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## **A Semiotics Analysis of Characters in Spongebob Movie: Sponge on The Run (2020)**

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### **ABSTRACT**

This study is about discusses semiotic meaning of the characterizations in SpongeBob Movie: Sponge on the Run (2020) using Roland Barthes' theory. The data was taken from screenshots of the characters that contained semiotic meaning. The researcher found 64 pictures that have been analyzed there were 10 data from SpongeBob, 9 data from Patrick, 8 data from Mr.Krabs, 8 data from Squidward, 6 data from Plankton, 6 data from Sandy, 4 data from Gary, 7 data from King Poseidon, 4 data from Sage and 2 data

from Otto. This research uses descriptive qualitative method. The results of this study state that the type of semiotics by Barthes can be used to explain the characters meaning of semiotics contained in it. The type of Barthes Semiotics in this film also has different meanings in describing something according to the action or behavior contained in the film scene.

### **Keywords:**

*Semiotic, Character, Characterization, SpongeBob Movie: Sponge on the Run*

### **INTRODUCTION**

In this modern age, the film industry has become an interesting field for those who want to express their creative spirit and skill. Most filmmakers believe that film can be a medium for sharing their thoughts and opinions. Like theater, Film communicates visually and verbally through actions and gestures, as well as dialogue. According to

Dennis (1985) a film can be visual images (perhaps in color), words that are spoken and occasionally written (as in signs or a letter shown in a close-up), background music, actors in costumes, and setting, and other means by which the medium of cinema conveys emotions and ideas to an audience. Filmmakers are also required have a concept of what will be presented according to the rules and feasible presented to the public. If we see, some scenes from the film not caused by sound, motion, background or anything, but if we see it from other point of view, a film has a strong character convey information and meaning through scenes. Of course, all these images, sounds, gestures and everything that is played and shown in the film certainly contains a meaning, which is of course related to semiotic.

According to Eco (1986) semiotics is concerned with everything that can be taken as a sign. In addition, Chandler (2007) defines semiotics as signs that take the form of words, images, sounds, gestures, and objects. From this we can conclude that anything can be a symbol as long as someone interprets it as "meaning" and refers to or represents something other than itself. This means that everything in our life is considered a sign, that is what we have to give them meaning. To find the meaning expressed in the film requires analysis and understanding. Films are not as easy as we think, but we can use semiotics approach.

From what has been explained and described above, this research focuses on characters analysis in the SpongeBob Movie: Sponge on the Run (2020) using Roland Barthes' semiotic theory. The film tells about a new adventure for SpongeBob SquarePants, Patrick Star, and their friends from Bikini Bottom. Characters convey their characterization through their actions and language, which is referred to as verbal and nonverbal communication. The preliminary data is taken from screenshots of the Spongebob movie where on the image will explain the characterization of character.

## **METHOD**

This research uses descriptive qualitative research methods. This method is used to describe and explain findings about the characters analysis represented in the SpongeBob movie. The primary data source of this research is the SpongeBob Movie: Sponge on the Run (2020). The data in this study were taken from pictures and dialog by using scenes in the movie. Each character was examined to determine the characterization, realization and reason in this movie. The data were collected in several steps. First, watched SpongeBob Movie: Sponge on the Run repeatedly in every scene. Second, analyzed the scene to determine the each characters. Third, discussed the results of the analysis of the data that has been found and then make conclusion as the final result of the study. Data analysis in this study uses descriptive analysis through several steps such as data reduction, data display and conclusion or verification.

## FINDINGS

The data were taken from 10 characters to analyze these characters, including: SpongeBob, Patrick, Mr.Krabs, Squidward, Plankton, Sandy Cheeks, Gary, King Poseidon, Sage, and Otto. The data were analyzed using Roland Barthes theory of connotation, denotation, and myth. Besides that, the researcher also found the way characterization conveyed by the characters and the reasons the characters were used in this movie.

### Characterizations in SpongeBob Movie: Sponge on the Run



Minute : 09:00 - 09:05

SpongeBob 1 : *Order up ! Move it, Let's go!*

SpongeBob 2 : *Aye Aye, Chef! Enjoy our Krabby Patty!*

Denotation: The picture shows that there are two SpongeBobs who are giving a crabby patty to another SpongeBob.

Connotation: SpongeBob is doing two jobs at a time, or multitasking. Multitasking is the ability to do two or more jobs at a time.

Myth: Multitasking has a negative impact on the work done and can reduce brain performance and productivity.

No	Characters	Denotation	Connotation	Myth
1.	SpongeBob Squarpants	10	10	5
2.	Patrick Star	9	9	5
3.	Mr.Krabs	8	8	6
4.	Squidward	8	8	6
5.	Plankton	6	6	4
6.	Sandy	6	6	2

7.	Gary	4	4	2
8.	King Poseidon	7	7	5
9.	Sage	4	4	1
10.	Otto	2	2	1
<b>Total</b>		<b>64</b>	<b>64</b>	<b>37</b>

From the table above it can be seen that each character in this film has a denotation and connotation meaning, but the characters do not always have myths.

### **The Way Characters Meaning are Conveyed**

This research found how the characterization is conveyed. Based on the first data, there are denotation, connotation, and mythical meanings in each character, and these meanings are found based on the way each character conveys meaning. The characterizations is conveyed through different language, which is referred to as verbal and nonverbal communication.

<b>No</b>	<b>Characters</b>	<b>Verbal communication</b>	<b>Nonverbal communication</b>
1.	SpongeBob	<i>Order up ! Move it, Let's go! Aye Aye, Chef! Enjoy our Krabby Patty!</i>	<i>Mwah [kissing]</i>
2.	Patrick	<i>My Heart Buddy Free foods!</i>	<i>[giving heart symbol]</i>
3.	Mr. Krabs	<i>Now, who's ready to set sail on another adventure of making me money? Get moving, Sailor!</i>	<i>[shrieks] [chuckles]</i>
4.	Squidward	-	<i>[deploy smokestacks]</i>

			<i>[Clarinet playing off key]</i>
5.	Plankton	<i>Binggo! Come to Papa! In just a few minutes the formula will be mine</i>	<i>[guffawing]</i>
6.	Sandy	<i>Hold it! If it please the court, I'd like to say something, in SpongeBob's defense.</i>	
7.	Gary	-	<i>[belches]</i> <i>[meows]</i> <i>[meows] [angry]</i>
8.	King Poseidon	<i>Ha! I owe it to my subjects to look fabulous, don't you think?</i>	<i>[Sobs]</i>
9.	Sage	<i>I'm here to help you on your journey, SpongeBob.</i>	<i>[spits]</i>
10.	Otto	<i>You got it Recalculating</i>	-

### **The Reason why the Characters Used in the Movie**

These characters were included in the movie because they are beloved by fans of the "SpongeBob SquarePants" series and bring their unique personalities and traits to the story. Their interactions and contributions to the plot create humor, drama, and emotional depth, making "Sponge on the Run" an entertaining and engaging film for both fans and newcomers

### **DISCUSSION**

In the SpongeBob Movie: Sponge on the Run, 64 data were found summarized into characterization: which means that the SpongeBob character in this movie is a cheerful, loving, and, hardworking person. Patrick's character is loyal, silly, and sarcastic. Mr. Krabs means that the character is greedy, stingy, and selfish. Squidward which means that Squidward's is an uncaring, melancholic, grumpy person. Plankton's character is that of a cheating and impatient person. Sandy is a smart, brave, and independent woman. Gary is a spoiled and whiny character. King Poseidon is a selfish, angry, insecure, and whiny character. Sage is a good leader, patient, and responsible. And Otto is a useless robot. The characters in this movie have semiotic meanings, where the three meanings are interrelated because myth is an advanced meaning of denotation and connotation.

Second, the realization of the characterizations in *SpongeBob Movie: Sponge on the Run* is realized through the way characterizations conveyed by each character. The characterizations is conveyed through different actions and through different language, which is referred to as verbal and nonverbal communication.

And third, the reason why this character is used in this movie is explained through an interview cited by Screen Rant, where in this interview Tim Hill explains the reason why this character is used and of course it is still related to the personality of each character contained in this Movie, which shows various strange and funny actions of each character.

## CONCLUSION

The semiotic meaning of the characterizations can be found in *The SpongeBob Movie: Sponge on the Run*. As in the movie, 64 data were found: 10 from SpongeBob, 9 from Patrick, 8 from Mr. Krabs, 8 from Squidward, 6 from Plankton, 6 from Sandy, 4 from Gary, 7 from King Poseidon, 4 from Sage, and 2 from Otto. The realization of the characterizations in *SpongeBob Movie: Sponge on the Run* is realized through the way characterizations conveyed by each character. The characterizations is conveyed through different actions and through different language, which is referred to as verbal and nonverbal communication. The reason the characters are used in this film is found in the animators' explanations by an interview in cited ScreenRant about the personality or characteristics of each character.

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