

The Representation of Anti-Racism in ‘Us’ Movie by Jordan Peele: Semiotics Approach

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ABSTRACT

Tesis ini berjudul “Representasi Anti-Rasisme dalam Film ‘Us’ Karya Jordan Peele: Pendekatan Semiotika”. Tesis ini berfokus pada tiga pertanyaan utama; (1) Apa saja tanda-tanda anti-rasisme yang direpresentasikan dalam film ‘Us’? (2) Apa saja tanda-tanda semiotik yang ditemukan dalam film ‘Us’? (3) Apa saja makna denotatif dan konotatif anti-rasisme dalam film ‘Us’? Penelitian ini bertujuan untuk memahami makna tanda menurut teori semiotika Barthes. Penulis menggunakan metode deskriptif kualitatif. Sumber data utama dalam penelitian ini diambil dari film ‘Us’ karya Jordan Peele. Setelah data terkumpul, penulis mulai menganalisis masing-masing dalam gambar dan teks. Hasilnya menemukan perilaku anti-rasis terhadap keberagaman ras yang direpresentasikan dalam film ‘Us’. Sikap ini dengan tulus ingin merasakan pikiran dan perasaan orang lain, kesempatan yang sama untuk mendapatkan pendidikan, pentingnya hak yang sama, dan perilaku toleransi.

This thesis is entitled “The Representation of Anti-Racism in ‘Us’ Movie by Jordan Peele: Semiotics Approach”. It focuses on three primary questions; (1) What are the signs of anti-racism represented in ‘Us’ movie? (2) What are the semiotic signs that are found in the movie of ‘Us’? (3) What are the denotative and connotative meanings of anti-racism in the ‘Us’ movie? This research aims to understand the meaning of signs by Barthes’s theory of semiotics. The writer used a qualitative descriptive method. The primary data source in this research was taken from the movie ‘Us’ by Jordan Peele. After the data was collected, the writer began to analyze each in pictures and text. The result found anti-racist behavior towards racial diversity represented in the ‘Us’ movie. This attitude sincerely wants to feel the thoughts and feelings of others, the same chance to get an education, the importance of equal rights, and tolerance behavior.



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INTRODUCTION

Humans have different characters and physical characteristics. Humans do not have the right to choose skin color and physical shape when born, because all of that is a gift from God. God created human’s condition differently so it must have a purpose. These differences are not something that is used to make people think that a race is higher in rank than other races, but the diversities and differences should be understood as plurality so that humans can learn and get to know each other ethnicity or race. Human beings are individual creatures who can create, feel, and want something. Living in the world, human beings cannot be separated from the phenomenon and reality of life. Sometimes, they have experiences of sadness and happiness. Some factors determine happiness, one of them is wealth. Wealth is so important. People always try and have the ambition to get it. They indeed share the same goal, but

there are various ways to achieve it, some people choose the right way while others choose the wrong one. The wrong way that achieve happiness or ambition is called a lie. Lie to get something that people want. A lie is one of bad personalities. The reaction of human beings to act in a wrong way that never felt before because they are afraid.

Now, there are still a lot of racism issues that exist in society. Racism is usually associated with race, ethnicity, and discrimination. Race is a grouping of people based on the characteristics, traditions, and culture inherited from their ancestors. According to Todorov in Marchitello (2001), race is a vested family of human beings, generally of common blood and language, always of common history, traditions, and impulses, who are both voluntarily and involuntarily striving together. Racism is a racial problem that is taught and passed down amidst the lives of the multicultural society in various parts of the world. Racism is a belief that states that a particular race is a superior class and has the right to regulate another race, especially the lower class often called a minority race. "The racialist is not content to assert that races differ; he also believes that some are superior to others" (Marchitello, 2001). The difference between superior races and lower-class races is an increasingly complicated factor in the problem of racism. Those who consider the superior race often carry out racism against the lower classes, because the superior race thinks that their race is the best among all races. Slavery, social discrimination, segregation, and violence are often related to oppression in racism. One example of countries that has a racial problem is the United States of America.

This phenomenon makes an idea to fight racism issues. One of them can be taken from a movie which has a message of that issues. Moreover, the cinema's perspective on communication is the best and effective way to its ability to combining at least two media technologies viewing and hearing (audio & visual). Although movie is a new technology that began at the end of the nineteenth century. The movie acts as a new tool that used to spread entertainment which has become a habit in the past, as well as presenting stories, events, kinds of music, dramas, comedies, and others. The movie has become an audio-visual communication medium that is widely enjoyed by people of all ages and social backgrounds. The strength and ability of movies to reach many social segments showed that movies have the potential to influence their audiences. The movie has an impact on every audience, both positive and negative impacts. Through the messages contained in it, the movie can influence, change and shape the character of the audience.

"US" is a horror thriller movie from America by Jordan Peele. It tells about a family who was living in America and then suddenly disturbed by an uninvited "guest", the doppelganger. This movie had several social issues related to reality in America, such as cases of racism against a group/class of people who are isolated and ignored, even though they are also citizens of the same country. This is a form of social issue criticism by the movie Director for the government. Criticizing social issues is an innovation. It means that social issue criticism is become a mean of communicating new ideas in addition to assessing old ideas for social change. In conveying a message to the audience, the director uses his imagination to present a message through the movie by following the elements related to exposition (direct or indirect presentation). There are a lot of movies that raise a real story, which happened in society. There are many ideological messages in it. Thus, in the end, it can influence the mindset of the audience. A movie always influences and shapes society based on the message behind it, without ever acting otherwise. The movie always records the reality that grows and develops in society.

In this research, the writer takes a red line of anti-racism in the 'Us' movie. The writer has some reasons to write research about the scenes that have an anti-racism issue in Jordan Peele's movie. First, the 'Us' movie is one of many horror movies which interesting to watch because there are lots of value of problems of the family. Second, there is a problem that has been redlined in this movie; it does not tell about what happened in the past and an incident that made the characters traumatic. A family should know each other and rely upon each other. Third, the movie is great and uses simple places, a few actors, and simple dialogue. Eventhough, the doppelganger character in this movie is cannot speak well because of the different social life. Fourth, the writer wants to find the differences and its anti-racism messages. However, the ending was terrible and weird so it made the writer interested to have a deep observation. This movie also has a lot of signs that have a meaning. The study that learns about signs is called semiotics. Moreover, semiotics help people to communicate through signs.

According to Peirce in Greenlee (1973), semiotics is the relation or functional character of the sign (Greenlee, 1973). By dealing with the signs, this study will help people to recognize and understand the meaning of signs that they find. People can find signs in many places, for example, The "red" of the traffic light corresponds to 'stop', "yellow" to 'attention' and "green" to 'proceed' (Whitfield, 1953). With the help of signs, people who across the world can understand the meaning without knowing about the native language. According to Barthes (1964) in cultural and literary criticism, he used the concept of connotative semiotics to uncover the hidden meanings in texts. In his *Mythologies*, he defined such systems of secondary meanings as myths. Later, Barthes described this sphere of connotations as an ideology. The mass media create mythologies or ideologies as secondary connotative systems by attempting to give their messages a foundation in nature, considered as a primary denotative system. At the denotative level, they express primary, natural meanings. At the connotative level, they conceal secondary, ideological meanings.

A sign can be found in many cases and has another meaning. Even small thing around environment has various signs. Those are not just empty things without having any meaning. There has to be an observation to find out those senses. That is why this topic becomes very interesting to study because the writer finds there are many people, especially youngsters and teenagers that enjoy watching movies so they feel that movie can change their perspective. Moreover, this research would like to carry out a topic of representation of Anti-Racism in 'US' movies through Barthes' theory. The writer wants to find out the meaning of the signs in the movie text/script using Barthes' theory of semiotics.

Related to the previous explanations above, the research problem of this research was formulated into three questions as follows:

1. What are the signs of anti-racism that represented in the 'Us' movie?
2. What are the semiotics signs that found in movie of 'Us'?
3. What are the denotative and connotative meanings of anti-racism in the 'Us' movie?

Pierce classified the terms of sign into icon, index, and symbol. Icon refers to a sign that has a similar appearance. Index is the visible sign which leads to the invisible sign. Symbol is the sign that we get from our society, it will lead to the meaning of the signifier and signified. These classifications are applied to images and objects. Another scientist, MiekeBal showed the interpretation of an image. The mental image of one person may be different from that of another. The application of semiotics got larger when Barthes developed the semiotics from linguistics to visual images, such as movies, photography, advertisements, etc. From the different experts, Barthes stated that images, gestures, musical sound, or anything can be a sign, whatever their substance because semiotics aims to take in any system of signs. From several definitions above, the writer concludes that semiotics is a study of signs. Semiotics is a science or method to analyze signs. Then, all of the things in this world are signs although some things have no intrinsic meaning, but can be signs by doing the investigation of their meaning.

Barthes' semiotics theory was developed from Ferdinand's theory of signs de Saussure. One of Sausurre's theories that was developed by Barthes is significance. The theory talks about the signifier dichotomy and signified (sign). According to Sausurre, language as a sign system consists of two inseparable aspects. The signifier is the aspect of formal or sound, while the signified is the aspect of meaning or concept. It is both called a sign. Barthes builds the second system called the connotative, which in his *Mythologies* he clearly distinguishes from the denotative. Semiology is also used to analyze the image in media. Media is an important subject used in academic and empirical studies. To understand how the signs work within the meanings behind the images, one needs to analyze the images semiologically (Bouzida, 2014). In line with this, Barthes uses the denotative and connotative "levels of meanings" to analyze the signs in visual objects. Barthes distinguished the analysis of the signs into two, verbal and non-verbal signs. The verbal signs are like the texts of the movie, such as the title, the names of the actors, the date of the movie's releasing, and many more. The non-verbal signs are the images of the movie that support the verbal signs to make the movie interesting to watch (Barthes, 1968). These are the levels of signification according to Barthes:

Denotation

Denotation is what all people see without relates it to their society, culture or ideology. In other words, denotation is the basic meaning of visual signs. This is the first level of signification. Roland Barthes states that the denoted message bears the analogical properties and it is primary to the

connotation in the process of signification (Bouzida, 2014). In simple words, denotative shows the immediate meaning or the basic meaning of the image. Denotative meaning is not something that can be ensured exactly. This meaning is a generalization. The details are different from the part of the part, but general quality is still there.

Connotation

Connotation is used by Roland Barthes to describe the sign. It describes the interaction that occurs when the sign meets the feelings or emotions of their users and the values of their culture. Roland Barthes stated that connotation being itself as a system that comprises signifier, signified and as the process which unites the former to the latter (Barthes, 1968). Connotation is placed on the second level of the semiotics system. The connotation meaning can be influenced by the factors of cultural and myths. In the semiotic analysis, Barthes uses Myth which concerns on the cultural values, beliefs and ideological critics.

Representation works through a representation system that consists of two important components, namely concepts in thought and interconnected language. A concept of meaning contained in human thoughts makes the human know the meaning of it. However, the meaning of communicated through language. An easy-to-understand example of this, such as when someone knows the concept of a Pencil and knows its meaning. Then it will be able to communicate the meaning of the pencil (for example, the object used by someone to write) so that it can be understood if using other meanings of the object. Representation refers to categorizing people and categorizing ideas about them. Associated with the media, it is understood predominantly through images but can take place through any means of communication. The ideas represented are linked to ideology and specifically to the subject's place in society. Representation is constructed through how media is used, and through the way we view the subject.

The Definition of Anti-Racism

Anti-racism comes from two words namely *anti* and *racism*. The word *anti* means to fight, oppose, or be hostile (Stevens, 2010). Meanwhile, racism is an act that marginalizes a group by another group with a certain identification, or conversely limits freedom for a group in social space with the possibility that individual subjectivity in the marginalized group will be harmed (Kenny, 2004). Liliweri (2003:30) also explained that racism is a special form of prejudice that focuses on physical variations between people

Anti-Racism Behaviour

These are the behavior of anti-racism that we could do daily, such as:

Empathy

According to Martin Hoffman, a Psychologist who studied the development of empathy, everyone is born with the capability of feeling empathy. Hoffman states that a morality based on empathy alone would not be fair in large mixed or larger human groups and would lead to bias and conflict. To live together peaceably, Hoffman insists that empathy must be embedded in moral principles. Cultivating empathy is key to rehumanizing the dehumanized. "Empathy is an umbrella term that describes multiple ways people respond to one another, including sharing, thinking about, and caring about others' feelings", writes Jamil Zaki, director of the Stanford Social Neuroscience Laboratory and author of *The War for Kindness*. The best way to foster empathy, suggests Zaki, is to share experiences because that's the "closest we come to dissolving the boundary between self and other." This is empathic concern that motivates us to "improve someone else's well-being" (Hoffman, 2000).

We know from studies that empathy creates connection and it breaks down the "us and them" divide so that we see outsiders as human beings. Empathy has another benefit to anti-racism: It helps to build the ability to bounce back from shame, a critical tool in this work. Empathy increases shame resilience because it moves us toward connection, compassion, and courage the opposite of the fear, blame, and disconnection that result from shame. Staying stuck in shame means one is not working to be anti-racist.

Education

Kendi, a leading scholar on anti-racism, argues that the heart of racism is denial. You cannot acknowledge or change that which you deny or choose not to see. Thus, the first step toward dismantling racism is breaking through that denial, by educating oneself about the history of African Americans and

the Black experience. Historical context provides an understanding of the original dehumanization of African Americans which is the foundation upon which American racism is built. It reveals the laws and policies implemented to support white supremacy, and the cultural rules and norms that created anti-Blackness (Kendi, 2019).

Learning about the unconscious and automatic ways racism presents itself will help one recognize it and take steps to stop it. Challenge participants credit "learning lesser-known facts" as helping them not only see and understand but launch them into action to fight against racism and anti-Blackness.

Tolerance

Tolerance is being patient, understanding, and accepting of anything different. An example of tolerance is Muslims, Christians and Atheists being friends. Or white and black skin is being a good friend, and maybe could be a family. Tolerance is acceptance of others whose actions, beliefs, physical capabilities, religion, customs, ethnicity, nationality, and so on. Anti-racism is a way of life. Like starting any new habit, anti-racism requires a conscious decision to pursue it as a goal and way of being. Tolerance brings mindful presence and awareness to what we say and what we do.

Tolerance Having an open heart and open mind to be anti-racism affects how one shows up. Present-moment awareness links with our intention to pull us out of autopilot and into the conscious pursuit of our goals. This opens the door to growth. As psychologist Rick Hanson explains, whatever you hold in attention has a special power to change your brain. Attention is like a combination spotlight and vacuum cleaner: It illuminates what it rests upon and then sucks it into your brain and yourself. Tolerance to pursue anti-racism will help adjust one's life lens, and it will deactivate the trance of autopilot. This will help you tap into your internal motivation to be anti-racism (Sanderson, 2000).

Equality Rights

"Racial inequity is when two or more racial groups are not standing on approximately equal footing," writes Kendi. One must hold all groups of people by color, ethnicity, gender, sexuality, religion, ability, age, and any combination of those as equal. To champion equality is to fight for equity. It is to understand that corrective action is needed to create equity." Canada (Minister of Employment and Immigration:1999) Equality rights are very important because every person is entitled to dignity and worth as a human being, equally deserving of concern, respect, and consideration (Kendi, 2019). The African-American upper class is a social class that consists of African-American individuals who have high disposable incomes and high net worth The group may include highly paid white-collar professionals such as engineers, lawyers, accountants, doctors, politicians, business executives, venture capitalists, CEOs, celebrities, entertainers, entrepreneurs, and heirs. This social class, sometimes referred to as the black upper class, the black upper middle class, or the black elite, represents one percent of the total black population in the United States. This group of black people has a history of organizations and activities that distinguish it from other classes within the black community, as well as from the white upper class. Many of these traditions, which have persisted for several generations, are discussed in Lawrence Otis Graham's 2000 book, *Our Kind of People: Inside America's Black Upper Class*. Scholarship in this class from a sociological perspective is generally traced to E. Franklin Frazier's *Black Bourgeoisie* (first edition in English in 1957 translated from the 1955 French original). Nowadays, the African American upper class exists throughout the United States, particularly in the Northeast and in the South, with the largest contiguous majority black high-income neighborhoods being in the Washington, DC metropolitan area, particularly in Prince George's County and Charles County. The Majority of black high-income neighborhoods are also found in the New York, Los Angeles, Chicago, Houston, Memphis, and Atlanta metropolitan areas (Graham, 2000).

METHOD

This type of research is media visual (captured of the scenes) and text analysis according to Barthes's semiotic theory. This research conducted to explain the meaning of connotation and denotation in "Us" movie and to explain the messages to be conveyed in terms of the meaning of connotation and denotation. As mentioned the previous above, the data in this research was from the movie 'Us' by Jordan Peele. The description of the related data in the subject of this study includes anti-racism associated with the film "Us". The object of research is the analysis of media texts which include images (visuals) in the film "Us" (Sobur, 2009).

Data Resource

The main data for this research is based on the scene(picture) and text as a complement of the research.

Picture

A type of picture is mostly an artistic expression of someone admiring the beauty of something or someone. But there are also several types of picture that are made with the aim of entertaining, such as picture in comics or caricature picture that have a storyline or comedic elements that contain high artistic value and can entertain people. The picture contained in the film *Us* are very diverse, ranging from objects, facial expressions, to a tense atmosphere. Therefore, the researcher only took some picture or scene conditions that contained racism representations.

Text

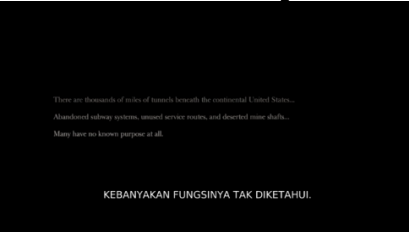

The word “text” is probably the most fluid term in a rhetorical situation. Usually, the word “text” refers to a written or typed document. In terms of a rhetorical situation, however, “text” means any form of communication that humans create. Whenever humans engage in any act of communication, a text serves as the vehicle for communication. Three basic factors affect the nature of each text: the medium of the text, the tools used to create the text, and the tools used to decipher the text.

RESULTS AND DISCUSSION

Analysis of Semiotic Signs with Denotative and Connotative Meaning

Datum 1

Table 1. Description Scene

Duration	Visual & Script	Description
00.50 – 01.08		Explain the mess situation in the United States
01.36 – 02.03		Show the news on television about the campaign “Hands Across America”



“What if 12 million eyes, 192 million teeth, and stretched from the Golden Gate Bridge, all the way to the Twin Towers? It’s hands across America. A 4000-mile-long change from a good American who stood hand by hand.
 This summer, six million people will join to fight hunger in the United States”

Sign : *Empathy*

The Analysis :

Denotation

In Scene 1 (00.50 – 01.08), it explains about the situation that happened in America by displaying in a text:

"There are thousands of miles of tunnels beneath the continental United States. Abandoned subway systems, unused service routes, and deserted mine shafts. Many have no known purpose at all". With a black background and white text, this movie wants to inform firmly a fact of circumstances about how messy America was in 1986. Then continued with the next scene (01.36 – 02.03), in this duration, it shows a television turning on in the living room. The television is showing the program news “All On 7 At 11” then reported a social campaign movement called “Hand Cross America”. Starting with a picture of a few eyes and teeth with the narrative “12 million eyes, 192 million teeth”, with different skin colors. Then proceed with the scene of the white people holding black hands people like a chain with the narrative “A 4000 miles long change from a good Americans who standing hand by hand. This summer, six million people will join to fight hunger in the United States. This scene uses the time of the year 1986 when the campaign was hotly discussed by the people of the United States.

Connotation

The television shows an image of various races' eyes and teeth, then continues with the scene of white people holding hands with black people forming like chains. It shows the unity of racial diversity existing in the United States. Racial diversity was born with a movement of white and black communities with held a charity activity namely "Hand Cross America" as a form of concern to fight hunger in the United States. This charity is an action of **empathy** behavior. Means their have to help each other without see their races, skin, wealt, and so on.

Datum 2

Table 2. Description Scene

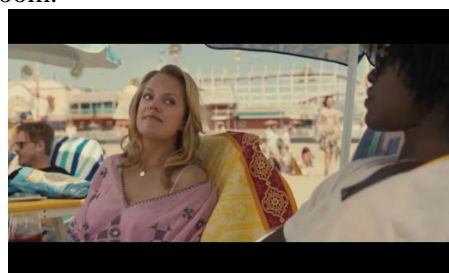
Duration	Visual & Script	Description
23.13 – 23.37		Adelaide’s family went to the beach and met with her old friend.

-Tyler’s family: “Hey, how are you?”
 Adelaide’s family: “We are good, thank you”
 -Tyler’s family: “You look beautiful. Oh, our kids would be happy to see you. Do you want to order?”



Nice conversation with a bit of jokes from Gabe to Josh.

- Josh: "Gosh, you have a boat?"
- Gabe: "Yep, I have a boat."
- Josh: "Good for you, man."
- Gabe "Boom."



The conversation between Adelaide and Kitty.

- Kitty: "Our family has to hang out and have a great time together. Our home is across the bay from your house."

Sign : *Tolerance*

The Analysis :

Denotation

Tyler's family: "Hey! You look beautiful! Oh, our kids would be happy to see you. Do you want to order?". Then continue with the scene of them hugging each other. Their faces look so excited to meet each other. Next shot, the movie shows the scene of Gabe's conversation with Josh. They ask each other how they are joking and high-fived with narration, Josh: "Gosh, you have a boat?" Gabe "Yep, I have a boat." Josh "Good for you, man." Gabe "Boom.". On the side next door Adelaide and Kitty are also doing their thing similar. Kitty asked how Adelaide was. Their closeness is supported by Kitty's narration, "Our family has to hang out and have a great time together. Our home is across the bay from your house."

Connotation

It looks like Adelaide's family is on vacation to the beach. There is a tolerance for racial diversity when a scene where Adelaide's family is the only black family on that beach. But the Tyler's family didn't take issue with it. Tyler's family welcomes Adelaide and her family with a very friendly regardless of their race, it is represented by Kitty's conversation "You look beautiful. Oh, our kids would be happy to see you. Do you want to order?". In the next shot, they are talking and joking with each other. This is reinforced by Josh's dialogue, Josh: "Gosh, you have a boat?" Gabe: "Yep, I have a boat." Josh: "Good for you, man." Gabe: "Boom. With the high fives scene." These scenes show their tolerance for racial diversity. Josh accepted Gabe as his best friend and also Gabe didn't mind that. Then in the scene, Kitty is talking with Adelaide. Kitty's dialogue: "We have to hang out and have a great time together. Our home is across the bay from your house. Are you sure you don't want to drink anything?" then continued Kitty asking how Adelaide's condition, Kitty: "You're good ?", Adelaide: "Yeah I'm having a hard time chat." Kitty: "Yeah, I understand it.". This scene shows concern toward someone of a different race to respect and try to understand their situation.

Datum 3

Table 4. Description Scene

Duration	Visual & Script	Description
26.36 – 26.50	 <p>-Becca: "Are you going to water?"</p>	Zora (Adelaide's daughter – black skin) with the twins, Becca and Lindsen (Tyler's daughter – white skin) are talking together. The twins look at Zora who sitting alone at the beach, then they come to Zora to ask her to go swimming together.

The Sign : *Tolerance*

The Analysis :

Denotation


At the beach, Zora was sitting alone and listening to her music on earphones, then the twins, Becca and Lindsey came, "Are you going to water?". Zora "No". Becca "Why not?" Then, they continued with Jason who walked alone, Zora saw him and followed his little brother. Because as an older sister, she had to protect her brother. Lindsey "Hey, where are you going?"

Connotation

Becca and Lindsey as white people didn't feel shame when invited Zora to swim together at the beach. As we know racial issues of race are still higher, and and some people still keep their distance from black people. This scene represents tolerance in anti-racism behavior. It has a message that having good friends could be with anyone without seeing their race.

Datum 4

Table 5. Description Scene

Duration	Visual & Script	Description
37.34		The character Gabe, wears 'Howard' sweatshirt.

The sign : *Education*

The Analysis :

Denotation


The picture above shows Gabe wearing a 'Howard' sweatshirt. It used a long movie, with a duration of 37.34 until the end.

Connotation

Howard Sweatshirt which a historically black college along with another high-end university like Hampton and Tuskegee University. This university is a part of The Black Ivy League. A group of prestigious schools that were specifically available to African Americans at that time when still a lot of racial discrimination, these schools were the dreams of African Americans because at that time black skin was beyond the reach to have a higher education. Thus, these universities the part of their dreams. Jordan Peele use the wardrobe of the character with it's meaning, such as 'Howard' sweatshirt.

Datum 5

Table 6. Description Scene

Duration	Visual & Script	Description
01.39.55 – 01.40.17	 <p style="text-align: center;">*no script*</p>	The scene shows when young Adelaide had her ballet performance in the stage

The sign : *Education*

The Analysis :

Denotation



The scene above shows a throwback to when young Adelaide performance her ballet on the stage in 1986. She was a student in a ballet course at that time.

Connotation

If we back to the past, when there was still a lot of racism in education in America, where high education was almost impossible for blacks skin get. But time by time, it disappeared and people of any race or skin could get the opportunities to get a better education and the opportunity to grow their talent in many courses because it's a part of human rights.

Datum 6

Table 7. Description Scene

Duration	Visual & Script	Description
10.08 – 11.20	 <p style="text-align: center;">*no script*</p>	The scene shows a lot of rabbits in a few seconds.
01.30.36	 <p style="text-align: center;">*no script*</p>	

The Sign : *Equality Rights*

The Analysis :

Rabbits symbolize rebirth, which fits with the intentions of the Doppelganger to start a new chapter living on the surface. But, connecting with Peele's greater theme of duality, rabbits are often used as test subjects, which represents the lives of these Doppelganger as an abandoned experiment.

Denotation





The scenes show a lot of rabbits (white, black, and brown) in the last minutes of the movie. Some rabbits are in a cage, and else in an outside cage. There's no text, it's only a capture of situations.

Connotation:

There's only one black rabbit, which means that black skin people are a minority in the United States but they can live normally without judging and discrimination. A black rabbit and a white rabbit in the scene see the tolerance, even if they have a different color. Peele wants to show that tolerance in his movie, besides the racism issue, he wants to give another perspective and message that American people still have tolerance for each other.

Datum 7

Table 8. Description Scene

Duration	Visual & Script	Description
04.38 – 04.45	 <p style="text-align: center;">*no script*</p>	When young Adelaide walked by herself around the beach, she saw a man who standing with the <i>Jeremiah 11:11</i> text in his hand.
31.29 – 31.35	 <p>-Jason: "Mom, look" -Adelaide: "Hm.. eleven eleven"</p>	In the bedroom, while Jason and Adelaide were talking. Suddenly, Jason saw the clock that was set the 11:11 pm.
39.58 – 40.08	 <p>-Jason: "There's a family is driveway"</p>	The doppelganger family in Gabe's house driveway.
01.39.03 – 01.39.06	 <p style="text-align: center;">*no script*</p>	Adelaide's doppelganger perspective shows her throwback when saw a weird man who standwith 11:11 in his head.

The sign : *Equality Rights*

The Analysis :

Denotation

From the scenes above, we see picture 4.11 the man who standing with the text *Jeremiah 11:11* in his hand. Picture 4.12 shows the clock at 11:11 pm, when Jason wanna go to sleep, he sees it's 11:11, Jason "Mom, look", Mom "Hmm eleven eleven". The picture 4.13 there are four humans (looks like a family – a doppelganger) unknown are standing in the driveway of Gabe's home. Jason "There's a family are driveway". Picture 4.14 is the scene from Adeline's doppelganger perspective when her throwback to the past, she saw a man with 11 11 numbers on his head.

Connotation

"Therefore thus saith the Lord, Behold, I will bring evil upon them, which they will not be able to escape; and though they shall cry unto me, I will not hearken unto them." – Jeremiah 11:11. In this verse, Jeremiah grimly tells the people that something terrible is headed their way as a result of sinning against God, and they won't be able to escape it no matter what they do. This reminds me of the equality that everyone does is what they get. In this verse, everyone has the same degree in God's eyes, no matter what they race or skin. This sign is represented in a few scenes, "This our duality as a human being", Peele said in the talk show about his movie.

CONCLUSION

The movie has become an audio-visual communication that enjoyed by people of all ages and social backgrounds. A movie is not only interpreted as a work of art and entertainment but more defined as a social practice and mass communication because it contains elements of messages. A movie, which is a form of message delivery media, tries to communicate a theme or issues in society.

After the researcher conducted an analysis of the scenes and text in the movie "Us" about Anti-Racism and its correlation with semiotics theory from Barthes, the researcher concluded that there are still a lot of behaviors against racism between white people and black people. According to the situation in society today, the issues of racism must be fought. Anti-racism is not just using symbols, but the anti-racism in this movie is the attitude of the producer's real work against racism. Here are the results of the analysis concluded by the researcher:

1. Jordan Peele is a popular director who always encounters critics on racial issues in his movies. Though "Us" looks like an ordinary horror movie, it is a symbol and sign of his criticism of racial issues. It can be seen from the behaviors of the characters, the properties that used in this movie, wardrobe of all the cast, and so on.

2. Representation of Anti-Racism that occurred in "Us" movie by Jordan Peele, such as:

- a. Empathetic behavior toward diversity

An empathetic behavior towards racial diversity by showing a news scene about the charity campaign movement called "Hand Cross America" as a form of concern for the underprivileged community. This action arises because of the emergence of a sense of sharing, helping, and cooperation between races. Denotative in this scene is it shows an invitation to people to join this charity action. In connotative meaning, it's not only about charity, but it could be an action of anti-racism. Wherever you are, without see the different races or skin, we just only a human that should be stand together to help each others.

- b. Tolerance of racial diversity

Some scenes are depicted tolerance between white people and black people such as showing care and helping each other. These are ways of maintaining an attitude of tolerance to fight the issue of racism in social life. With the existence of this movie, the theme of anti-racism can be used as a reference for society in changing negative views about black people, positive vibes, and acting more humane to fellow human beings because prejudice negative about a group will only cause friction, division, and strife in society. Supposedly, with the presence of anti-racism scenes in the movie, society becomes more respectful, appreciative, accepting, and

loving each other. For example the scene when Adelaide and Kitty have a conversation, in denotative, it just looks like a good conversation, but in connotative, it means white or black people you are, you have to be a good person with anyone, respect the differences, it's kind of tolerance.

c. Having an equal chance of getting a higher education

Wardrobe that used in this movie has a signs of meaning, such as when Gabe wears a 'Howard' sweatshirt, it showing a sign if people known a historical of Howard University in the past that not every colleges accepted a students that having a black skin. This sign has an implicit sign that everyone can get a high education without seeing their race or skin, as Howard University did. Peele used this sign to give an anti-racism message from the cast's wardrobe, and it was so brilliant.

d. Equality rights of humanity

In the part of the movie, there was a scene that showed a lot of rabbits of different colors, white, brown, and black in a cage. But mostly it is a lot of white rabbits. The denotative is it shows a lot of rabbits. In connotative meaning like it's a human in society with no discrimination. we have the same equality in society.

3. The representation of anti-racism in 'Us' movie scenes is from the gesture, dialogue, setting, and character's property, such as their clothes. It matches the text that the characters say which has an anti-racism meaning.

THANK-YOU NOTE

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