

The Message And Meaning On Short Animation Film "Surat Untuk Jakarta"

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ABSTRACT

Jakarta is the center of business and government in Indonesian Republic that have population density about 15.000 citizen per kilometer. Jakarta have many major problem like different political view, high population density, traffic jam, increase of waste product, air pollution, etc. "Surat Untuk Jakarta" Animation short is about condition in Jakarta from day to night. For about two minutes, the winner of the Best Animation Category in Festival Film Indonesia show us about the architecture in Jakarta in exquisite 2D animation media. Despite of the success for gaining many award like "Best Picture Hellofest 2016", this film just show the sequence of Jakarta. We can see the iconic building like Monumen Nasional, Dirgantara Statue, Istiqlal Mosque, etc. But the problem is, there is no narrator that tell us what's going on there. The shot change to another shot, but just segmented people that know the meaning and message of this film.

This research purpose is to analyze the meaning and message of "Surat Untuk Jakarta" with semiotic methodology. The conclusion of this research is with visual element that have no narrator makes the meaning and the responds to target audience ineffective. The conclusion we have is this film is about the complexity of Jakarta, there are too many social gap in Jakarta, and we still need more pluralism in this city.

Keywords: Jakarta, semiotics, animation, meaning and message.

ABSTRAK

Jakarta adalah pusat bisnis dan pemerintahan di Republik Indonesia yang memiliki kepadatan penduduk sekitar 15.000 warga per kilometer. Jakarta memiliki banyak masalah besar seperti perbedaan pandangan politik, kepadatan penduduk yang tinggi, kemacetan lalu lintas, meningkatnya limbah produksi, polusi udara, dll. Animasi pendek "Surat Untuk Jakarta" adalah menceritakan kondisi di Jakarta dari pagi hingga malam hari. Selama sekitar dua menit, pemenang Kategori Animasi Terbaik di Festival Film Indonesia menunjukkan kepada kita tentang arsitektur di Jakarta dalam media animasi 2D yang sangat indah. Walaupun kesuksesannya dalam mendapatkan banyak penghargaan seperti "Best Picture Hellofest 2016", film ini hanya menampilkan beberapa rangkaian dari Jakarta. Kita bisa melihat bangunan ikonik seperti Monumen Nasional, Patung Dirgantara, Masjid Istiqlal, dll. Namun masalahnya adalah, tidak ada narator yang menceritakan kepada khalayak apa yang terjadi di sana. Tampilan

berpindah ke tampilan yang lain, namun hanya orang tertentu yang tahu arti dan pesan dari film ini.

Tujuan penelitian ini adalah untuk menganalisis makna dan pesan "Surat Untuk Jakarta" dengan metodologi semiotik. Kesimpulan dari penelitian ini adalah dengan elemen visual yang tidak memiliki narasi membuat makna dan respon terhadap target audiens menjadi tidak efektif. Kesimpulan yang kami miliki adalah film ini menceritakan tentang kompleksitas Jakarta, terdapat kesenjangan sosial yang terlalu banyak di Jakarta, dan kita masih membutuhkan pluralisme yang lebih tinggi di kota ini.

Kata kunci: Jakarta, semiotik, animasi, makna dan pesan.

Introduction

Animation as a part of filmmaking techniques makes people have more freedom in creating films with imagination as their limit. Starting from the first of 21st century, animation developed and became more famous since of the occurrence of feature length films such as Snow White which made by Walt Disney. The profit which obtained by Snow White were very high, therefore many studios were inspired to make animations. Animation applications was also varied, starting from the use as title credits, advertisements, infographics, games up to visual effects which able to create animation with hyper-realistic rendering techniques therefore making it difficult for film viewers to distinguish original form from digital form. Animation in Indonesia has increasingly developed, can be observed from the increasement in animated short films which locally created that developed in terms of quantity and quality. Many talents from Indonesia have worked in overseas studios and made films that are commonly watched in cinemas such as Transformers, Blade Runner 2049, Rango and many more. The animation development in Indonesia is also inseparable from the emergence of associations such as AINAKI (Indonesian Animation and Creative Industry Association). Can be found at the beginning of the year 2010 where short animations such as Hebring, Adit Sopo Jarwo, Pada Suatu Ketika and many more. In 2016, many short animations of Indonesian works were arise which both as storytelling and visually interesting. One of which is a short animated film titled "Surat Untuk Jakarta". The research was started with the author's interest in the animated film which was aired on a Youtube channel called Pijaru. Uniquely, in this film there is completely no main character like its rival of short animated film at the Indonesian Film Festival (FFI).

Apart from the beautiful visualization of the "Surat Untuk Jakarta" film, there are broad messages and meaning in this film. This is caused by the absence of narrator which causes the community to merely predict what meaning behind the film is. Throughout the film, the director is simply displays the visualization of Jakarta city. Therefore only certain people can understand the reasons behind the way director chose these elements to be included in the film's shots. This signs become representatives of a particular entity or certain object. The community cannot be deceived or displayed by a visual form as it is. It could trigger conflict and lead to rituality on certain figures. Research which studies signs are greatly suitable when using semiotic methods to acquire meaning from existing signs.

Overview of Short Animated Films

As literally, the term of film is Cinemathographie, which comes from Cinema + tho = phytos (light) + graphie = graph (writing = image = image), when combined, the meaning become, painting motion with light. To create a moving light painting, we need media such as a camera. Films can be produced by recordings people and objects (fantasies and fake figures) with any field, can be with a camera or animation. According to constitution act of article 8/1992, film is a work of art and culture which becoming a communication media of mass viewing-listening made based on the cinematography principle by being recorded on celluloid tapes, video tapes, video discs, and / or other technological invention materials in all forms. In the context of animated films, the meaning is an artificial creation of a collection of images and still lines which create the illusion of life. According to Paul Ward, Brunel University, UK, in his book entitled Defining "Animation": The Animated Film and the Emergence of the Film Bill, as basically, animation is a production process which is different from the live action film production process from technical point of view. In the previous period, the production process of animation requires labor intensive and longer time since the artist will draw the frame one by one using his hands. Unlike with the live action film where we record using a camera. The results that are produced are greatly different as well, whereas in terms of visuals, within animation creates a "new" form level. Like Windsor McCay in his work which titled, Gerty the Dinosaur, which is the first two-dimensional animation that displays the dinosaurs' character, the audience can see the main character which made is a dinosaur, even though it has a "new" form level. Based on Prakoso statement (2010: 23), the "new" form level in this case is an object that is transformed from reality like a human figure.

DISSCUSSION

Generally this animated film displays a montage of life in Jakarta city from in the morning till night. Beginning with the words "Di Sini Tertanam Rindu Di Sebuah Kota Yang Kupanggil Rumah", afterwards continued with a temple shot which was greeted with the sound of Fajr Prayer. The next shots shows Jakarta city rush hours such as traffic jams, accidents, rain, workers, people waiting for trains, and so on. elements which related to the Jakarta city such as visualization of Monas, Istiqlal Mosque, construction of MRT, Tanahabang, Pancoran, City Station Interior and housing in Jakarta and Jakarta transportation elements such as taxis, Commuter Line, City Bus and others. The ending of this film is a family who is enjoying dinner as seen from a residential window in the border of Jakarta. Surat Untuk Jakarta Film is an animated short film with a two-dimensional rendering style released in 2016. The film was first officially uploaded by the Youtube account named Pijaru on 2016. The highest resolution of the film is 1080p (1920 x 1080), however, the film is available with 6 types of image quality, ranging from 144p to 1080p.

The duration of this film is 2 minutes 6 seconds alongside with the title of the credit. When viewed from the title of the credit at the end of the video, the film was made by Andre Sugianto, Aditya Prabaswara and Ardhira Anugrah Putra. The executive producers of this film is Jerry Hadiprojo and Post-Producer, Christina Levina. While the Copywriters of this film are Getar Jagatraya. This film won many awards, such as the Best Picture 2016 category winner in the 2016 HelloMotion and Piala Citra event with the Best Animation Shorts category, beating other short animated nominations such as Ang, Adit Sopo Jarwo

and Reform. In audio sector, this film is supported by ambient sound from the city which is mixed by Annas M. Arraisy along with a song by Bottle Smoker.

Phase 1 Analysis: Visual Structures

In the process of phrase analysis in this film, research must be done by watching this film and observing the relationship between one scene to another. However, it will analyze the way of the meaning imply in each existing shot. This film has a total number of 19 shots, based on the number of sudden changes from one shot to another. In analyzing this film, Bruce Block's analytical method is used, which analyzing films is based on:

1. Space
There are three types of visual space in this context, namely the physical space in front of the camera, the second is the space that appears on the screen, and the third is the spatial size and the screen itself. There are 4 types of space in film media: Deep Space, Flat Space, Limited Space and Ambiguous Space
2. Motion
Motion is a visual component which uses objects, cameras and the audience eyes so long as they look at the screen. In some films, there is a movement of objects with a background. The more diagonal of the movement of objects and environments, the higher the visual intensity.
3. Tone
Tone refers to the brightness of an object associated with gray scale. Tones in this context don't have any correlation with the scene (sarcastic, happy, etc.), or voice tone (treble and bass). Tones are important factors in black and white and in the photography color.

Based on data regarding the existing visual structure, accordingly, there are several important questions in finding the visual component in a film, namely what the story is about, what kind of perspective would be achieved and the what kind of location in the story. Generally, the visual structure created are based on story analysis:

1. Story: Daily events in the Jakarta city from morning to night.
2. Viewpoint: congestion in Jakarta, business district in Jakarta, there are slum and luxurious environment.
3. Location of story: Jakarta City.

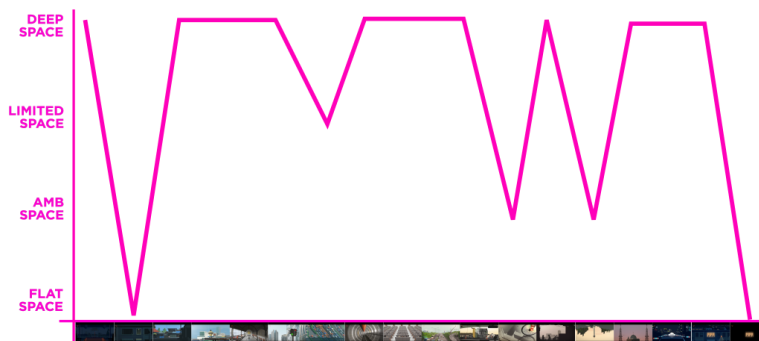


Figure 1. Space in the film "Surat Untuk Jakarta"

In terms of space, this film the visual spikes occur. According to Bruce Block, visual spikes in a film indicate the quantity of conflicts created in this film. Visual spikes in this case are indicated by many differences in the use of space in each shot. In this film, deep space is the type of space that is most widely used, meaning that there is a conflict to be conveyed.

Movement:



Figure 2. Movement in the movie "Surat Untuk Jakarta"

The objects movement in this film has a high dynamic. Nearly many shots indicate the objects movement against the building horizon. Generally, the intensity of the film movement for Surat Untuk Jakarta is very fluktuative. Fluctuating graphics indicate that this film is very dynamic in its movements.

Color: The usage of light blue color for the morning, orange for the afternoon, dark blue for the night. All colors aim to create attraction, not to impress sadness or happiness.

Tone: The usage of low lighting contrast is used to create affinity impression, while the occurrence of high color contrast to give the conflict impression or gloom (Bruce Block).

Analysis Phase 2: Connotation and Denotation Meaning

According to Masoumeh Inanlou and Mernaz Sadat Ahashem in their journal entitled Analysis in Animation Based on Roland Barthes's Theory of Audience and Semiology, the

theory of Roland Barthes is very useful in analyzing animated elements. This factor is due to Roland Barthes's analysis includes social, textual and interpretative codes (icons, metaphors and symbols).

Roland Barthes is an important semiotic figure who wrote books about semiotics titled Mythologies (1973), Element of Semiology (1977), The Fashion System (1983) and Camera Lucida (1994). Roland Barthes uses the terms denotative and connotative to show levels of meaning (Pawito, 2007: 163). Denotative is an explicit relationship between a sign with reference or reality in a sign, its nature is a generalization and is a system of significance of the first stage. The connotative meaning is the aspect of meaning related to feelings and emotions as well as cultural values and ideology (Piliang, 2003: 16-28). The connotative meaning has a cultural history behind it. In short, Roland Barthes's Semiotics model can be summed up as follows:

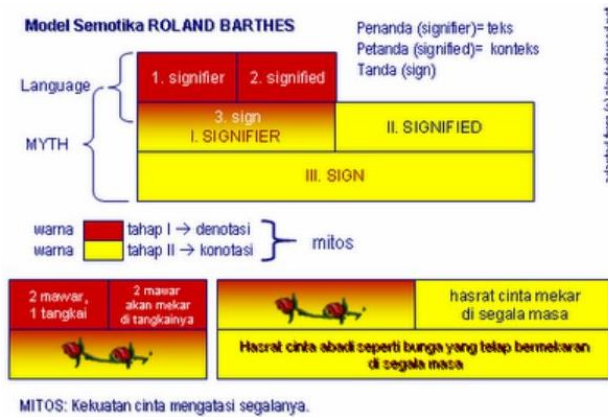




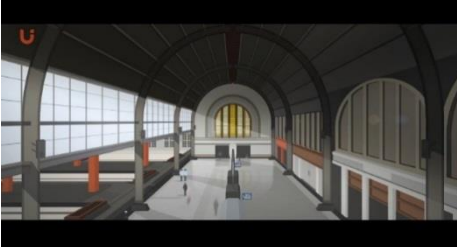









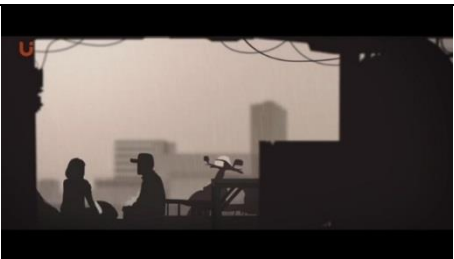


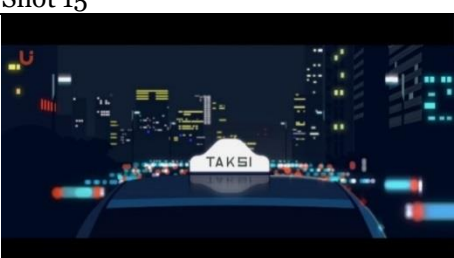
Figure 3. Roland Barthes' Semiotic Model

After the discovery of denotative and connotative, then a myth will be found. Myth is developed from these two meanings, according to Barthez, myth is a type of speech. Myth is the final stage of language operations. The following are the results of Roland Barthes's model analysis:

Shot	Denotative meaning	Conotative meaning
 <p>Shot 01</p>	The Dharma Bhakti temple with incense lit with the sound of morning prayers in the morning with an urban background and mosque.	the Jakarta community is a religious society and has hopes of maintaining religious tolerance.

	<p>Residential atmosphere in Jakarta city, the house lights are turned off, indicate its already morning.</p>	<p>This shot imply that the Jakarta suburbs are depressed by the situation.</p>
	<p>Roadside housing, red astrea motorists who go to work</p>	<p>The worrying crime rate in the Jakarta suburban housing.</p>
	<p>Morning atmosphere in the Blok M area with people waiting for the Kopaja and Metromini buses.</p>	<p>The intense competition between the lower middle-class people in Blok M.</p>
	<p>Timelapse from the atmosphere in the Jakarta Kota Station, people passing by, the Commuter line train that goes in and out of the station.</p>	<p>People who have hope for opportunities in Jakarta.</p>
	<p>Traffic lights with the skyscrapers and airplanes background.</p>	<p>The Jakarta city is controlled and regulated by the capitalists.</p>

 <p>Shot 07</p>	<p>The atmosphere of traffic jam on the road due to infrastructure development and the growing number of vehicles.</p>	<p>The conflict of Jakarta people who are trapped in a chaotic system.</p>
 <p>Shot 08</p>	<p>Mass Rapid Transportation tunnel is under construction.</p>	<p>The MRT line is considered as the transition development towards more advanced Jakarta.</p>
 <p>Shot 09</p>	<p>The office atmosphere with office workers is parted by cubicles</p>	<p>Urban communities are individualist and competing with one another.</p>
 <p>Shot 10</p>	<p>A traffic jam in Tugu Pancoran area. There is a line which have traffic jam but some other tracks are not jammed. There are housing advertisement and beverage advertisement in the surrounding trees.</p>	<p>Development carried out by Jakarta people has a negative impact on the natural environment around it.</p>
 <p>Shot 11</p>	<p>Truck which is flipped over in the middle of the road due to human carelessness.</p>	<p>Jakarta which is prone to accidents</p>

 <p>Shot 12</p>	<p>Bicycles on the puddles which reflect housing</p>	<p>Good memories of the old Jakarta.</p>
 <p>Shot 13</p>	<p>A woman and man who are waiting for the rain to be over</p>	<p>This shot shows the sadness of social inequality in Jakarta city.</p>
 <p>Shot 14</p>	<p>The post rainy atmosphere in the Monas area and there are human reflections and monas.</p>	<p>Jakarta which in chaotic condition.</p>
 <p>Shot 15</p>	<p>The evening which nearly night atmosphere at the Istiqlal Mosque and the Jakarta Cathedral Church</p>	<p>The hope of growing religious tolerance towards minorities in Jakarta.</p>
 <p>Shot 16</p>	<p>A taxi goes in the middle of Jakarta traffic jam at night.</p>	<p>Blue taxi is considered to dominate the prosperous Jakarta city.</p>



	<p>The residential atmosphere on the city edge which is crowded at night with the background of the train moving towards the left and city.</p>	<p>Social discrepancy between the rich and the poor</p>
	<p>The window with the lights on with the family which having dinner in it.</p>	<p>The family is the expectation of preserving the spirit of patriotism towards future generations in Jakarta</p>

Table 1. Denotative and Connotative meanings in “Film Surat Untuk Jakarta”

The text in this film represents the realism of Jakarta city, which although using two-dimensional animation media, there is no element which is made up. This animated film is a documentation in Jakarta's life, such as the life in the morning in Jakarta city, worship places (can be seen from the Istiqlal Mosque, the Dharma Bhakti temple and the Cathedral Church), the atmosphere at the station, the economic situation, the ongoing development (traffic jam which commonly happen in the Pancoran area (Pancoran statue is highly representation of the Jakarta city), what are Jakarta people do after returning from work (in this case there is a family who had dinner at a suburban house) and what kind of public transportation which is used in Jakarta. The film is nearly dominated by architectural which shows the prosperity and progress of Jakarta. Overall, Jakarta is described as an economically advanced city, competitive, pluralism, but overpopulated. Throughout the film, the majority of shots use Extreme Long Shot, showing the place and the time in a scene. As a syntagmatic structure, all the elements in this film are interconnected, all the signs in each shot are actually related to one another. In this context is, the emergence of buildings which are only existed in Jakarta such as Monas, Istiqlal Mosque and the Dirgantara Statue. All visual elements colaborate and run linearly to create Jakarta representations in two-dimensional animation media. The time runs linearly, however, shows the same location, namely the Jakarta City itself. Time runs since in the morning until night, so the timeline of the film is linear.

In the search for myths in "Surat Untuk Jakarta" film, there are continuous connotations, which can be seen from the table below:

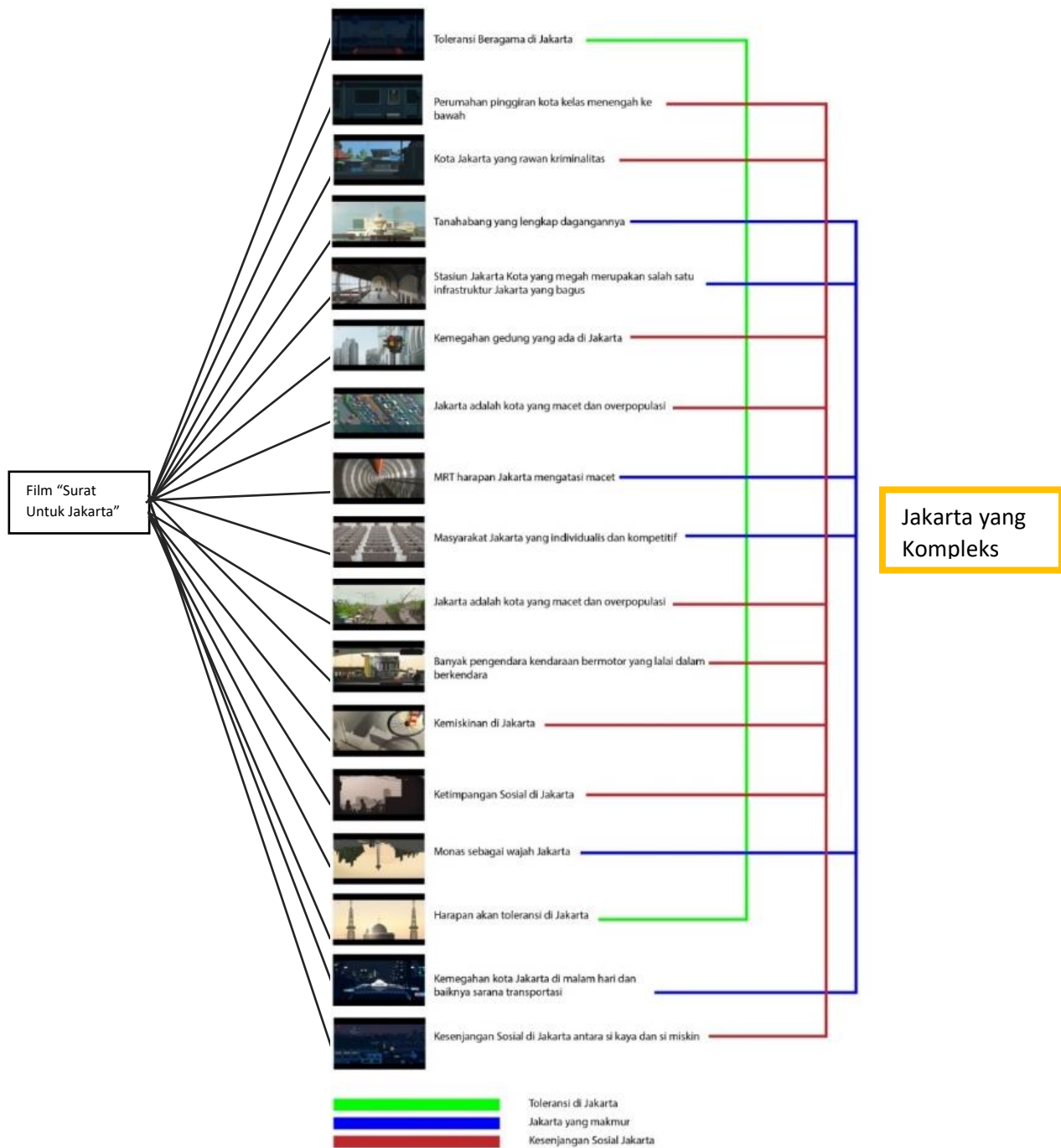


Table 2. Connotative meanings which appear towards Myth

At the analysis stage, various types of shots were found which described the beauty of Jakarta city, but there were also shots showing Jakarta's poverty, this bring out the meaning that economic discrepancy towards people of DKI Jakarta. It's Like the shot which shows the contrast between the rich and the poor. There are buildings, yet there are also slums. As stated on the news concerning DKI Jakarta Economic Inequality which stated in the Suara Pembaruan: Jakarta, as in plain view, is not only an alignment of tall buildings soaring in the central area of modern business but also there are districts of slums.

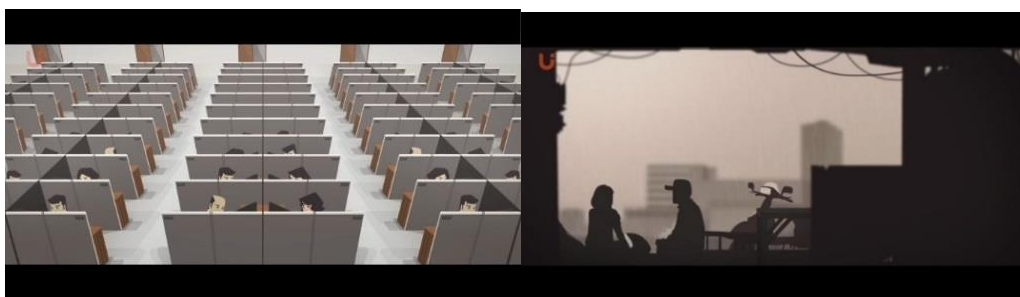


Figure 5. Social discrepancy highlighted in "Surat Untuk Jakarta"

This film describes how religious tolerance in Jakarta is preserved in the form of two descriptive shots, by simply visualizing the worship places of different religions which existed side by side. However, both of these shots have indicated three attitudes of diversity in the community, namely: the first nature is accepting others based on the concept of peaceful coexistence (no riots arise when both religions (Islam and Hinduism) perform rituals at the same time), the second nature is responding to the problem (seen from the numbers of news about the Istiqlal Mosque is often provide parking to Catholics while on Christmas ceremony, and vice versa) and for the third nature, both shots represent that Jakarta actually has a theological foundation for each people to build the spirit of unity of mankind.

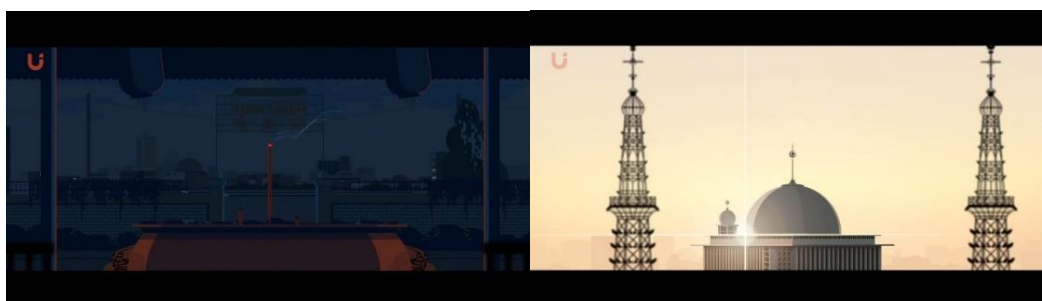


Figure 6. Religious tolerance in the "Surat Untuk Jakarta" film

The number of news concerning several intolerance cases in Jakarta also makes the Jakarta context is a city with complex problems is getting stronger: An advanced yet intolerant city. Meanwhile, the illustration of Jakarta with a high level of social discrepancy

is getting stronger since it based on the data found is indicate this fact. The existing data strengthens the meaning of the social discrepancy message in Jakarta further. Generally, this film has meaning that Jakarta is an advanced city, however the religious intolerance and the social discrepancy are very high.

Conclusion and Suggestion

In the visual structure of this film, there are finding about the type of shot in this film was dominated by the composition of very long shot, which explained about time and location of that shot. The use of a high angle viewpoint dominates this film, where the objects on each shot seen small and it isn't insignificant. The lighting contrast, there are many shot in this film which using high-contrast lighting techniques, which means that shot would like to describe the conflict. The motion of the shots, the film shows the high dynamic and intensity, due to the horizontal movement of an object against its background. In terms of space, visual spikes that appear in this film are created, the linear integration is deep space then the flat space is suddenly appeared making this film has conflict impression (Bruce Block). In overall visual structure, this film is very dynamic and has high visual intensity. Especially in some shots, this film has a tendency to show high conflict.

Regarding to the meaning in the message, the film "Surat Untuk Jakarta" is a film which presents Jakarta with complex problems. Complex in the sense of having problems such as intolerance in the Jakarta center which as advanced city, the high social discrepancy caused by the chaotic city systems. This film has criticisms towards Jakarta's as advanced city but has social discrepancy as well as the frequent acts of intolerance.

As for the research suggestion, this research does not include sound and music elements as the objects of research. Therefore, for future research, another method is needed to analyze the film from the sound aspect. In conducting research on Surat Untuk Jakarta Film, we will be encountered by the director's subjective assessment towards Jakarta city. The results of this research have characteristic of descriptive ethics, therefore, further research is suggested to be able to achieve normative ethical results with the same research object.

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