

Representation of Bullying Issues in Joe Bell Film (Roland Barthes Semiotics Analysis)

Dhimas Ricky Ramadhan

Communication Studies Program, Universitas Muhammadiyah Surakarta, 57102, Indonesia

*Corresponding author's email: dhimas.r.r.9@gmail.com

ABSTRACT

Keywords

Bullying
Film
Representation
Scene
Semiotic

Bullying is an act of hurting someone that is carried out continuously without any compassion that occurs in society. The representation of the issue of bullying can be seen in several films. One of the films that discuss bullying is the film "Joe Bell". Researchers researched the film "Joe Bell" using descriptive qualitative methods with semiotic theory from Roland Barthes in analyzing data based on the classification of types of bullying. The purpose of this research is to know the representation of bullying issues that occur in the movie "Joe Bell". The results of this study are that the film "Joe Bell" represents the issue of bullying through scenes, dialogues, and storylines with an emphasis on types of bullying including verbal bullying, physical bullying, and cyberbullying.

1. Introduction

Bullying is currently a very serious and troubling social phenomenon. Bullying is an action taken by a person or a group of people by hurting the victim in various ways. Bullying has various forms including verbal bullying, physical bullying, and cyberbullying. The act of bullying has been raised into a film, one of which is the film "Joe Bell". The film "Joe Bell" is a film directed by Reinaldo Marcus Green and shown on Netflix it is set in America and is based on a true story. this movie tells a story about a struggling father for the campaign about the danger of bullying. Also in this film signs as well as a description of the issue of bullying.

According to Alex Sobur, the film is a means of conveying messages that can communicate the contents of messages in films to its audience, therefore a good film does more than just provide entertainment but can also be a means of full education of meaning and knowledge of something raised in film theme (Sobur, 2002). One of the films that are educational and full of meaning is the film "Joe Bell". This film represents the meaning that bullying is an act that is not justified and something that must be prevented. Representation produces meaning by connecting signs, language, and culture that represent something (Hall, 1997). In this film, the thing that stands out and is represented is bullying. Bullying is a social phenomenon that occurs in society in the form of verbal, physical, or psychological abuse towards other people who are felt to be weaker and aim to hurt which is carried out continuously without mercy (Kartika, Darmayanti and Kurniawati, 2019).

There are several studies previously researched about the representation of bullying in movies. However, researchers refer to research previously entitled "Representation of The Values Bullying in The Doraemon Cartoon Series". The method used in the study earlier studies qualitative with data collection through observation and observation in a manner thorough to object research. Result of study the that is there is action bullying in a manner thorough without there is classification special (Nugraha, 2019). Difference study previously a study that is lies on focus discussion as well as classification results of the data. The study previously emphasizes expression and action from figures universally or whole. Whereas study this based on the kind of bullying of Coloroso (2007). Besides

it, the object from the study previously used cartoon/fiction series in Japan, not a non-fiction/documentary film as in research.

Study this aim to know signs from *bullying* in the movie "Joe Bell" through the data collected based on draft types *bullying* from Coloraso. Researcher will use method study qualitative descriptive and theoretical semiotics Roland Barthes in analyze the data.

2. Method

This research method uses qualitative research methods and is descriptive. The data collection technique consists of documentation consisting of the film "Joe Bell" and literature studies. The entire data obtained will then be analyzed using a related theory, namely Roland Barthes' semiotics. In this qualitative research, the researcher becomes the main instrument (key instrument) with special characteristics or advantages (Syahrums, 2012).

Roland Barthes developed 2 levels of semiotics, namely denotation, and connotation. The denotation sign is formed from markers and signs. The denotation sign is the same as the connotation marker. Meanwhile, the connotative sign consists of a marker and a connotative sign. Denotation is the first level or true meaning that is formed based on the human senses. The definition of denotation has a clear, fixed, and real meaning. The second level is connotative which has the same position as the implicit meaning which is uncertain and is formed based on psychology, feelings, and beliefs (Adawiyah, 2019). Meanwhile, myth according to Roland Barthes plays on the second level of signification or the level of language connotation. According to him, the connotation is a denotation of something that he considers to be a myth, and myth has connotations for certain ideologies (Barthes, 1991).

The validity of the data uses source triangulation, namely a combination of primary and secondary data. The type of data used is primary data, namely the film "Joe Bell" which was watched via the Netflix platform. Secondary data sources in the form of literature, books, and previous journals refer to this research. Some of this literature, books, and journals come from local / Indonesian and international research.

3. Result and Discussion

Based on the researcher's observations using Roland Barthes' semiotic theory, the researcher found signs of bullying issues in the movie "Joe Bell" with the main object experienced by the victim, namely Jadin. The researcher found several scenes with classifications based on the type of bullying from Coloraso, namely verbal bullying, physical bullying, and cyberbullying. The data that has been collected is then analyzed based on the method used in this study.

1) Verbal bullying in minutes 00:18:24

Table 1. Analysis of verbal bullying tables

Denotative Signifiers	Signified Denotative
In this scene, the bully is shown shouting and insulting Jadin.	The visualization shows the perpetrator in the school canteen, raising his hand, dressed unusually like other students, and shouting curses at Jadin and his friends.
Connotative Signifiers	Signified Connotative
The scene shows the perpetrator screaming at Jadin "get down faggot"	It can be seen that the behavior of the perpetrator towards Jadin that looks superior or dominates, such as insulting, shouting, and uttering swear words, is included in the category of verbal bullying. The word "Faggot" is harsh. This shows that the perpetrator is not afraid of this situation and acts arbitrarily against the victim. The perpetrator does that with an expression of smile and happiness that signifies that the perpetrator is powerful and does not feel guilty. it shows characteristic domination doer and is the usual thing that happened at the school (Najah et al., 2022). The myth is that someone who feels power will do arbitrary and free although it's in place general.

2) *Physical bullying in minutes 00:55:10*

Table 2. Analysis of physical bullying tables

Denotative Signifiers	Signified Denotative
In that scene seen some people are do acts of bullying in a room.	It can be seen that there were several bullying perpetrators who were holding and pulling Jaden, one of the perpetrators wearing a blue basketball jersey, with a place in the bathroom as a background.
Connotative Signifiers	Signified Connotative
In this scene, it can be seen that Jaden desperately wants to escape the bullying perpetrator's embrace. It was also shown that several perpetrators tried to bring Jadin down by pulling Jadin's body backwards.	It can be seen that the pulling, pushing, and choking actions seen in the scene physically injure the victim of bullying, namely Jaden. It was clear that the hands and bodies of several perpetrators pulled Jadin by the neck so that Jadin felt pain and fear. It can be concluded that the behavior that occurs is a form of physical bullying. Bullying physical this too is something visible form of bullying sadistic and scary because attack physical victim even until leave used wound (Nur et al., 2022). The myth that is acts of bullying physical often takes place in a quiet place like toilets.

3) *Cyberbullying in minutes 00:57:19*

Table 3. Analysis of cyberbullying tables

Denotative Signifiers	Signified Denotative
In the scene, it can be seen that Jadin is opening his smartphone and reading messages.	It can be seen that Jadin is reading a message from someone via his smartphone using both hands, with a background in the attic of a house, and at night.
Connotative Signifiers	Signified Connotative
In the scene, Jadin can be seen being insulted and bullied with dirty words through messages on social media with an account called La Grande.	It can be seen that what was chatted by this La Grande account contained swear words and swearing directed at Jadin. One of them is "you miss us? see you monday faggot". Those words hurt Jadin so much that Jadin was unable to reply but pondered. It can be concluded that the scene is included in cyberbullying. What La Grande did was included in harassment in cyberbullying because La Grande continuously sent hate speech and harsh words that hurt Jadin's heart (Handayani, 2021). The myth that is bullying with type on social media could bother a person's mental health or hurt the victim's psychology.

Some scenes have dialogue, a plot, and pictures about bullying. Scene that are victims of bullying that is named Jadin. In several scenes is seen that verbal bullying is the most numerous and dominates. The verbal bullying that occurred in the movie "Joe Bell" included insulting physical, taunting, gift nickname (name calling), to speak Rough or dirty. Frequent verbal bullying happens in this movie makes the type of bullying develop Become bullying in a manner physical. Bullying in a manner physical scene could be seen from some people in sight currently pulling, lifting, pushing, up harassing Jadin. From this physical bullying, it can be seen that the perpetrators do not feel guilty even outside the school the perpetrators continue to bully digitally through social media. The perpetrator was seen making fun of Jadin with a very painful typing like the word "faggot" which was very frontal.

Based on the data collected researchers use the theory of Roland Barthes' semiotics exists meaning connotation, denotation, as well myth in the related "Joe Bell" movie issue of bullying. Some scenes show that behavior Bullying often occurs in the school environment. Begin with insults and harsh words, encouragement, pulling, to social media. The bullying victim named Jadin always gets this behavior when he is at school. Victims of bullying usually have psychological pressure that makes it difficult for them to be accepted by their peers. This bullying most often occurs in schools because the scope is small and everyone or students are included in it. Every student has different characteristics and backgrounds so this act of bullying very often occurs in schools (Widianti, 2019).

A school is a place for children to form character education, socialize, and increase children's creativity. Character education must be implemented in schools so that students have a character that is by existing norms or norms. Teachers are expected to be able to educate and shape the character of students to become students who excel, are kind to others, honest, and responsible (Saleh, 2022). The cultivation of this character value must be done as early as possible. Students are also expected to be able to communicate healthily and maintain good relationships with peers or other students (Ballerina & Immanuel, 2019). The forms of bullying Jadin experienced included verbal bullying, physical bullying, and cyberbullying.

Verbal bullying is an act of oppression using verbal or words that can take the form of insults, insults, slander, hate speech, criticism that drops, makes nicknames (name calling), and words with a curse (Pratiwi, Herlina and Utami, 2021). Scene 1 at minute 00:18:24 shows Jadin experiencing bullying with harsh words, name-calling, insults, and utterances of hatred accompanied by loud tones and screams. The myth that is someone brave says harsh words to somebody who has a sense of power. Bullying verbally that occurs continuously will develop into physical bullying.

Bullying in a manner physical (Physical bullying) is something shape bullying to somebody with action real and visible. Shape from Physical bullying among others kicking, pinching, pushing, and being hit (Arif & Novrianda, 2019). Scene 2 at minute 00:55:10 shows Jadin as forced and groaning in pain because the perpetrator is doing physical bullying in an unexpected and coercive way. The myth that is action often takes place in a quiet, dark, and closed place like school toilets. Beside that's the culprit bullying that isn't satisfied with what is he do in a manner direct, then will do bullying no live or far. One of them through the usual virtual or digital world called with cyberbullying.

According to Hinduja and Patchin (2008), Cyberbullying is something action bullying that with on purpose harm others through electronic media or with technology communication. Cyberbullying this could form deployment speech hatred, create news fake (hoax), slander, up to post shame someone (Sameer Hinduja, 2008). Scene 3 at minute 00:57:19 shows Jadin receiving messages from the perpetrator's account named La Grande with harsh typing words, swearing, and painful jokes. The myth that is actions performed in cyberspace will impact in a manner real as bother mental health.

Of the several forms of bullying found in the film "Joe Bell", of course, there are also impacts resulting from bullying. Bullying is very influential on mental health, especially for the victim and the victim's family. Starting from deep sadness, and depression, to causing suicide (Munawarah, 2022). Victims of bullying also have difficulty controlling their emotions in the face of a failure or mistake. If this is not prevented early on, it can be fatal in the future and even suicide due to being unable to withstand the pain (Zakiyah et al., 2019).

This happens due to several factors. One of them is a person's character. Characteristics of a person are usually the trigger for the emergence of bullying. Start from the physical, character, accent, to personality. It is the characteristics of the perpetrator and the victim that have differences that lead to bullying. Usually, the perpetrators of bullying have characteristics that dominate or are the majority in that environment, while the victims have different characteristics or are a minority in that environment (Sari & Azwar, 2018).

In overcoming deviant behavior such as bullying, cooperation between the school and other related parties, such as parents, must be carried out. Parents and teachers must be able to work together to instill character education. They must be able to educate their children well and inform them that bullying is a negative action because it harms other people. One of the efforts to stop bullying is to give children an understanding of the impact of bullying, what if it happens to those closest to them, tell children how to ask for help if they experience bullying, and tell children to be more open (Oktavia & Dewi, 2021).

4. Conclusion

From the results and analysis research, got concluded that the movie "Joe Bell" represents the issue of bullying through scenes, dialogues, as well channel stories. Issue bullying in the study emphasizes other forms of bullying. Analyzing the data make researcher know the impact of bullying, factors happening to bullying, and attempts prevention bullying. Researchers look that this "Joe Bell" movie could become something exclamation is well as a campaign to stop action bullying in shape anything and anywhere. Because it, to resolve to bully needed serious endeavors to stop the problem.

Cooperation from several parties related needed to the problem. For the study, the next expected capable perfect research is already there and can refer to doing something study next.

5. References

- Adawiyah, S. R. (2019). Faktor-faktor yang mempengaruhi cyberbullying pada remaja. *Prosiding Seminar Nasional Magister Psikologi Universitas Ahmad Dahlan*, 398–403.
- Arif, Y., & Novrianda, D. (2019). Perilaku Bullying Fisik Dan Lokasi Kejadian Pada Siswa Sekolah Dasar. *Jurnal Kesehatan Medika Saintika*, 10(1), 135. <https://doi.org/10.30633/jkms.v10i1.317>
- Ballerina, T., & Immanuel, A. S. (2019). Menelisik perilaku perundungan pada siswa SMP di Yogyakarta. *Jurnal Ilmu Perilaku*, 3(1), 18–31. <http://jip.fk.unand.ac.id>
- Barthes, R. (1991). *Mythologies*. THE NOONDAY PRESS. <https://soundenvironments.files.wordpress.com/2011/11/roland-barthes-mythologies.pdf>
- Hall, S. (1997). *Representation: Cultural Representations and Signifying Practices*. SAGE Publication. <https://books.google.co.id/books?id=Vs-BdyhM9JEC&printsec=frontcover&hl=id#v=onepage&q&f=false>
- Handayani, N. (2021). Cyberbullying dalam pemahaman remaja. *SELASAR KPI : Referensi Media Komunikasi Dan Dakwah*, 1(1), 55–69. <https://ejournal.iainu-kebumen.ac.id/index.php/selasar/index>
- Kartika, K., Darmayanti, H., & Kurniawati, F. (2019). Fenomena Bullying di Sekolah: Apa dan Bagaimana? *Pedagogia*, 17(1), 55. <https://doi.org/10.17509/pdgia.v17i1.13980>
- Munawarah, R. R. D. (2022). Dampak Bullying Terhadap Perkembangan Sosial Emosional Anak Usia Dini (Studi Kasus) Di Raudhatul Athfal Mawar Gayo. *Bunayya: Jurnal Pendidikan Anak*, 15–32.
- Najah, N., Sumarwiyah, S., & Kuryanto, M. S. (2022). Verbal Bullying Siswa Sekolah Dasar dan pengaruhnya terhadap hasil belajar. *Jurnal Education FKIP UNMA*, 8(3), 1184–1191. <https://doi.org/10.31949/educatio.v8i3.3060>
- Nugraha, A. (2019). REPRESENTASI NILAI BULLYING DALAM SERIAL KARTUN DORAEMON. *Jurnal Komunikologi*.
- Nur, M., Yasriuddin, Y., & Azijah, N. (2022). Identifikasi Perilaku Bullying Di Sekolah (Sebuah Upaya Preventif). *Al-Madrasah: Jurnal Pendidikan Madrasah Ibtidaiyah*, 6(3), 685. <https://doi.org/10.35931/am.v6i3.1054>
- Oktavia, R., & Dewi, S. F. (2021). Upaya Guru dalam Mengatasi Perilaku Bullying Siswa di SMAN 7 Padang. *Journal of Civic Education*, 4(1), 81–86. <https://doi.org/10.24036/jce.v4i1.482>
- Pratiwi, I., Herlina, H., & Utami, G. T. (2021). Gambaran Perilaku Bullying Verbal Pada Siswa Sekolah Dasar : Literature Review. *Jkep*, 6(1), 51–68. <https://doi.org/10.32668/jkep.v6i1.436>
- Saleh, M. (2022). Implementasi Pendidikan Karakter Di Sekolah Inklusi. *Hikmah: Journal of Islamic Studies*, 17(2), 101. <https://doi.org/10.47466/hikmah.v17i2.198>
- Sameer Hinduja, J. W. P. (2008). *Bullying Beyond the Schoolyard: Preventing and Responding to Cyberbullying*. SAGE. https://books.google.co.id/books?id=XkdofbF3RbEC&printsec=frontcover&hl=id&source=gbs_book_others_versions#v=onepage&q&f=false
- Sari, Y. P., & Azwar, W. (2018). Fenomena Bullying Siswa: Studi Tentang Motif Perilaku Bullying Siswa di SMP Negeri 01 Painan, Sumatera Barat. *Ijtima'iyya: Jurnal Pengembangan Masyarakat Islam*, 10(2), 333–367. <https://doi.org/10.24042/ijpmi.v10i2.2366>
- Sobur, A. (2002). 746-1375-1-PB.pdf. In *Bercengkrama dengan Semi: Vol. Vol. 3* (p. 39).
- Syahrum, S. dan. (2012). *METODOLOGI PENELITIAN KUALITATIF* (Haidir). Citapustaka Media.
- Widianti, W. (2019). Mengenal Perilaku Bullying di Sekolah. *Islamic Counseling: Jurnal Bimbingan Konseling Islam*, 3(1), 55. <https://doi.org/10.29240/jbk.v3i1.801>

Zakiah, E. Z., Fedryansyah, M., & Gutama, A. S. (2019). Dampak Bullying Pada Tugas Perkembangan Remaja Korban Bullying. *Focus : Jurnal Pekerjaan Sosial*, 1(3), 265. <https://doi.org/10.24198/focus.v1i3.20502>