The movie's runtime is 132 minutes. Rated R (for language, some violence and sexual content) Academy Awards Winning : Best picture, best director, best original screenplay, best foreign language film and some more nominations.

Bigger than just the way of living, house, and wealth. This film also unfolds each individual life with all of its comforts and objections becoming more and more tightly chained to others. Inserts capitalism with an individual freedom motto. When the Kims try to seize their dream of the future their hopes are cruelly put to death by the reality. In the film's denouement, a disgraced and devastated Ki-Taek slips into hiding after his family caused chaos in Park's house.

His hands were stained with blood.

We see not only the deadly action, or his guilt, but also the impossible weight of being so dependent on another for money or grace and the slow-burning pain of living in a world which insists you could be so much more than you currently are, with the hidden clause being if only you were born to someone else. Chung-Sook said about the matriarch counterpart Yeon-Kyo “She’s not rich but nice; she’s nice because she’s rich. Hell, if I had all this money, I’d be nice too!”.

Writer found this film incredibly related to human social life nowadays, especially Asian, and her own country Indonesia. Rich societies pretend the poor never exist. The poor try to fit in and justify anything to prove their existence. This film has personal messages to share to everyone but yet there are so many hidden messages delivered through this movie even when we see it we might misinterpret it’s meaning. It’s a sign. Sign matters for its found in our daily activity as in film too. Apparently the signs found in this film were also one of the reason why this film collected so many nominations and won Grammy Award. So then author aims to study more about this film specifically to find out the symbols, icons and indexes in this film.

METHOD

In this study, writer adopted a qualitative design and used a descriptive approach. Creswell (2014) states that research methodology as one of the most essential things for conducting research. The analysis of this study was contextual analysis as the source of data was a film. Creswell wrote that there are four types of data collections on qualitative design they were; observations, interviews, documents and audio-visual materials. The type of data studied in this research was audio visual form which implicitly consists of images or sounds of people or places recorded by the writer or someone else. The data for this research were collected from Parasite film’s scenes. As in the film scene, the writer also mentioned the dialogue of the scene as the context of the situation for analysis matters. The form of data were images or screenshots of Parasite Film’s scenes which contained icons, indexes and symbols.

DISCUSSIONS

The data found in this film consists of several types of signs including icons, indexes, and symbols. Based on Peirce theory (1903), signs found in Parasite film were icon, index and symbol. The total number of signs found in Parasite film were 33 signs. They were 10 icons (33.3%), 14 indexes (46.7%) and 6 symbols (20%). The most dominant number of signs found were indices 52% of total data. There are 10 icons found in parasite film. they are: icon of an athlete, icon of park's family photo on the wall, icon of 3 dogs photo icon of indian people (sculpture), icon of shin maidang on money, icon of woman and man on basement wall, icon of an old man, icon of Moon-Gwang on screen, icon of ki-taek on the phone and icon of Ki-jung. , there were 14 indexes found in Parasite film. They were: Smoke of fumigation, mess on the table underwear found in car, blood stain on tissue, da-song , smell Ki-Taek clothes, Da-Song smell choong-sook clothes, Ki-Taek smell his t-shirt, flood in Kims house, blood stain on Geun-Se's face, blood on bread at the party, Mr. Park cover his nose, blood on the floor around Ki-Woo's head, blood cover up Mr. Kim's hand, coffe held by Mr. Park. There were 6 symbols found in Parasite film, they were: a silver medal hang on the wall, morse code on the wall, buddhist ornament hang on the wall, Yonsei University on fake certificate, paper list of morse code and viewing stone. This research found how signs are realized in Parasite Film based on Charles Sanders Peirce theory (1903). Based on Peirce triadic model of

semiotic icon, index and symbol realized in individual and social relation. Representment, interpretant and object were used to identify the signs in Parasite film. It can be seen in these following description:

These are the examples of realization meaning of sign in Parasite film based on triadic model of Charles Sanders Peirce (1903) theory of semiotic known as interpretant, representment and object.

Datum 1. Icon of Park's Family Photo.



Representment : Four people captured in an image. Smile, wearing and fancyclothes

Interpretant : These four people were happy family

Object : Family picture of The Parks

Context of situation and conversation: Ki-Woo walked in to Park's house and saw the picture of Park's family as he walks in

Discussion : Parks are rich. Shown from the big mansion, great garden and fancy family. They look happy in that photo.

Datum 2. Index of Mr.Park covers up his nose with hand



Representment :Mr. Park covers up his nose to avoid stinky smell

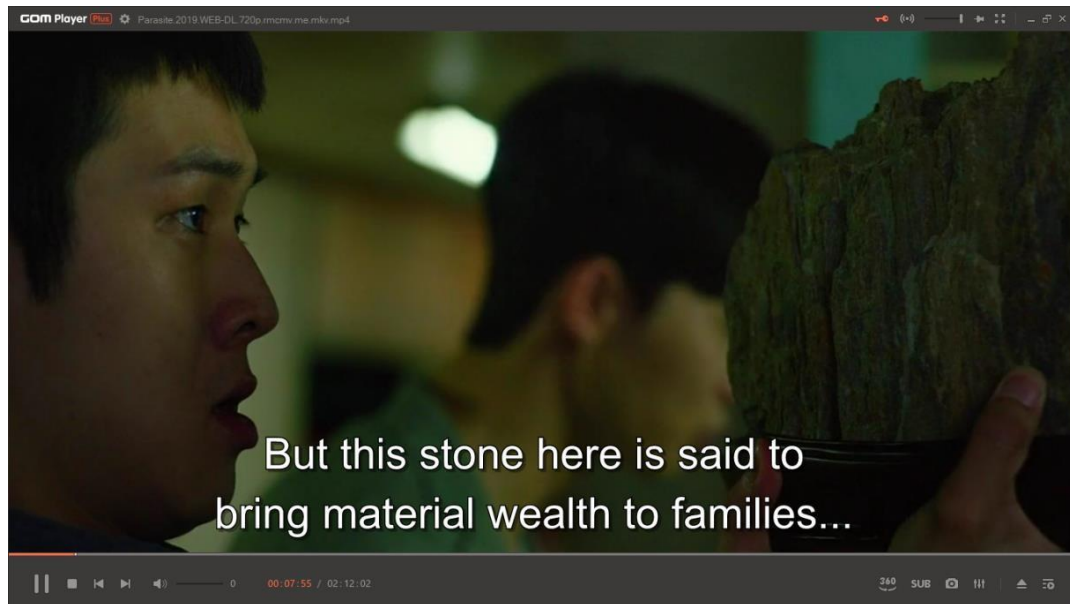
Intrpretant :Mr. Park thinks Mr. Kim is stinky and decide not to smellit

Object : Mr. Kim is stinky

Context of situation and conversation: Mr. Park covers his nose not happened several times. In the car when Ki-Taek driving and also in the party when he's about to take thecar key from beside Geun-Se who lived for about four years in the basement

Discussion : After several times with Mr.Kim in the car, he was bothered by the smell of his body. Mr.Park covered his nose at the party while picked the key car fromthe ground beside Geun-Se too

Datum 3. Symbol of Viewing Stone



Interpretant :This stone can be use as a decoration and it has a
 Representment :Viewing stone ordinary rocks with ractangle shaped
 andbrown color

object :The stone said having methpor meaning by Ki-Woo
 Context of situation and conversation: Min: “But this stone here is said to bring
 material wealth to families” Ki Woo: “Min, this is so metaphorical”

Discussion : Ki-Woo admired the ornamental stone from the
 beginning. The stone also made him believe that he could do great things with
 the stone

object (1903) said that signs were the things we can capture with our five senses.
 It could be captured by eyes, smell, feel, or taste. As the thing captured, it sends
 message and and we give it interpretation. At this step, it named interpretant. As
 interpretant formed, it made the meaning of the sign named object or referent.
 After analysed the data based on the representment, interpretant and object by
 Peirce (1903) The realization of sign in Parasite film were found in individual
 and social relations

Icon used to identify visual signs and communicate the purpose in a glance of
 eyes. For example, the icon of an athlete in Kim’s house communicate that
 Choong-Sook used to be an athete in her young age. Index used in Parasite film to
 show cause and effect of and action in order to communicate the meaning in
 Film. For the example, smoke around Kim’s house communicate the fumigation
 around the residence. For they live in semi- basement area, Ki-Taek let the

smoke filled the room in order to kill stinky bugs. Symbols used in Parasite film to communicate meaning of some metaphorical and non metaphorical things. The example of metaphorical thing is the viewing stone given by Min to Ki-Woo. It said to bring wealth and luck to the owner. It was something they believe in this film and symbolize it with the viewing stone. The non-metaphorical symbol also found in Parasite. The example of non-metaphorical things found was morse code. Morse code use to communicate with dot, dash and line to delivers messages. As morse code are sign symbol used internationally and under the agreements. In short, it is be said icon, index and symbol used in Parasite film are to identify visual sign, to show cause and effect, and to communicate metaphorical and non-metaphorical things.

In order to do comparison, this research is related to Rizki (2018) who analyzed semiotics sign in John Wick movie. The data showed Peirce (1903) can be used to identify the hidden sign in the movie although there are no metaphorical symbol found in it.

Therefore this study is appropriate to attract addresses or readers in formal or non formal situations. As semiotic sign can be found in verbal or non verbal expressions Peirce (1903).

CONCLUSIONS

Briefly, this study showed that icon, index and symbols can be found in film, in this case especially in Parasite film. As in this film found 17 (52%) indexes, 10 (32%) icons and 6 (18%) symbols. Sign in Parasite realized in individual and social relation either in verbal and non-verbal communication. Sign found in Parasite film were for several reason. They are to identify visual things, to show cause and effect and to communicate metaphorical and non- metaphorical things. Related to the film discussion, this film also contains some messages which sent to the watcher. The first moral value writer learned is be a honest person. No matter what the situation is, lying is tempting but always choose honesty. Writer learn it from Kim's family situation who choose to lie once and then it leads to another one, again and again until the end of film. The second one, money can represent people. Money can be a symbol, an index and an icon at the same time. Symbol of wealth , index to the problem they solve, and it contains icon. Money is an iron, all those creases, it all get smoothed (Parasite 2019). Writer believe there are more of moral lessons that might

out of the writer sight for that writer suggest reader to see the film as a reference and might also to find other topic to research from the same object as well.

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