

**THE PORTRAYAL OF ANIMAL EXPLOITATION IN
“GUARDIANS OF THE GALAXY VOL.3”: A SEMIOTIC STUDY**

A THESIS

*To fulfill a Partial Requirments for The Award of Sarjana Degree
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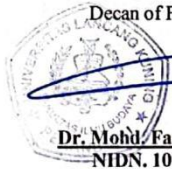
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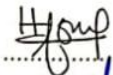
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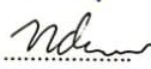
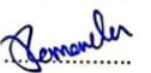
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ABSTTRACT

Portrayal pertains to the depiction and presentation of characters, themes, and cocepts. This involves the actor's performance, the director's direction, and the overall manner in which elements are shown in the film. It covers how characcters' traits and behaviors are displayed, the film's visual and emotional atmosphere, and how these factors impact the narrative and audience's understanding. This study seeks to analyze how animal exploitation is depicted in the 2023 film "Guardians of the Galaxy Vol. 3" using a semiotic approach. Drawing on John Fiske's semiotic theory, the research explores the complexity and depth of signs, symbols, and cultural meanings conveyed through the film's portrayal of animal mistreatment. Employing qualitative analysis with purposive sampling, the study focuses on key scenes, dialogues, and visuals that depict animal exploitation within the film's storyline. Through semiotic analysis, the research uncovers underlying ideologies, power dynamics, and cultural implications associated with how animal exploitation is represented in the movie. The findings reveal a nuanced portrayal of animal exploitation, including physical violence, psychological pressures, and violations of fundamental animal rights. The film highlights the commodification of animals for scientific experiments, entertainment purposes, and human interests, often disregarding their well-being. Additionally, the analysis sheds light on the intricate interactions among identity, self-worth, and individual rights, reflecting ethical concerns in real-world discussions about animal welfare and protection. By examining the semiotic elements in "Guardians of the Galaxy Vol. 3," this study contributes to a deeper understanding of how popular culture either reinforces or challenges prevailing narratives and attitudes toward animal exploitation. These insights have the potential to spark critical dialogue and increase awareness among viewers, ultimately shaping public perceptions of this significant issue.

Keywords: *Animal exploitation, semiotic analysis, Guardians of the Galaxy Vol. 3, John Fiske, representation, popular culture, animal right*

INTISARI

Dalam film “Gambaran” berkaitan dengan cara karakter, tema, dan konsep, digambarkan dan dipresentasikan. Ini melibatkan akting para aktor, arahan sutradara, serta cara elemen-elemen film secara keseluruhan ditampilkan. Penampillan mencakup cara karakter ditampilkan dalam hal sifat dan perilaku mereka, suasana visual dan emosional film, dan bagaimana elemen-elemen ini memengaruhi cerita dan pemahaman penonton. Studi ini bertujuan untuk menganalisis bagaimana eksploitasi hewan digambarkan dalam film "Guardians of the Galaxy Vol. 3" tahun 2023 menggunakan pendekatan semiotik. Dengan mengacu pada teori semiotik John Fiske, penelitian ini mengeksplorasi kompleksitas dan kedalaman tanda, simbol, dan makna budaya yang disampaikan melalui representasi perlakuan buruk terhadap hewan dalam film tersebut. Dengan menggunakan analisis kualitatif dan teknik sampling purposive, studi ini memusatkan perhatian pada adegan, dialog, dan visual kunci yang menggambarkan eksploitasi hewan dalam alur cerita film. Melalui analisis semiotik, penelitian ini mengungkap ideologi yang mendasari, dinamika kekuasaan, dan implikasi budaya yang terkait dengan representasi eksploitasi hewan dalam film tersebut. Temuan penelitian mengungkapkan representasi yang halus tentang eksploitasi hewan, termasuk kekerasan fisik, tekanan psikologis, dan pelanggaran hak-hak dasar hewan. Film ini menyoroti komodifikasi hewan untuk eksperimen ilmiah, tujuan hiburan, dan kepentingan manusia, sering kali tanpa memperhatikan kesejahteraan mereka. Selain itu, analisis ini memberikan pemahaman tentang interaksi kompleks antara identitas, harga diri, dan hak individu, mencerminkan kekhawatiran etis dalam diskusi dunia nyata tentang kesejahteraan dan perlindungan hewan. Dengan memeriksa elemen semiotik dalam "Guardians of the Galaxy Vol. 3," studi ini berkontribusi pada pemahaman lebih dalam tentang bagaimana budaya populer baik memperkuat maupun menantang narasi dan sikap yang berlaku terhadap eksploitasi hewan.

Kata Kunci: *Eksplorasi binatang, Analisis Semiotik, Guardians of The Galaxy vol.3, John Fiske, Representasi, Budaya Populer, Hak Hewan*

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TABLE OF CONTENTS

TABLE OF CONTENTS.....	vi
CHAPTER 1 INTRODUCTION.....	1
1.1 Background of the Research	1
1.2 Formulation of the Problem	5
1.3 Objective of the Research	5
1.4 Significance of the Research.....	4
CHAPTER II REVIEW OF LITERATURE.....	7
2.1 Previous Studies	7
2.2 Semiotics.....	10
2.2.1 Definiton and Basic Concept of Semiotics.....	10
2.2.2 John Fiske's Semiotic Theory.....	11
2.3 Representation.....	14
2.4 Animal Exploitation	17
2.4.1 Animal Exploitation and Abuse	17
2.4.2 Animal Abuse.....	19
2.4.3 Relationship between Animal Exploitation and Abuse.....	21
2.4.4 Representation of Animal Exploitation and Abuse in Media.....	21
2.5 Popular Culture	21
2.6 Film.....	22
2.7 Ideology	23
2.8 Features of The Film "Guardians of The Galaxy Vol.3".....	28
2.9 Summary of The Film	29
CHAPTER III RESEARCH METHODOLOGY	30
3.1 Kind of Research.....	30
3.2 Data and Source of Data	30
3.3 Method and Data Collecting Technique	31
3.4 Data Analysis Method	32
3.5 Research Design.....	32

3.6 Organization of The Writing.....	33
CHAPTER IV ANALYSIS AND FINDINGS.....	35
4.1 Representation of Animal Exploitation.....	35
4.1.1 Physical Exploitation How were they exploited	35
4.1.2 Psychological Exploitation	39
4.2 Survival Strategies How were they survived.....	43
4.2.1 Individual Resil	43
4.3 Societal Reflection and critique.....	47
4.4 Discussion of Findings.....	48
CHAPTER V CONCLUSION AND SUGGESTION.....	49
5.1 Conclusion	49
5.2 Sugestion.....	50
BIBLIOGRAPHY.....	51

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Animal exploitation (Warwick, 2024) encompassing practices such as illegal wildlife trade, animal testing, and the use of animals for entertainment, is a pervasive global issue that raises ethical concerns and challenges our moral compass. As popular culture and media hold significant influence in shaping public perceptions and attitudes, it is crucial to examine how controversial issues like animal exploitation are portrayed and depicted, particularly in widely acclaimed films .

The "Guardians of the Galaxy" film franchise, a prominent part of the Marvel Cinematic Universe (MCU), has garnered immense popularity and critical acclaim for its unique storytelling and distinctive humor. The latest installment, "Guardians of the Galaxy Vol. 3" (2023), prominently features scenes and storylines that explicitly depict instances of animal mistreatment and abuse, making it a relevant and timely subject for analysis.

By analyzing the portrayal of animal exploitation in this popular film, this research aims to unravel the underlying messages, ideologies, and cultural implications conveyed through the use of semiotic elements such as symbols, imagery, and narratives. Understanding how these depictions are constructed and interpreted is crucial, as they can potentially shape or reinforce societal attitudes and discourse surrounding this pressing issue

Repeated deterioration of natural ecosystems has led to animal extinction. This is a result of loss and damage to the native animals' habitats as well as their exploitation of wild animals. Animal exploitation in a variety of ways , such as hunting, trafficking, abuse or misusing wildlife. It is done by some people who are just want to find money . Although the animals are preseved by the goverment.

To maintain the balance of forest ecosystems, it is best for humans to avoid hunting, which can lead to the collapse of these ecosystems. Because this can lead animals to damage human habitations, such as those in the forest going out of their zones to hunt for food in the human environment. In addition to the countless irresponsible human hunters that prey to satisfy man's selfishness, such hunting products are sometimes left to die, and animals are brutally hunted for their skins to be used as bags or cosmetics, medicines made, and some are even deliberately hunted for circus or experimental purposes.

On October 15, 1978, UNESCO issued a universal declaration on human rights. Animals have the basic rights of 5 freedoms, freedom from thirst and hunger, discomfort, can express their natural conduct, freedom from stress and fear, and pain. Guarding nature and its human responsibility, we can also learn from the natural world about the various plants and animals in it, for example we can find out which of the animals and plants we rarely see that we can learn from the zoo.

Zoo are places where animals are kept in artificial environments, and they are publicly displayed. In addition to recreation, zoos serve as centers, research, and conservation centers for endangered animals. But are zoos one of the exploits

of animals or the breeding grounds for communities? A zoo may be a controversy; this can be seen in large Numbers of animals locked ina confined space, in the presence of poorly treated animals, visitors throwing stones at animals ata zoo. As a result, animals in the zoo are plagued by zoochosis' mental illness, like pacing, pulling feathers, vomiting excessively and hurting themselves.

What humans often neglect in guarding the earth is the animal population that lives with it. Each year, earth's animal population increases, and this has an increasingly destabilizing effect on the environmental balance. As humans, we must recognize that controlling the animal population is crucial to maintaining balance.

Representation is the meaning given to things depicted by other images or shapes on the screen or the words. In the context of a movie recapture something that exists in a story in a movie. Film has riches in the form of coded messages, conventions, and ideologies of a culture. In an era increasingly globally connected, critical understanding of representation became important.

According to Purwanti (2022) The World Wide Fund for Nature (WWF) notes that wild animal populations have dropped by 70% over the last 50 years. WWF also mentions the reduced population as a result of human activity. Based on the WWF living planet index data of 32,000 animal populations, only 5,000 species of mammals, birds, amphibians, reptiles, and fish remain, with the fastest decline. Globally, the report found that the animal population that was monitored has fallen 69% since 1970 .

The film *Guardians of the Galaxy Vol.3* is chosen as the object of research because it is a recent popular film that explicitly depicts scenes of animal exploitation. Moreover, this film also explores the issues of animal identity and rights through the character of Rocket, making it a rich source of data to be analyzed.

In the context of this research, John Fiske Semiotic theory is highly relevant. John Fiske theory will be used to analyze how signs and symbols in the film "*Guardians of The Galaxy Vol.3*" are used to create specific cultural understanding and as a tool for cultural criticism.

The first Analysis was written by Afandi (2019) from *The Effects of Inharmonious Relationship between Human and Animal toward Environment in Peter Rabbit Movie* , Abdurrabi (2020) *Representation of Animal Exploitation on the circus in the Dumbo Film*, Syifah Fauziah (2021) *The marine animal show in the Blackfish Documentary film from an animal welfare perspective* , Putri (2022) *representation of animal cruelty in animal testing*

The writer interested in Analyzing *The Guardians of the Galaxy Vol.3* because this film contains the Representation of Animal Exploitation Given the significant influence of mass media such as films on public perception, it is crucial to examine how animal exploitation is represented in popular films. Such representations can shape or reinforce particular viewpoints on this issue, either positively or negatively. Thus, an analysis of the representation of animal exploitation in films can provide valuable insights into how this issue is perceived

and communicated within popular culture. There are some researches Analyze about Representation of Animal Exploitation.

1.2 Formulation of the Problem

From the background above, the writer tries to limit the study on

1. How are the Representation of animal exploitation in *Guardians of The Galaxy Vol.3* ?
2. How are the main characters' experiences and responses to animal exploitation represented semiotically in *Guardians of the Galaxy Vol. 3*?

1.3 Objectives of the Research

This research is designed to answer the following question :

1. To describe the Animal exploitation in the *Guardians of The Galaxy Vol.3 film*
2. To analyze the representation of the main characters' experiences and responses to animal exploitation in *Guardians of the Galaxy Vol. 3*.

1.4 Significance of the Research

The semiotic approach provides a robust framework for unraveling the complexity of ideology, signs and symbols in the film, enabling a deeper understanding of how the representatiton in " Guardians of The Galaxy " function as a visual language that communicates cultural meaning. Through the application of John Fiske concepts, this research aims to delve into the depth and intricacy of the messages contained within representation of the film.

The significance of research is often referred to as the benefits of research. The significance of the research can be seen from a practical and theoretical perspective. Practically, the results of this research will provide education for future readers. It is hoped that this research will encourage readers, especially students majoring in English Literature, to increase their knowledge about animal rights, representation and ideology by using John Fiske's semiotic theory, from the film *Guardians of The Galaxy Vol.3*. For the writer and future readers, it is hoped that this research can provide appropriate data as a reference for analyzing how animal representation should be given and treated well and increase knowledge of this event.

Theoretically, this research is expected to show the application of John Fiske's semiotic theory, and in the film *Guardians of The Galaxy Vol.3*. From a socio-cultural perspective, this research is expected to raise public awareness about the issue of animal exploitation, which still frequently occurs. By analyzing its representation in popular films, this research can initiate discussions and encourage critical reflection on human treatment of animals and the importance of upholding animal welfare.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Animal exploitation is the practice of utilizing animals for human purposes, often without regard for the welfare or basic needs of the animals. This practice can include keeping animals for the food industry, entertainment, medical research, and the trade of animal products. While in some cases animal exploitation may benefit humans, such as meeting food needs or scientific research, often this practice raises ethical and animal welfare concerns. Discussions about animal exploitation often involve debates about animal rights, fair treatment of animals, and how humans can minimize the negative impact of exploitation on animals and the environment.

This analysis focuses on analyzing a film titled Guardians of The Galaxy vol.3. This film analysis relates to the representation of animal exploitation in the film. It is a descriptive analysis that depicts a phenomenon that clearly represents a high level of animal exploitation. The analysis has shown that irresponsible animal exploitation causes animals to suffer torture such as fear, pain, anxiety, and even death.

The conclusion that can be drawn from the representation of raccoon animal exploitation in the film is the necessity of awareness of animal rights and the importance of considering their welfare in human decision-making. This film can also raise awareness about unethical animal exploitation practices and

encourage viewers to consider the impact of decisions on the use of animals as experimental subjects on the environment and other creatures. Furthermore, this film not only fosters empathy but also compassion and solidarity within and between species to help each other.

5.2 Suggestion

As seen from the analysis of the film *Guardians of The Galaxy*, the exploitation of animals, as exemplified by the treatment of Rocket Raccoon, raises a series of ethical questions about how humans treat other creatures. In the context of the film, Rocket Raccoon is a fictional character presented as an intelligent being with feelings and emotions. However, he is often exploited for human interests without regard for his needs or well-being.

This creates an illustration of how extreme exploitation of animals can lead to unfairness, suffering, and moral conflict. In real life, although animals like raccoons may not possess abilities as depicted in the film, they are still living beings deserving of respect and justice.

Therefore, the exploitation of animals like Rocket Raccoon in this film context is that it prompts important reflection on how humans treat animals in the real world. The film can inspire us to pay more attention to the rights and welfare of animals, and to consider the impact of our actions towards them in everyday life.

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