

Mixed Cultural Representation of Stuart's Character in Minions As a Symbol of Strength and Protection

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Abstract

The myth of the one eye symbol is a symbol of the symbolism of symbols that are still unclear and hidden visual signs. Interpretations can be unclear and varied, Connecting with the sign of the Illuminati, the sun god with the eye symbol depicted single or one will have a psychological impact on the one who reads it. History records of artifacts made about the shape of the eye symbol and other forms. It is in ancient religious symbols of worship and leadership. The Sumerians demonstrated the sanctity of certain sculptures, the shape of the eyes enlarged by an abnormal size gave the impression, the message of sensation from the statue. Making performances of religious ceremonies, artists seek to bring sculptures to life in the way they do eye openings. The ancient Egyptian civilization was the originator of the disembodied eye as a symbol of the single eye. One of the well-known symbols of Egypt is the eye of the sun god in Pharaoh's mythology. The image is a mixture of the image of a human eye combined with an eagle's eye, with eyebrow markings, dark cheek markings of a bird. And also various forms of the relics of the modern era associated with the shape of the image of the one eye. In this case, Semiotics is a branch of science that studies a sign. Semiotics comes from the Greek word: semeion, which means sign. Sign as something that represents something; metaphor. The process of a sign as a representative occurs when the sign is reinterpreted concerning what it represents, in the form of visual forms, colors in works of art. It can be said that Semiosis is a process in which the sign becomes a function as a representative of the signified. The focus of researchers in the study of semiotics here is a visual sign of combining entities that are used as representations of the represented entities. This representation process is often called signification. This research is how the visual sign of the one eye on the animated minion character named Stuart can be a representation of the one eye symbol in the past and modern era that represents it both in shape and color.

Keywords: *Symbol, Representation, Minion*

1. Introduction

In the world of entertainment produced by animated filmmakers from Hollywood, one of which was famous and became a box office in America and also in Indonesia, the storyline is good and the animated characters are funny and strange, one of which is the animated film *Despicable Me* which was released in 2017. In the story, there are minion characters played by Kevin, Stuart, and Bob. Even according to the literature from the Conspiracy Theories discourse and published in one of these articles, it has been aired on *Warta Kota live.com* with the title surprising facts, apparently, this is the origin of the Minions and they are real, they are Nazi children who are used as experimental projects whose lives are full of suffering. Under a Nazi concentration camp. His life was very miserable. They are described as minions who are very hungry because of suffering under heavy pressure. The most popular fruit food is bananas.

One of the minion characters that fit the minion nation's background is the character Stuart in the 3D animated film *Despicable me* where Stuart has expertise in music. Stuart is very good at strumming the ukulele guitar. Sometimes, his ukulele guitar must be damaged because of his own behavior. Stuart also often makes jokes that can make us laugh with his funny behavior. The character of Stuart itself is physically described as one-eyed with a striking color combination of yellow skin and blue clothes. Here it is interesting to analyze the existing myths about the one eye. Perceptions related to visuals are closely related to certain cultures about and understanding of the beholder. In particular, the perception that the eye is represented in an isolated structure has its own inherent psychological impact, indicating authority and for the viewer implying lively vigilance. One eye mythology exists in Egyptian culture. The Sumerians imparted sanctity to certain sculptures with eyes becoming abnormally large in

size to create a sensation of obedient alertness according to their mythology. Hold a ritual ceremony where the artists and statues are brought to life by opening the eyes of the figures. This sign perception can be seen with semiotic language, especially how to understand these signs and symbols based on relational relationships. This research uses an interpretation analysis method with qualitative data. How the analysis is developed in a theoretical and interpretative approach, namely giving an impression, giving opinions and theoretical views on something; interpretation.

2. Visual Theory and Research Background

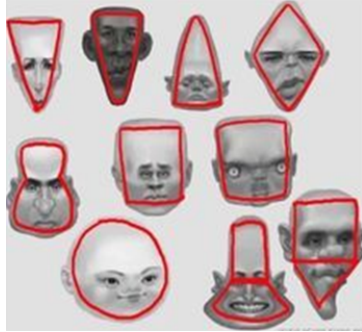
2.1 Stuart (Despicable Me)

The background story of Stuart's character is fun, friendly, intelligent, and funny, he is skilled at playing video games like his friend Dave. Stuart can also be the most sincere and innocent of all the Minions. Stuart also seems to have a rebellious and rude

attitude. Stuart is considered lazy among the Minions, preferring to relax and play the ukulele guitar rather than listen to the rules. Stuart is said to be always hungry among the other Minions, such as when he tried to eat Kevin and Bob when Stuart thought of them as bananas, and even tried to eat a yellow fire hydrant in New York, also thinking of them as banana food. That's the other side of the plot of the character Stuart in the animated film Despicable Me.

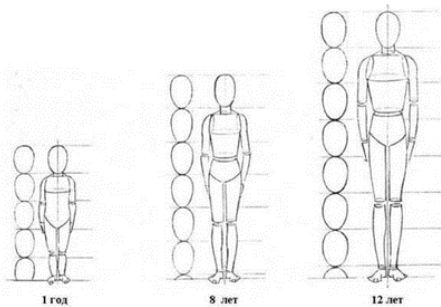
2.2 Character Model Design

According to Tony White's theory of physical character, Brian Tillman stated that the structure for designing character models for animation is as follows; The shape, proportion of a character can display the nature, personality of the inherent character. Tillman (2012:68) gives three basic forms attached to its nature there are three forms: 1. Square, 2. Round, 3. Triangle.



Figures1 : Head Shape
Image source

The structure of the head shape, generally the human structure has a size of seven or eight head height, the more we draw a character with a size of more or less than eight or seven head height will produce a character that looks very exaggerated and like a cartoon (White, 2012:37).



Figures 2 : Structure Head Shape
Image source

The visual creation of characters is displayed in color models (CMYK, RGB) which better explain the colors and textures used in the characters (White,

2012:39). Making this color model can be used as a reference at the animation production stage so that the visual characters displayed have consistent colors. Color also has a symbolic meaning and has a message to be displayed. In addition, the design of the animated model character has a variety of styles in its narrative. Here's the attached data on Stuart's character designs:

Table 1 : Stuart anatomy Character

NO	Stuart Anatomy Character	Physical characteristics
1	Body	2 half heads
2	Leg	Pipe shape with and has 3 fingers by wearing black socks
3	Foot	Short legs wearing boots
4	Eye	One big round eye wearing binoculars
5	Mouth	Wide Mouth with Big Teeth
6	Ear	Not any
7	Nose	Not any
8	Head	Half capsule form

Table 2 : Stuart Personality Character

NO	Personality characteristics
1	Playful
2	Friendly
3	Intelligent
4	Funny
5	Skillful
6	Play Guitar Ukulele

2.3 Visual Semiotics

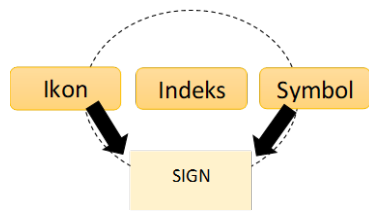
Images are included in the form of symbols, with visual messages in the form of visuals: line structure, color structure, composition. its existence is included in the category of non-verbal

language communication. written verbal communication.

The development of graphic design into visual communication design uses a lot of medium of communication power from image/visual elements that serve as visual messages, with more effective communication power. Visual communication in the message element that visual communication contains the character of the message even becomes special by causing a certain impact from what it observes. Sign language or semiotics. Semiotics is a science that studies various signs. Signs can communicate communicative information messages. The existence of a sign can replace something or a metaphor thought about and contemplated. The science of reading signs originated and developed in the field of linguistics, developments occurred later in the fields of design science and fine arts science. The term semiotics in Greek is *semeion*, which means sign. Basically, humans like to look for meaning or try to understand all forms of messages that are around, and all are considered

to be signs. It is possible to search for sign messages in a way of studying various branches of science, especially visual communication. Refers to how the point of view with these signs can be digested and all are considered to be language phenomena. Referring to CS theory. Pierce, how the sign of an image looks from various types of signs classified in semiotic signs, one of which is an index, icon, symbol. An icon sign that has a resemblance to an object that is representative. It is said to be a sign that has the same characteristics as something that is intended. An example of an image of Maradona being considered the god of football in Argentina is the icon of the Argentine samba team. Gedung Sate is an icon of the Bandung city area. An index is a form of sign that relates to the cause and effect of the representative of the sign or is referred to as a sign that is evidence. For example the presence of smoke and fog, fire. When a fire sign is lit there must be a fire, the bear footprints on the ground are an index of the animal being around the place.

The shape of the signature stroke is an index representative of the person's existence. A symbol is a sign based on a mutually agreed convention, rule, agreement. Understanding Symbols can be very easy if people understand the meanings that have been agreed upon. For example: For the Indonesian people, Pancasila with the Garuda symbol is a symbol of the state and a symbol of ethnic and cultural diversity.

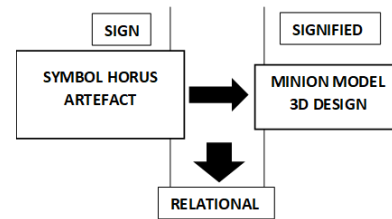


Figures 3: Semiotic CS. Pierce
Personal source

3. Research Method

In this research approach, the themes used are interpretive, descriptive, and qualitative with a semiotic approach to communication. Messages and visual signs are focused on using the structural semiotic approach of Charles Sanders Peirce as a method or way of analyzing facts, on the visual form, color of the sign, and the shape of the object as a Signifier and




Signified which produces a "Sign". as a unified whole and comprehensive system produces an analytical point of view according to the scientific background.









Figures 4: Analysis of chart semiotic signs
Personal source

In the visual analysis, it is connected with part of the object being analyzed, namely the Stuart Minion character design, then it is related to the perception of the past and modern eye shape symbol. there is a mixture of two elements of eastern culture and western culture. The following is a presentation of the images in the table:

Table 3: Breakdown Visual Element







ICON	INDEKS	SYMBOL
		

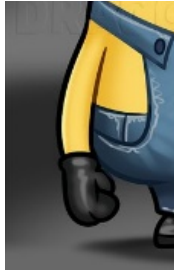
The image of the Eye of RA (the sun god) has become an Egyptian icon with a pyramid as the god of war, the god of protection, the god of the sky. Sun god (Eastern)	The causal index of the worship of the sun god who is considered a god	The sun is the source of heat, energy, and life in this universe
 	 	 
1908 Submarine Crew Costume (Modern)	The Helmet protects from air pressure, heat, wind, extreme weather, hard impact	The Helmet is a symbol of protection and strength from dangerous situations
RELATION	REPRESENTATION	INTERPRETATION
Color White, Yellow, Black, Blue	Color Warm Yellow, Careful, successful, strong, black strong, exclusive, mystery	The connection of the round shape and color makes it look strong and Watch, protect

The results of the analysis of various visual categories are how the symbols related to the shape of the one eye in visual culture, especially the shape of the eye of the RA (sun god) from Egypt and other data as a representation of strength, protection, life, energy. How the symbol is related to the analysis of the Minion character in the animation work, namely the character model of Stuart in the work.

Table 4 : Stuart Model breakdown

NO	Minion Model Part	INFORMATION
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1	 	The shape of the head is oval with round eyes in the middle position and gives the impression of being friendly, soft, funny, strong. Supervising, dominant
2		The Big round eye shape using single binoculars gives the impression of assertiveness, supervision, focus, protection
3		The wide mouth gives the impression of being open, dynamic, strong, acting decisively
4		The shape of the legs is proportional, the shape of the short pipe is stocky and strong to hold the round body giving the impression of being agile, moving quickly like a child.
5		Arounded body shape like a capsule gives the impression of flexibility, ergonomics, and strength. The shape of the left and right hands is similar to the


		<p>long rounded pipe giving the impression of being flexible, ergonomic, strong. So it can quickly and easily capture an object.</p>
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4. Conclusions

The conclusion of the two comparisons of visual data from the table above, namely tables 3 and 4, can be analyzed and concluded, for both descriptions of the form based on the interpretation of the two visual objects along with the interpretation of visual objects associated with visual signs which indeed almost resemble the meaning of bunches with the object in question. The analysis is the representation of the shape on the object's sign, the sun symbol or RA (Sun God myth of Egypt) round shape, and the binocular helmet symbol on the Egyptian relief symbol associated with the meaning of the Stuart character in the 3D Minion animated film from the meaning of the sign in terms of icons, indexes, and symbols. That the Stuart minion has the meaning of the same shape. Like there are signs with icons, indexes, and symbols

that form the basis of a semiotic study of the Stuart character. With only one round binocular shape, round shape and capsule, yellow color, blue color, the protective clothing that makes this Minion a symbol are very strong and easy to recognize because it communicates a clear and easily recognizable sign language. The minion character named Stuart is a representation of a sign of strength, protection, flexibility, energy is Iconic to also symbolic mixed cultures.

Table 5: strength, protection, flexibility, energy.

<p style="text-align: center;">Minion Model Part</p> 		
SHAPE	COLOR	SIGN & SIGNIFIED
<p>The round element combined with the box shape means something that is dynamic, strong, flexible, protective,</p>	<p>Yellow color: signifies success, warmth, energy, strength, dynamic.</p>	<p>Sign: Shapes and colors already represent the meaning of the actual relationship.</p>

friendly, simple, agile.	Blue color: signifies strength, energy, dynamic, coolness, protecting	Signified: Has the meaning of the symbol that represents it, namely a round shape and the nature of the meaning of the form, namely protection and strength.
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