

**SEMIOTICS ANALYSIS OF BODY SHAMING IN “THE
GREATEST SHOWMAN” MOVIE (2017) DIRECTED BY
MICHAEL GRACEY**



**Compiled as one of the requirements for completing the Strata 1 Study
Program in the English Department Faculty of Teacher Training and
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**DEPARTMENT OF ENGLISH EDUCATION
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APPROVAL

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Abstrak

Film The Greatest Showman adalah salah satu film drama musikal paling populer yang termasuk dalam 5 film drama musikal terlaris sepanjang masa. Film yang mengangkat cerita tentang perjalanan pembentukan sirkus untuk pertama kalinya kali ini menggunakan manusia untuk berakting dalam pertunjukan sirkus. Namun dalam film ini, bullying ditemukan dalam bentuk body shaming dalam bentuk verbal dan non-verbal. Tujuan dari penelitian ini adalah untuk mengetahui tentang body shaming di The Greatest Showman. Metode penelitian ini menggunakan pendekatan kualitatif dengan menggunakan metode semiotik model Roland Barthes dilihat dari denotasi dan konotasi. Hasil penelitian mengungkapkan dalam film The Greatest Showman terdapat body scene verbal dan non-verbal shaming. Verbal body shaming adalah bentuk penghinaan fisik yang ditandai dengan kata-kata yang ada dalam film ini yang diwakili oleh bentuk dan ukuran tubuh shaming, hair body/body hairy shaming, dan Skinny/thin shaming Sedangkan body shaming non-verbal adalah bentuk penghinaan terhadap fisik seseorang ditandai dengan tindakan yang ada dalam film ini yang diwakili oleh bentuk tindakan.

Kata kunci: semiotik, penghinaan fisik, film the greatest showman

Abstract

The Greatest Showman Movie is one of the most popular musical drama films included in the top 5 highest-grossing musical drama movies of all time. Movies that raised a story about the journey of the formation of a circus for the first time this time using humans to act in a circus show. But in this movie, bullying is found in the form of body shaming in verbal and non-verbal forms. The purpose of this research is to find out about body shaming in The Greatest Showman. This research method uses a qualitative approach using the semiotic method Roland Barthes model seen from denotation and connotation. Research results revealed in the film The Greatest Showman there is a body scene of verbal and non-verbal shaming. Verbal body shaming is a form of physical insults that are marked by words that are in this film represented by the shape and size of the shaming body, hair body/body hairy shaming, and Skinny/thin shaming While non-verbal body shaming is a form of insult to someone's physique is characterized by actions that are in this movie represented by the form of action.

Keywords: semiotics, body shaming, the greatest showman movie

1. INTRODUCTION

Literature is reading material used in various intellectual and recreational activities (ALA Glossary of Library and Information Science, 1983). So, based on this understanding in general, literature is a discussion or reading material related to a research topic. The literature is used to identify the results of previous research, namely various findings that have been found or have not been found related to the particular phenomenon or situation to be studied. Literature is found in various types of scientific works such as scientific journals, books, to written works. The first step of research, which is generally carried out by a researcher on his

research topic, is to begin by conducting a search and searching for various relevant literature related to the study to be studied. The research that will be done at this time is on a film.

The history of the invention of the film is quite long, this is because involves complex engineering problems such as optical problems, lenses, chemistry, projectors, cameras, film rolls, and even psychological problems. According to Canaragara that the historical development of the discovery of new films is seen after the 18th-century experiment with the combination of light with a solid lens. Although it is capable of projecting an image it is not yet in the form of moving pictures. Movies can be watched by anyone educated or uneducated. Movies don't need the ability to read or understand a foreign language, the message, and meaning of a language in the film can be understood by the movements and expressions of the artist in the film. Whereas language only explains the scene, with language also the film the meaning becomes clearer.

However, along with the rise of film and its development, appeared also elements that show scenes that are inappropriate for exemplification such as promiscuity, sex, crime, crime, violence, insults, and so on. One of the things that often happens in this era is that someone will not hesitate to say insulting words to other people, be it people they know or don't know. As for things What is often the subject of people's humiliation is the lack of physical somebody. Whether a person is too thin, too fat, or in shape other shortcomings. This form of humiliation is commonly known as Body Shaming. More specifically, body shaming is known as criticism, ridicule, and comments that are negative about the physical (body shape and size) and appearance of a person.

Negative-sounding phrases aimed at someone will have a big impact on him. The tendency to mock physical form will make the victim feel uncomfortable and insecure. Reported to DetikHealth.com a psychologist from the University of Indonesia, Bona Sardo, M.Psi said the psychological impact was very broad, especially decreased self-esteem. When someone is given an utterance related to his physical condition and that physical condition was bad, one would feel bad psychologically. For example, say someone is fat, the person may feel inferior and feel worthless. Form physical body that becomes the focus of body shaming perpetrators will have a huge impact widespread and can make the victim feel stressed and depressed. Will feel imperfect because that part of the body is the focus of speech in this body shaming.

In scenes containing elements, we find a lot of body shaming in movies. Even sometimes, the theme of body-shaming can be one of the main topics for some movies ever produced, one of which was an American film released in 2017 with title The Greatest

Showman. The Greatest Showman started a journey from the early days of Phineas Taylor (P.T.) Barnum. 's like a young boy in the 19th century, a child of a poor tailor who was often belittled by rich people in the city. It's just that, P.T. Barnum even fell in love with a child people are, Charity. After years of work finally, Barnum managed to marry Charity, take her to the city, and live happily with her two children. Unfortunately, the office where he worked went bankrupt. P.T. Barnum not out of mind. With his slightly cunning tactic, he then got borrowing money from banks and started show business. It collects several people with strange physical appearances, ranging from pygmy men to bearded women. He also invited the black brothers and sisters who are good at trapeze, Anne Wheeler, and her sister. Business plan P.T. Barnum began to develop. He began to have a partner, Philips Carlyle, he even has a new star, the beautiful Swedish Nightingale melodious voice, Jenny Lind. But problems also began to confront him. Starting from the chastisement of art critics to opposition from society who judged that their show was just a collection of people strange. Meanwhile, his wife and children began to feel a distance from P.T. Barnum.

However, even though this film is included in the top 5 highest-grossing musical drama films of all time, it is undeniable that there are scenes in this film that make the audience saddened by how unfair it is felt by some people with special needs, who eventually become a victim of body shaming. In the film, there are various kinds of people with special needs who are used for the needs circus. The surrounding community too sneered at their different forms from common people, thus making them withdraw from the crowd. Rejection occurs everywhere so that makes them a person who is not confident. One of the scenes that shows body shaming in this film is found at 00:28:32 when residents don't love the circus by making people with special needs live in their neighborhood, which causes them to attack those people. A few sentences that came out of the people's mouths during the attack were "you protect the bearded lady?" shown to the circus owner when the circus owner tries to protect one of his female employees who has a beard.

In the beginning, movies were entertainment for the lower class, quickly able to penetrate class boundaries and reach a wider class. The ability of films to reach many social segments, then make them aware communication experts especially that film has the potential to influence the audience. Therefore, began to spread the study that knows the impact of film on society. Research on films or Other forms of narrative stories that are audio-visual can be done by choosing one particular semiotic analysis model. In analyzing body shaming in this film, the researcher uses semiotics to analyze body shaming, which is semiotics used as an

approach to analyzing media with assumptions that the media itself is communicated through a set of signs. Text media that is composed of a set of signs never carries meaning single.

Starting from this background, the researchers are interested in reviewing the film The Greatest Showman which has a body scene shaming with the research title “Semiotics Analysis of Body-Shaming in “THE GREATEST SHOWMAN” Movie (2017) Directed by Michael Gracey”

2. METHOD

This type of research used in this study uses the method of qualitative descriptive research efforts made by working with data, organizing data, sorting it into manageable units, systematizing it, seeking and finding patterns, discovering what is important and what is learned, and deciding what to tell others. Because this research is research that uses semiotic analysis, then the research location is not done Research on-site. This research was carried out in places where certain devices can make it easier for researchers to see and analyze the content of the film. Documentation is a written data collection instrument, especially archives or documents about opinions and theories related to the problems in this research. Here the researchers also do screenshots of every scene related to body shaming that's good verbally and non-verbally contained in the film The Greatest Showman and this film there are a total of 113 scenes with a film duration is 105 minutes. There are several ways to analyze data using Roland Barthes’s methods: Verbal and non-verbal body shaming with Denotative and Connotative.

3. RESULT AND DISCUSSION

3.1 Result

Table 1. Verbal Body Shaming

 Figure 1. “Ugly” Scene at 28:08		
"Ugly" Scene minutes at 28:08	Denotation: not pleasing to the eye, bad. People make noise at circus	Connotation: insulting and looking down on oneself. In the scene, there is a

	performances where all the members are different and unique people and told the circus people to leave.	physical insult that is different from others when the circus members are insulted by the local community to cause fights and debates. Because at that time unique human beings were very excluded and considered strange and then inappropriate if they had to coexist. The rebels did not accept the presence of the circus members because they were considered celebrants and did not deserve to show themselves to the world. People insult that they are so ugly and unfit to perform.
 Figure 2. "Freaks" Scene minutes at 28:48		
"Freaks" Scene minutes at 28:48	Dentation: unlike what we are used to seeing, magical, odd. Local residents expelled members of the circus and said that the members of the circus were a bunch of freaks.	Connotation: insulting the appearance of a person. In the scene, people insult and berate the circus members because they think that they (the circuses) spoil the atmosphere and are strange unlike them (normal people). The rebels were very angry and

		did not accept if there was a collection of strange people in their city. The strange thing they are referring to is a different person and undue like the physique of humans in general.
Figure 3. "Freak" Scene minutes at 41:47		
"Freak" Scene minutes at 41:47	Dentation: unlike what we are used to seeing, magical, odd. Local residents expelled members of the circus. The citizens don't want the freaks to be in their city.	Connotation: insulting the appearance of a person. In the scene, people insult and berate the circus members because they think that they (the circuses) spoil the atmosphere and are strange unlike them (normal people). The public regarded circus members as a disgrace in the city and Barnum was perceived as a dealer of disgusting and inappropriate things after Barnum staged the circus several times.



Figure 4. Little Colonel
Scene minutes at 44:00

“Little colonel” Scene minutes at 44:00	Denotation: less large than in the usual, not large. The Queen of England said Charles Stratton was one of the members of the circus was a little colonel.	Connotation: is insulting by using the word colonel, because in general a colonel has a tall and dashing body. It can be seen that Charles has a short or small body like a dwarf dressed as a general. Moreover, men in general have a taller and stronger body than women and look like men in general. The film reveals that men with short stature even like children at an adult age are considered strange and viewed by renah, not only in movies even in the real world there are a lot of things like this even though there are some people don't mind.
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Figure 5. Smaller
Scene minutes at 44:06

“Smaller” Scene minutes at 44:06	Denotation: less large than in the usual, not large. The Queen of England said Charles Stratton was one of the members of the circus was a little colonel and smaller than the queen of England imagined.	Connotation: insulting the size of the body of an adult man who has a dwarf body. in general a colonel has a tall and dashing body. It can be seen that Charles has a short or small body like a dwarf dressed as a general. Moreover, men in general have a taller and stronger body than women and look like men in general. The Queen of England revealed that Charles, the man who had a small body, was actually smaller than she had imagined in person in front of the invited guests who immediately witnessed. Not many people who have a short body even though it is not as short as a dwarf will definitely hurt if he is humiliated like that but Charles took it casually because he was already at peace with himself which means being able to accept his
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		body shape because he is special.
 Figure 6. Not so Tall Scene minutes at 44:08		
"Not so tall" Scene minutes at 44:08	Denotation: is long. Charles told the queen that she (the queen) was not so tall.	Connotation: is to say the figure of the queen has a short body inversely proportional to the image of a queen which is usually identical to a figure who has a tall body. In the scene, the queen looks a little surprised as well as the entire palace and the invited guests but then the queen laughs because Charles said a honest and comforting thing even though we know that it also falls into the physical category. The occurrence of these words began when he also got body shaming from the queen of England so he retaliated against it. In the real world, when someone gets bad treatment, there will appear who treats people

		less well. It's important to keep oral even if it's just a joke because not everyone can accept jokes like Charles. But repaying someone's deeds is not a good thing because here the Queen of England also seems surprised to hear these words that confirm that she is a short queen.
Figure 7. "Freak" Scene minutes at 58:15		
"Freak" Scene minutes at 58:15	Dentation: unlike what we are used to seeing, magical, odd. The public shouted at the circus members and protested not accepting the circus members were still there and performing as a show.	Connotation: insulting the appearance of a person. Residents in the city did the usual demonstrations and protests because they still did not accept their city there was a group of strange people and continued to perform. But the insults and insults that the circus members got back then were able to make them feel that they were special and not afraid to face the world, they were no longer willing to hide like a shameful disgrace. Not only once or twice did the circuses get uncomfortable treatment

		and even have to hurt them continuously because of their presence. If we were in that position might be afraid to show the world about the uniqueness we have but they (the circuses) are tired of having to hide as if they are a disgrace when they are also valuable.
 Figure 8. "Freaks" Scene minutes at 1:15:10		
"Freaks" Scene minutes at 1:15:10	Denotation: unlike what we are used to seeing, magical, odd. The rebellious men wanted the members of the circus to leave the city.	Connotation: insulting the appearance of a person. When Philip was promoting the appearance of his circus members, the rebels heard and then got angry. There was a debate between them that led to a rift between the circus members and the rebels. It is as if the circuses are really a disgrace who do not deserve to be in their (rebel) city. People think too much that they are unworthy people to coexist with them so they always rebel when the circuses perform the performance even though the performance actually

		makes some people entertained and appreciates that they are also ordinary people who have different specialties.
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"Bearded miss" Scene minutes at 28:33	Denotation: feathers that grow on the chin and in general grow only on the chin of the male. In the scene, the rebels are fighting with circus members and one of them (rebels) taunts one of the circus members who has a beard like a man even though he is a woman.	Connotation: is an insult to using the word "bearded lady" because usually a person who has a beard is only owned by men in general. That's what makes the bearded lady (Lettie Lutz) and the circus members even more upset for it is the same to insult the gift of god in which the bearded lady is not a disgusting thing but both human beings are only slightly different because they have a special thing. Having a fat body and even having a mustache on a woman is not only considered not beautiful but is considered strange. Maybe some people hate such a woman and drive her away because it is not pleasing to the eye, even though this kind of woman is rare in the world, it is unique
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		and attractive to some people.
 Figure 10. "The skinny" Scene minutes at 1:02:33		
"The skinny" Scene minutes at 1:02:33	Denotation: not fleshy, not fat. Philip's father said that Anne Wheeler was "Skinny".	Connotation: is to insult because the woman's body size in her opinion does not fall into the ideal body category. Having a thin body like unkempt and looking like malnutrition makes people look down on it. Because women at that time even now in the eyes of society must have an ideal posture which is not fat and not thin. The standard of beauty seems to require that the woman must be beautiful, white and slender. In fact, this should not be a reference or benchmark that women should be like that because all women have their own standards of beauty. Many people comment today that thin people are people who never eat skinny can occur because of hereditary factors even their bodies cannot gain weight but they people who like to insult do not care about the feelings of thin people and do not know what is being experienced.

Table 2. Non-verbal Body Shaming



Figure 11. "Strange look"
Scene minutes at 16:39

"Strange look" Scene minutes at 16:39	Denotation: unlike the usual we see, magical, odd.	Connotation: insulting because the people looked at him with a frowning forehead because he saw an adult man who had a dwarf body size and a man who was stared at became uncomfortable. With the reaction of people when they see someone different, it proves that those who are short-lived look strange and become the center of attention and such things cannot be avoided because it is natural when there is something interesting in front of people but not many of them are able to appreciate each other because short-bodied people only get strange gazes as if it were not a natural thing.
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Figure 12. “Mock”
Scene minutes at 23:22

“Mock” Scene minutes at 23:22	Denotation: insulting, mocking and so on with gloat.	Connotation: aims to be condescending and mocking because of P.T. Barnum's saying 'beautiful' towards a woman of stature who has a mustache and beard. According to them, the woman with a stocky body was far from the beautiful word spoken by P.T. Barnum and far from the standard of beauty that existed in their area at that time, causing self-confidence from the woman. After being laughed at, the woman named Lettie Lutz was downcast with a sad face and looked insecure. The appearance that Lettie has is indeed different from women in general but behind that Lettie has a beautiful voice, that's how every shortcoming has advantages.
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Figure 13. "Strange look"
Scene minutes at 43:35

"Strange look"
Scene minutes at 43:35

Denotation: unlike the usual we see, miraculous, odd sees a strange group of humans.

Connotation: contemptuous because the gaze is accompanied by a wrinkled and noisy forehead commenting on the appearance of the circus members with different and even strange shapes and looks. Women are tall and have beards, men in black, thin women, men with a big body, men with very tall stature and small men, men with dense fur like monkeys and assorted others made the surrounding atmosphere suddenly quiet and made them the center of attention even with a look that made the guests wonder even hateful and cynical.



Figure 14. "Strange look"

“Strange look” Scene minutes at 57:42	Denotation: unlike the usual we see, miraculous, odd sees a strange group of humans.	Connotation: insulting because the gaze is accompanied by a wrinkled and noisy forehead commenting on the appearance of the circus members who are in the middle of the party room. The event was held for members of P.T Barnum but it turned out that only for Jenny Lind a beautiful woman with a golden voice and the members seemed disappointed in Barnum because they felt that the members of the circus should not also celebrate success with other classy people even though Barnum was the one who made the circus dare to show themselves after a long time only able to hide. Finally, the members of the circus wanted to show the world that they were no longer afraid and would not hide as if they were a disgrace. Strange gazes and glances showed that the presence of circuses was not expected there even ordinary citizens who were outdoors did not accept their presence either.
		

Figure 15. Cheering

“Cheering” Scene minutes at 58:32	Denotation: calling, shouting in a loud voice.	Connotation: insulting because the cheers are accompanied by swear words and insults so that the members of the cheered circus become discouraged and feel unwanted. In the scene, the circus members are performing in front of many people, not a few who welcome him happily and amused but there are some who cheer as if they don't like and even hate. We can understand that not everyone likes us but not everyone hates us either. But spreading hatred is not the right thing, especially making fun of and even issuing sentences that contain insults is very unacceptable. This is what makes people with physical forms that are different from others more afraid and continue to hide and even close themselves from the environment.
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Figure 16. “Cheering”
Scene minutes at 1:10:24

“Cheering” Scene minutes at 1:10:24	Denotation: calling, shouting in a loud voice.	Connotation: insulting because the cheers are accompanied by swear words and insults so that the members of the
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		cheered circus become discouraged and feel unwanted. In the scene, the circus members have mustered up all their courage to no longer be afraid of the world but it can be seen that people hate and make noise and some even carry the words "freaks" to show that the members of the circus are indeed strange people who should not be here with them.
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3.2 Discussion

Based on the results of the study, it can be concluded that there are 16 expressions of Body Shaming in The Greatest Showman film, including: *"Ugly, Freaks, Freak, Little Colonel, Smaller, Not so Tall, Freaks, Freaks, Miss Bearded, The Skinny One, Stranger Look, Mock, Stranger Look, Cheering, Cheering"*. Of the 16 expressions, it can be divided into two types of Body Shaming, namely Verbal and Non-Verbal. Among them are 10 body shaming verbal expressions and 6 non-verbal body shaming expressions. Verbal Body Shaming is a form of contempt for a person's physique that is marked by speech, including: *Fat Shaming, Skinny/Thin Shaming, Hairy Shaming, Colour Skin Shaming, and Body Shape and Size Shaming*. While Non-Verbal Body Shaming is a form of contempt for a person's physique that is marked by *Action*.

In the sixteen expressions that have been divided according to the type of verbal and non-verbal, the researcher then analyzed each expression contained in the film using the Denotative and Connotative method. Denotative is the dictionary meaning of word or object (the literal meaning of a term of object), while Connotative is the cultural significance attached to a terminology (the cultural norm that becomes subjects to a term). Of the sixteen expressions in the analysis based on Denotative and Connotative, there is:

3.1.1 Verbal body shaming is a form of insult to a person's physique that is characterized by speech. Verbal body shaming in this film is represented by body shaming shape and size, shaming hairy body hair, and skinny/thin shaming. Among them are:

- a. "ugly" meaning the denotation is not pleasing to the eye, bad. The meaning

connotation is insulting and looking down on oneself. This is the beginning of the rebellion of members of the human circus. The local people berated the circus performers by saying that they were really ugly and unlike normal humans in general. This scene occurs in the 28:08 minute which is included in the of *shape and size shaming* expression. "freak" the meaning of the denotation is not what we are used to seeing, magical, odd. The meaning of its connotation insults one's appearance. In this scene, people are very rebellious in the presence of circus members and begin to make fun of the circus members as a strange gathering of people. This scene occurs at minute 28:48 which is included in the of *body shape and size shaming* expression.

- b. "freak" the meaning of the denotation is not what we are used to seeing, magical, odd. The meaning of its connotation insults one's appearance. In this scene, the townspeople still continue to make noise and try to drive away the circus members who they find strange. This scene occurs at minute 41:47 which is included in the of *body shape and size shaming* expression.
- c. "Little Colonel" The meaning of the denotation is less large than the usual one, not big. The meaning of the connotation is to insult by using the word colonel because generally a colonel has a tall and dashing body. In the scene, there is a queen of English nationality where the members of the circus are invited to the show. When the queen met the colonel, the queen was surprised and said that the small man was a little colonel. This scene occurs at 44:00 minutes which is included in the *skinny/thin shaming* expression.
- d. "smaller" the meaning of the denotation is less large than the usual one, not large. The meaning of the connotation insults the size of the body of an adult man who has a dwarf body. Then continuing back from the previous scene, the queen says so calmly without thinking about the colonel's feelings saying that it should be a tall and big male colonel not a small man like him. This scene occurs in the 44:06 minute which is included in the *skinny/thin shaming* expression.
- e. "not so tall" the meaning of the denotation is long. The meaning of the connotation is to say that the queen has a short body in contrast to the image of a queen which is usually identical to a figure who has a tall body. The colonel in the scene reciprocates the words of the queen of England regarding her banter in front of

everyone by saying that the queen is not so tall with the intention of why she blasphemed her nor was she a queen who had a tall body. This scene occurs at minute 44:08 which belongs to the skinny/thin shaming expression.

- f. "freak" the meaning of the denotation is not what we are used to seeing, magical, odd. The meaning of its connotation insults one's appearance. In this scene, the rebels constantly harass the circus members to tell them to go to their origins. This scene occurs in the 58:15 minute which is a body shape and size shaming expression.
- g. "freak" the meaning of denotation is not what we are used to seeing, magical, odd. The meaning of its connotation insults one's appearance. In the scene, there is a debate between the members of the circus and the locals that makes a stir. Residents who disliked the exice of circus members continued to try to expel them and Barnum who founded the human circus. This scene occurs in the 1:15:10 minute which is body shape and size shaming expression.
- h. "miss bearded" meaning of the denotation fur that grows on the chin and generally grows only on the chin. The meaning of connotation is an insult by using the word "bearded lady" because usually someone who has a beard is only owned by men in general. The scene shows circus members defending bearded misses for fighting the rebels as they continue to berate the members of the human circus. This scene occurs at minute 43:35 which is a hairy body shaming expression.
- i. "The Skinny one" meaning of denotation is fleshy, not fat. The meaning of connotation is to insult because the woman's body size in her opinion does not fall into the category of ideal body. In the scene, Philip Carlyle's parents see their child walking with a black and thin woman, without thinking about the feelings of Anne Wheeler, Philip's parents loudly that their child does not deserve to be with such a woman let alone be regarded as a strange woman from a member of the human circus. The scene occurs at minute 1:02:33 which is skinny/thin shaming expression.

3.1.2 Non-verbal body shaming is a form of contempt for a person's physique that is characterized by actions. Non-verbal body shaming in the film is represented by action (gaze, gloat, cheer). Among them:

- a. "stranger look" the denotation meaning is uncharacteristic that we see, magical, odd. The meaning of connotation is contemptuous because the gaze is accompanied

by a wrinkled and noisy forehead-whispering commenting on the appearance of a strange woman. The scene shows a mature man with a small posture and makes people look at him with a strange look because men in general have a tall and dashing body. The scene occurs at the 16:39 minute which is skinny/thin shaming of the expression.

- b. "mock" the meaning of denotation insulting, mocking and so on. The meaning of its connotation aims to demean and mock because of P.T. Barnum's utterances that said beautiful towards a woman of stature who had a mustache and beard. According to them, the woman of stature was far from the beautiful word spoken by P.T.Barnum and far from the beauty standards that existed in their area at that time, causing self-confidence from the woman. In the scene, there is a woman who is fat and has a beard like a mature man. People at the place where he worked laughed at the woman because Barnun said that the fat and bearded woman was beautiful. The scene occurs at 23:22 minute which is fat shaming and hairy body shaming expression.
- c. "stranger look" the meaning of denotation is uncharacteristic that we see, magical, odd. The meaning of connotation is derogatory because the gaze is accompanied by a wrinkled and noisy forehead-whispering commenting on the appearance of the circus members who are in the middle of the party room. The scene shows a successful event Barnun and the members of the circus want to join the party, but their presence makes the whole room surprised and surprised if the strange people they think are real. This scene occurs at the 43:35 minute which is a colour skin shaming expression.
- d. "stranger look" the meaning of denotation is uncharacteristic that we see, magical, odd. The meaning of the connotation is derogatory because the gaze is accompanied by a wrinkled and noisy forehead commenting on the appearance of the members of the circus. In this scene the people who were at the celebration party of Barnun's success were uncomfortable with the presence of the members of the circus and wondered why these freaks were with them. This scene occurs at minute 57:42 which is a body shape and size shaming expression.
- e. "cheering" the meaning of denotation shrieked, shouting in a loud voice. The meaning of connotation is derogatory because the cheers are accompanied by swear

words and insults so that the members of the cheered circus become discouraged and feel unwelcome. This scene shows circus members performing entertainingly but the rebels do not accept the performance and continue to shout. This scene occurs at minute 58:32 which is contained in the body shape and size shaming expression.

- f. "cheering" the meaning of denotation slurs, shouting in a loud voice. The meaning of connotation is insulting because the cheers are accompanied by high-pitched swearing and cursing, causing the circus members to feel discouraged and unwanted. In this scene, the members of the circus begin to venture to perform outside even though they are different because they are also human beings it's just that they are unique. But the rebels grew angry and determined to expel the circus members. This scene occurs at the 1:10:24 minute which is the *body shape and size shaming* expression.

In accordance with the theory of (Ilham Raka Guntara, 2018) in the Semiotic Analysis Thesis of Bullying in Zootopia Animation, examines how the elements of Body Shaming/Bullying are characterized by verbal and non-verbal violence. That is to discuss what body shaming or non-verbal bullying is that is done in every scene in the movie. Body shaming is an act of bullying that is carried out through negative comments. Body shaming is often done as material to joke and keep others entertained but make the victim feel offended.

Jurnal Stop Body-Shaming Now! (Frida Medina Hayuputri, 2018) where invites to stop doing Body Shaming just like in the movie The Greatest Showman that human beings are unique with various forms, we must accept each other and respect whatever the shape of the other person's body is but not to be insulted or even excluded. By the end of the film the members of the circus are no longer afraid and want to show the world that they are special and unique. They are not something disgusting that has to hide because of differences.

Body shaming can come regardless of who we are and how we are. Whatever the shortcomings and the slightest difference does not rule out the possibility of us getting bad treatment such as body shaming. In this film, the difference they get is very large, if compared to currently having acne on the face, mature skin, fat, thin, curly and so on we can find it not only when we grow up, we have often encountered these treatments since childhood and when entering school. Informants also think that people are more accepted if appropriate societal standards, such as having a slim body, height, and white. And the assumption that men will be

more attracted to women's beautiful and slim ideals (Tri Fajariani Fauzia, Lintang Ratri Rahmiaji, Diponegoro University of Semarang in 2019).

The act of body shaming is very bad for victims, besides they dare not appear as they are, they tend to hide and insult socializing towards others because it is ingrained in them that they are inappropriate and do not believe in their abilities and even believe that they should be excluded because they often get treatment like they are alienated. This is a standard of beauty in Indonesia because beautiful is considered that those who have a slim body, fair skin, height and so on (Sakinah, Universitas Hasanuddin Makassar Tahun 2018). In her journal, it was written that society must change this perspective because it further damages the mentality of teenagers who will grow up properly, and they will only be obsessed with being perfect according to beauty standards. Not only women, men also often get bad treatment because they have a thin body because the ideal male standard is those who have a dashing and muscular body, especially if they have to be tall.

The most interesting issue raised in this film is body shaming. The term "body shaming" itself refers to the behavior of criticizing and commenting on the physique of oneself and others negatively. As is the case in this film where some have bodies that do not fit the category in general such as Anne wheeler who is thin and black, Lettie Lutz a woman who is tall and has a beard, Charles Stratton an adult man with a petite body like a child, Prince constantine who has many tattoos all over his body, Fedor Jechtichew is a man who has a lot of Long hair/fur that grows all over his body even on his face to the point of being called a dog man. Lentini's frank has 3 legs.

The semiotic study in this study is to interpret a semiotic, both denotative and connotative in a film, especially regarding body shaming. One of the things that often happens in this era is that a person will not hesitate to say insulting sentences to others, be it people he knows or does not know. As for the thing that is often the subject of people's humiliation, it is the shortcomings of a person's physique. Whether someone is too thin, too fat or other forms of deficiency. This form of humiliation is commonly referred to as Body Shaming. More clearly, body shaming is known as criticism, mocking, and comments that are negative to the physique (body shape or body size) and appearance of a person.

4. CLOSING

Based on the above conclusions the researcher suggested that film research on the reality that occurs in life, in this case regarding body shaming needs to be improved. The signs interpreted in the film can be used as a reference in preventing body shaming in the community and

anticipate the things behind the occurrence of body shaming considering the many cases of body shaming that have occurred recently. The public, especially film lovers, must be more observant of the quality of the films watched so that people can make the spectacle a lesson, not a bad example. The public is expected to be more critical with the films presented.

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