

Semiotics Analysis of Representation Chinese Culture in Sony Pictures Animation Film Wish Dragon Movie

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ABSTRACT

This research is entitled Representation of Chinese Culture in Wish Dragon Movie. Using semiotic analysis according to Roland Barthes. Semiotic analysis is used to analyze the signs that represent culture in the film Wish Dragon. This study aims to find the existence of a sign and then find out how Chinese culture is represented through the film Wish Dragon Movie by examining the meaning of denotation, connotation and myth according to Roland Barthes' semiotic model. In addition to finding out how the foreign audience acceptance to the Wish Dragon film and how the foreign audience understands the Chinese culture in this film, the researcher using audience comments in the most popular rated movies website to analyze.

KEYWORDS

Representation; Semiotics Analysis; Chinese Culture; Wish Dragon Movie

INTRODUCTION

According (Yue, 2020), the concept of culture is very extensive, From the perspective of anthropology and sociology. American sociologist David Popenoe defined “culture” as a result of human groups or social sharing. The form of culture is human activity that produces works of art that can be in the form of oral, written and so on. Along with the progress of the times, these works of art have developed quite rapidly, both textual and visual literary works. One of them is film work, according to (Rahayu, 2020) the film is also called an idea that has its own position historically in human life. Based on (Supiarza, Rachmawanti, & Gunawan, 2020) there are five stages of the process of internalizing cultural values through film namely, the stages of perception, interpretation, imitation, internalization and implementation. One of the films that caught the attention of the writer in presenting Chinese culture which is packaged attractively is Wish Dragon Movie. The Wish Dragon Movie a film adapted from a Chinese fable, namely the friendship between dragons and humans.

One of the advantages of the Wish Dragon Movie is its strong representation of Chinese culture with the choice of place, time and atmosphere. An example is the selection of the setting where Din's house is located in the outskirts of Shanghai, the atmosphere where Din lives really represents the life of local Chinese citizens today. In several scenes, there

are many typical Chinese dishes, such as dumplings made by Din's mother. In addition, the selection of the character Long as a dragon was inspired by Long Wang, a dragon who controls the four seas and can change his form into a human. Dragons in Chinese culture and mythology symbolize strength, supernatural powers, and good luck and fortune. In some scenes you can also find a lot of Kung Fu martial arts, such as when Din and Lin Na were hiding Long from the target of other people who wanted the Magic Teapot.

This research focuses on how the Wish Dragon Movie represent Chinese Culture using semiotic analysis from Roland Barthes. According to (Alawi, 2021) film semiotics can be categorized as new media particularly because it is a hybridization of media and language. By using semiotic analysis, Roland Barthes can detail how the Wish Dragon Movie presents Chinese Culture with the meaning of each different sign, whether it is a sign that is connotative, denotative or mythical. After understanding how the film represented Chinese culture, the researcher analyzed how the consumer understood the Chinese culture found in the film using review or comments on the movie rating website.

RESEARCH METHODS

This research employs a qualitative approach by applying a descriptive qualitative format. Descriptive qualitative research gives a detailed and profound picture of the phenomena to be studied. The purpose of qualitative descriptive research in this study is to explain the data clearly, systematically, in detail, and in-depth to answer the formulation of the problem. The method of research used in this study is the semiotical analysis of Roland Barthes; Roland Barthe's semiotics theory is derived from the Swiss linguist Ferdinand de Saussure's theory; according (Wirianto & Girsang, 2017), when Saussure states that the system of marking is only denotative, Roland Barthes completes the Saussure semiotics by developing a system of marks at a connotative level. Barthes also saw another aspect of the marking, the "myth" that marks a society. In a semiotic analysis, Roland Barthes, according to (Firdaus & Alam), there are three stages of Barthes Semiotic, the first stage is denotative sign constructs by logic, the second stage is connotative sign constructs ideology and emotion, the last stage is a myth that is part of folklore.

Semiotics Roland Barthes uses denotation, connotation, and myth as the key from the analysis. Through this theory, an advertisement or a film not only can be studied in terms of what written, but also what can be arrived at on the myth behind. To review this research will be used descriptive qualitative method and collecting data. Qualitative research is research that intends to understand what phenomena are experienced by research subjects such as behavior, perceptions, motivations, actions, words, holistically, and through descriptions in the form of words and language (Moleong, 2014). The results of qualitative research will be managed and reduced. Then, the data will be presented in the form of semiotic analysis. The researcher conducted a semiotic study by observing the films used as research subjects. Research is an instrument that determines the success of semiotic research because this semiotic study reads markers on a film. According to Majid (2020) This semiotic method is carried out by observing carefully all films, news, and texts, including the way notifications and terms are used. The primary data was obtained from several scenes in the Wish Dragon Movie film. The data is then processed through the categorization stage followed by the analysis stage. To analyze the acceptance foreign audience of this research

collecting data from Internet Movie Database (IMDB) website. The film review extracted using Scraping data software owned by Google Chrome. The process of scraping using data Scraping version 5.2.7.4 in Google chrome. The results from scraping data can be stored in several formats that are CSV files and excel files.

Sampling

Sample(1) : The data source used in this study is the Wish Dragon Movie directed by Chris Appelhans which has a duration of 98 minutes and was released by Sony Pictures on June 11th 2021. Data analysis was carried out by observing the signs that represent cultural meanings in the Wish Dragon Movie. Observations were made by watching films and capturing (screenshots) in the form of scenes, dialogues, gestures, symbols, icons, which are considered to represent Chinese culture. Furthermore, the findings obtained will be analyzed using Roland Barthes semiotics.

Sample(2): Wish Dragon Movie online review from movies review website , this research using Internet Movies Database (IMDB). IMDB Founded in 1990, IMDb is a high-quality international online database of films, providing information including film plots, casts, regions of production and release, ratings, and reviews. The database has been widely used in scholarly research. This website is provide information on popular movies and TV series from around the world, complete with synopsis, cast lists, reviews and so on. On this website we can read the users' review of a movie using point voting system 1-10 poin.

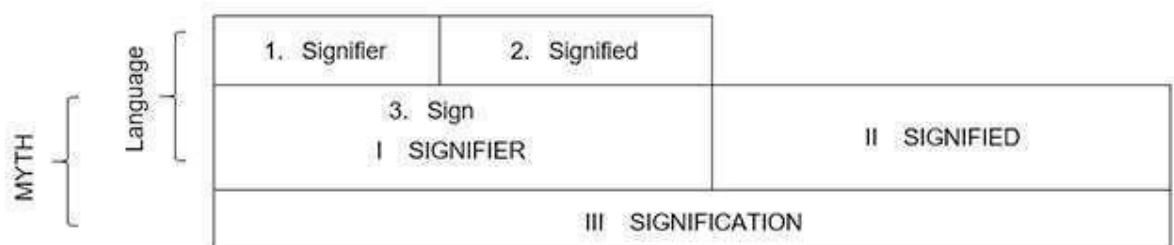
RESULTS AND DISCUSSION

Semiotic Analysis

Barthes theory emphasizing the interaction between the text and the personal and cultural experiences of its users, the interaction between the convection in the text and the convection experienced and expected by its users. Roland Barthes' theory also has another aspect of marking, namely the "myth" that marks a society. According to Barthes "myth" lies in the second level of signification, after the formation of the sign-signifier-signified system, the sign will become a new signifier and then have a second sign and form a new sign. When a sign has a denotative meaning, the denotative meaning will become. Here is Roland Barthes' map of how signs work:

Table 1. Roland Barthes's map of signs work

Source: <https://media-studies.com/barthes/>



All data is collecting by using every scene include picture and subtitles.



Figure 1. Duration 00:01:20 Visual (Signifier)

DESCRIPTION

In this scene shows the big gate in an ancient Chinese style called 牌坊 páifāng

SIGNIFIER

This picture shows a great and ancient gate, with the white cloud and the gate high. From inside the gates shone a bright light, above the gates covered with Chinese characters.

SIGINIFIED

Chinese ancient gate

DENOTATIVE SIGN

In this picture you see a great gate in the sky wide open and a light radiating from inside the gate.

CONOTATIVE SIGN

In this scene, The great and glorious gate looks like a gateway to heaven with a backdrop of the sky and clouds around it.



Figure 2. Duration 00.02.03 Visual (Signifier)

DESCRIPTION

This scene shows that the teachers, teach student to write Chinese character.

SIGNIFIER

This picture shows teacher used chalk explaining how to write Chinese character called hanzi in front of the board

SIGINIFIED

Teacher explain how to write Chinese character properly, in Chinese it called 笔顺 Bǐshùn.

The hanzi character written has the meaning of a dragon.

DENOTATIVE SIGN

In this picture hand of the teacher shows how write the Chinese character. The shooting technique in this scene is a medium shot to pay attention to the object clearly.

CONOTATIVE SIGN

The teacher taught the students how to write Chinese characters in strokes one by one and told the students to follow the teacher's way of writing the Chinese character.



Figure 3. Duration 00.09.00 Visual (Signifer)

DESCRIPTION

In this scene Din was in a hurry to deliver food, the address being assigned was a building that had been destroyed and strewn with rubble. Between the ruins of the building there was an old man playing Chinese music instrument ,Din wanting to provide food and leave immediately but restrained for a while because the old man had suddenly given him a tea-pot.

SIGNIFIER

This picture shows an old man sit in chair with playing Chinese music instrument called 琵琶 Pípá and set in collapsed houses. The old man is a gods that disguised as human ,the expression of his face was that playing this pipa with all of his heart and deeply playing Pípá

SIGINIFIED

In this picture,an ols man seen playing Chinese musical instrument called Pípá

DENOTATIVE SIGN

In this picture you see an old man wearing very casual clothes and mustache, set in collapsed houses while sit and in this picture focusing the old man enjoying playing Pí pá . The shooting technique in this scene is medium close up, where the object in the image looks closer to display a clear and focused impression.

CONOTATIVE SIGN

In this scene, a mysterious old man that lived in middle of collapsed house playing Pí pá and the old man faces expression while playing Pí pá indicating that he really enjoys and plays this instrument with his feeling it.



Figure 4. Duration 00.09.28 Visual (Signifier)

DESCRIPTION

In this scene shows an old man give Din a tea pot.

SIGNIFIER

This picture shows an old man hold teapot

SIGNIFIED

In this picture, an old man that hold a pot with concern expression. The old man describe that this tea pot is not regular teapot, this teapot is a magic pot can grant wishes

DENOTATIVE SIGN

In this picture you see an old man wearing very casual clothes and mustache, trying to give Din the magical pot but Din seems refusing this pot because see the man appearance, but eventually Din accept the pot from the man. The shooting technique in this screen is close up with the lens focusing the pot and the man face concern expression

CONOTATIVE SIGN

In this scene, a mysterious old man giving Din Green magical tea pot.



Figure 5. Duration 00.11.09 Visual (Signifer)

DESCRIPTION

In this scene shows Din comeback home ,the set in Chinese traditional houses area, Din houses area is in density housing area with so many people lived in area

SIGNIFIER

This picture shows Din comeback to home and Din houses area looked in traditional area

SIGINIFIED

In this picture you can see the traditional Chinese houses area with so many people lived in.

DENOTATIVE SIGN

In this picture describe the Chinese traditional density houses,that so many stuff in outside because this houses area have small house. The shooting technique in this scene is a medium close up with the lens focusing on the object

CONOTATIVE SIGN

In this scene, we can see that eventhough lived in small houses but comfortable place to live in and we can feel how the neighbor like our own family



Figure 6. Duration 00.18.34 Visual (Signifer)

DESCRIPTION

Previously, after Din received the tea pot given by the old man, Din took the tea pot home. Din accidentally took out the teapot and touched the teapot, after being touched by Din a magical dragon came out of the teapot.

SIGNIFIER

This picture shows a dragon fly in the sky

SIGINIFIED

In this picture from magical pot come out a magical dragon that can granting a wish from the people that own the pot

DENOTATIVE SIGN

In this picture we can see a colourful and Fluffy dragon The shooting technique in this scene is a medium close up with the lens focusing on the object.

CONOTATIVE SIGN

In this scene, we can see mythical animal dragon that can granting wishes



Figure 7. Duration 00.35.17 Visual (Signifer)

DESCRIPTION

After Din meet the Dragon called Long,Din wanted to come to Lina birthday party and Din wanted Long make his self into riched man that can impressed Lina. Long make Din became a prince during the Chinese empire

SIGNIFIER

This picture shows Din appereance changes into Chinese prince in the Chinese Empire

SIGINIFIED

In this picture the clothes used in the D along with the headdress were among the symbols of clothing used by a nobleman or prince in the imperial era in China. There were also ornamented carriages used during the Chinese empire.

DENOTATIVE SIGN

In this picture, Din wearing clothes like a prince in the Song dynasty, with a robe and headdress. Apart from the clothes used in this picture, there is also a horse-drawn carriage that was usually used that time.

CONOTATIVE SIGN

In this scene, the clothes and the horse-drawn carriage is the one of symbols Chinese empire



Figure 8. Duration 00.40.00 Visual (Signifer)

DESCRIPTION

Long granted din's request to be rich, then changed his clothes to look like business owners. Lina din's birthday party is giving a martial arts performance to all the guests present.

SIGNIFIER

This picture shows Din doing one of those self-defense moves

SIGINIFIED

In this scene Din does a lot of self-defense moves, one of the moves Din shows is a Chinese martial move, namely 武术 Wǔshù in this picture Din shows hand and foot movements.

DENOTATIVE SIGN

In this picture Din shows on of Chines martial move called Wǔshù

CONOTATIVE SIGN

In this scene, Din performs 武术 Wǔshù swiftly and agile Din performs 武术 Wǔshù , 武术 Wǔshù is a martial art or combat originating from China



Figure 9. Duration 00.58.02 Visual (Signifer)

DESCRIPTION

In this scene Din and Lina are running away from the people who want to take Din's magic tea pot, but on the street it turns out that there is a celebration of one of the festivals. To trick people into taking Din's pot of tea, Long transforms himself into a lion dance and turns Din and Lina into lion dancers.

SIGNIFIER

This picture shows a bunch of people enjoying festival, we can see people playing Chinese traditional drum while the dragon dance perform.

SIGINIFIED

In this picture we can people enjoying to see dragon dance performance. In China, we can find lion dance performances accompanied by drum accompaniment. Lion dance performances are usually aimed at enlivening Chinese festival celebrations, for example New Year's celebrations, Mid-Autumn celebrations or Dragon Boat celebrations. In this picture you can see a colourful dragon

DENOTATIVE SIGN

In this picture Din shows a bunch of people playing Chinese drum

CONOTATIVE SIGN

In this scene ,Chinese drum performance accompanies the lion dance performance. Lion dance performances usually require more than 3 people. For Chinese people, lion dance performances are not only to enliven festival celebrations but also have noble and traditional meanings.



Figure 10. Duration 00.01.13 Visual (Signifier)

DESCRIPTION

In this scene Long tells where he came from, Long long ago was a king who was strong but greedy, because of what he did while alive, when he died he was cursed to become a dragon by the gods.

SIGNIFIER

This picture shows Long and Din background is Chinese castle ballroom

SIGINIFIED

We can see during the Chinese empire, how the shape of the king's place was, in terms of architecture and spatial layout

DENOTATIVE SIGN

In this picture we can see the architecture of Chineses Emperor castle

CONOTATIVE SIGN

In this scene, we can see the architecture of Chineses Emperor castle

The Wish Dragon Movie storyline is a friendship between a human named Din and a dragon who can grant a wish named Long, a story that is packaged simply but conditions with the meaning of life. The young man named Din is described as a teenager who lives a simple life and lives only with his mother, has a best friend named Lin Na. Since childhood, Din and Lin Na's friendship was very close until they finally had to separate because Lin Na had to move with her father. After dozens of years of separation, Din lives a simple life as a student and food delivery person to help support the family's economy, while Lin Na grows up as a teenager living in classy circles. With this difference in social conditions, Din works hard to be able to buy a classy suit for Lin Na's birthday. But in his efforts to buy these clothes, Din meets a God who transforms into a human. This God gives a Magic Teapot containing a Dragon that can grant wishes. This teapot-dwelling dragon named Long was once a very Prosperous King of the four seas, subject to an attitude during life was very greedy after death. This King was cursed to become a Dragon and must serve 10 masters in order to enter the world of spirits. The researcher in the animated film Wish Dragon Movie applies representation by selecting signs in the scene that contain Chinese cultural values; these signs are then analyzed based on the semiotic analysis system by Roland Barthes. To solve Q1, the researcher uses ten film scenes representing Chinese culture and interprets every sign the scene contains.

Foreign Audience Acceptance

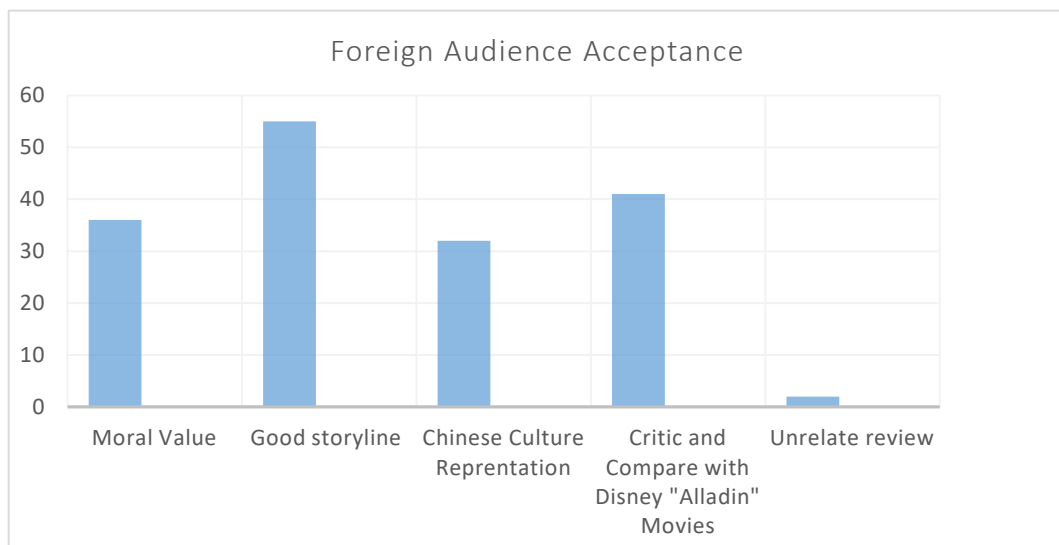
To analyse the foreigner acceptance for the Chinese culture in Wish Dragon MovieFilm ,this research using two most known film review website IMDB.

Table 2. Wish Dragon Movie review IMDB Data Scraping Result

No	Author	Dates	Rating	Film Review
1	Hitchcoc	11 August 2021	8/10	Though I am not much for modern animation, my grandkids talked me into seeing this. It is a delightful romp as it takes a young guy who was in love as a child and connects him with a dragon/genie, who can grant three wishes. The girl in question moved away from humble roots and the young man began to search for her. The fun in the story is that the dragon has a great personality. Reviewers say it's not Aladdin but it really is. Obviously, there are other plot elements (it takes place in China), but there are way too many

				similarities. It's a cure movie that moves along and stays engaging.
2	matthewsilverhammer	6 October 2021	7/10	The comparisons to Aladdin are apt. A funny genie, a lower-class guy and upper-class girl connecting on similar emotional state, inability to wish for love, wishes to be a prince(ling), the villain has been looking for genie for a long time, themes of trust and lies. It gets away with it, though, by recognizing the connection and finding ways to subvert it. Long the Dragon's arc is strong, there are several very funny moments (traffic scene is excellent), and the animation is beautiful.
.....
166	mcmarinescu	9 October 2021	9/10	Great learnings for kids and adults about what is truly important about life.

Table 3. Foreign Audience Acceptance in IMDB Wish Dragon Movie review



For answer Q2 questions about how the foreign audience looked at the Wish Dragon movie, this research found that the foreign audience made the most comments about the intriguing plot and moral message, containing examples of the passion between Din and Lina and the value of family over material and wealth. Also, the foreign audience offers a review that after seeing the Wish Dragon movie, they can see and learn how the social life of the Chinese people from the upper middle class, the Chinese people in the film, is portrayed by the many traditional customs and tastes of neighborliness. In neighboring social life, cultural and mutual values have not been found much in Western society, so there are many positive comments about friendly and mutually nourishing social life. It has also been viewed as an

original picture that can paint the cultural value of China from various perspectives, such as that of a dragon as mythology animal, a background portrayal of a king before being condemned to be a dragon is also viewed as very appealing to the audience. But a lot of critical comments have been made by comparing the Wish Dragon Movie and the Disney movie Aladdin taking a similar storyline; in the din's storyline finds, a teapot and a dragon appear that can answer the audience's request and assume that the story is a copy of the Disney film in which Aladdin is portrayed as an underdeveloped young person and finds a magic teapot that then lets out a genie that can grant any wish. Still, when looked at it, it has a very different storyline.

Discussion

Semiotic Analysis

The results of the discussion of this study look at the observations made by researchers that are adapted to the research objectives, namely how the semiotic analysis of the representation of Chinese Culture in Wish Dragon Movie. The results of the research were obtained through direct observation of the Wish Dragon movie. Wish Dragon Movie which has a duration of 1 hour 30 minutes. In this study, it was investigated using the Representation theory and Roland Barthes' semiotics. The core of Barthes' theory according (Allen, 2003) the core of Barthes' theory according to (Allen, 2003) states that a sign is a relationship between the signifier and the signified which is Saussures' view which he calls a "first order system", based on the first system, Barthes applies myth to build a "second order system". In the Wish Dragon movie , researchers got 10 scenes that represented Chinese Culture, which were seen through direct observation by watching the film. To be able to explain how the In 10 scenes the writer found several signs symbolizing Chinese culture, some of these signs are:

1. Chinese Cultural Architecture 古老建筑

The representation Chinese architecture in this film contains connotative and myth sign , in the Picture 1 represent a palace big gate called 牌坊 páifāng , based on (Tang, 2014) Chinese ancient gate's detail components have contained abundant aesthetic value and cultural connotation. According to (X. J. Wang, 2013) Harmony between man and nature, etiquette concept, Feng Shui theory of traditional culture have great influence and reflection on Chinese buildings. This 牌坊 páifāng based on (Y. Wang & Duan, 2016) have function reflect the ideology and values of the feudal ruling class. The paifang built under the authorization of the Ming-Dynasty government were mostly meant to praise persons of irtue and righteous men, meritorious statesmen and excellent generals, and persons who succeeded in the "keju" exams. According to the function and property in each dynasty, paifang, as a carrier of culture, can be classified into three types: the first displays the traditional Chinese ethical contents of royalty, filial piety, moral integrity and righteousness; the second cites scholarly honor and official rank; the third celebrates family renown. In the picture 2 represent of 龙椅 lóng yǐ refers to a chair with a dragon pattern engraved on the armrests of emperors in ancient times. The dragon chair is usually placed on the steps of

the early court hall where ministers went up in ancient times. Dragon chairs are usually made of wood, with dragon shaped patterns engraved on the armrests, and finally painted with a yellow color to symbolize the royal majesty.

2. Chinese Character called 汉字 Hanzì

According to (Zhao & Zhang, 2007) Chinese Character began from pottery inscriptions, verified as the earliest signs for which the genetic link with jiaguwen can be established. Out of 4,672 character types found and identified on jiaguwen, only 1,723 can be deciphered without dispute among scholars. The good thing about Chinese characters is that numerous dictionaries were compiled throughout history. Based on (Dai, Liu, & Xiao, 2007) Chinese characters are ideographs with complicated structures. Chinese character is composed of radicals, which are in turn composed of straight-line or poly-line strokes. According to (L. Wei & Hua, 2019) The Chinese characters' long history, Chinese characters' influenced by Confucianism, Taoism and Buddhism with its logosyllabic structure, and its influence in East Asia on Chinese speakers that their writing system is unique and virtuous.

3. Chinese Traditional musical instrument 琵琶 Pípá

琵琶 Pípá is a major plucked instrument with a long history in History of China. Through the improvement of generations of performers, the form has become more unified, becoming a four stringed pipa with six phases and 24 grades. The pipa has a wide range of sounds, and its performance skills are the top of national instrumental music. Its expressive power is also the most abundant instrument in folk music. Around the Qin Dynasty, a circular instrument with a long handle began to circulate. Because there are two main methods used when playing: popping forward to call it "pai" and picking back to call it "ba", people call it "pai ba". Later, in order to unify writing with instruments such as qin and se at that time, it was renamed pipa.

4. Chinese Mytical Animal 龙 “Dragon”

Chinese palaces, temples, and mansions have on their roofs a special kind of ornaments called wenshou, or zoomorphic ornaments, some on the main ridges and others on the sloping and branch ridges (Chun & Yu, 2008). Chinese dragons have often been depicted with animal-like characteristics: the body of a snake, mane of a lion, antlers of a deer, tale of a fish, ears of a cow, belly of a clam, scales of a carp, paws of a tiger, and claws of a hawk. These physical traits grant the dragon behavioral characteristics such as bravery, fierceness, loyalty, and elegance, mirroring the animals they resemble (Willow). According to written legends, the dragon is the totem animal of the ancestor of the Chinese nation Fu Xi, in the “Catalogue of Mountains and Seas” it is said: “The gods of deep antiquity, brother and sister Fu Xi and Nuiwa, had the body of a dragon and the face of a man”. Moreover, the Chinese identify themselves as “the descendants of Yan-di and Huang-di” (Ilyicheva, Chen, & Saidzi, 2022). Based on (ZHANG CZIRÁKOVÁ, 2023) since the Xia dynasty in the 21st century BCE the dragon started to be associated and established as a symbol of the royal family and the

emperor. Later, during the anti-Japanese war, to rouse Chinese people national feelings and help in the struggle against the enemy, Chinese intellectuals considered a mythical ancestor or another symbol, and Dragon is only exception. After Chinese economy was expanding as a result of reforms and modernisations, Dragon turn into China national symbol that accepted to all Chinese people.

5. Chinese Martial Art called 武术 Wushu

According to (C. Lu, 2008) Wushu skills were highly praised during specific periods of Chinese history, include archery, fencing, boxing, wrestling and the use of swords known as the 18 kinds of military skills. The development and preservation of wushu was largely determined by the longstanding relationships between wushu and other cultural formations in China (eg philosophy, literature, art, religion, ethics, and folklore).

6. Chineses Traditional houses area

The Wish Dragon movie choose Shanghai as the film settings, if Beijing has a famous siheyuan embedded in its urban that represent of traditional Chinese urban culture, based on (Delsante & Zheng, 2018) Shanghai has Jiangnan courtyard houses which can be seen as a similar version of Siheyuan are distributed in the mid-lower Yangtze River valley and formed their own unique type characteristics in the long period evolution. The different from Siheyuan which contains brighter colors and paintings in the inner façade, Jiangnan courtyard houses have a unique sense of simplicity: white plaster walls, brown beams, columns, door and window sashes, and black tiles, gardens are the most welcoming compositions in literatiture or scholars houses in the Jiangnan regions, reflecting the elegance, simplicity and poetic meaning in their daily life.

Foreign Audience Acceptance

According to table 3 for the foreign audience acceptance how the wish dragon film represent Chinese culture, got a lot of positive comments, with a storyline pulling a lot of Chinese cultural symbols in the film. Based on the audience's comments on the Chinese cultural symbolism represented in the movie, it includes two sides: the symbol of ancient and modern culture, this film provides audiences with exposure to Chinese culture or the city of Shanghai, with an accurate level of detail depicting the culture. The icon of the Chinese culture in this film is the dragon; dragon in this film, as one of the animal myths of China, received so much positive comments from the audience, from the historical value of the dragon supposed to be a emperor or royal symbol and the meaning of good was restated with the character Long as the granted wish dragon.

CONCLUSION

Research suggests that the semiotic concept Roland barthes could be used to explain and enhance the meaning of the signs contained Wish Dragon Moviefilm based on visual signs analysis. Wish Dragon Movie contains 10 excerpts of scenes showing China's cultural signs, from these presenting 6 examples of Chinese culture. Wish Dragon Movie is a Film that can be viewed by all different ages, relating the meaning of friendship, sincerity and abstinence, with China's selection of very special cultural background. After analyzing using semiotic

Roland barthes according to the movie writer wish dragon, the Chinese culture was adopting the same background selection as the Chinese people in general, this made viewers learn a lot of cultural values after seeing this film. In the Wish Dragon movie many reviewer who initially felt that the film used the same storyline as Disney's film Alladin, but many of the reviewer also claimed that these two films had distinct characteristics and value. Film is one of the entertainment tools, with the storyline, film that used cultural settings or background, the selection of the animation effects and so on make this film easy to watch and give much of the value of the learning.

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