



Values of Friendship in Animation Movie *Angry Birds*: A Semiotic Analysis

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Article Info	Abstract
Article History Received: 2024-12-15 Revised: 2025-01-22 Published: 2025-02-01 Keywords: <i>Friendship; Film The Angry Birds; Closeness and Interaction.</i>	The aim of this research is to analyze the value of friendship in <i>Angry Birds</i> movie (2016). This qualitative descriptive study involves observing and analyzing the film's content to identify moments that highlight interactions between characters, their behaviors, and language use, all related to the importance of friendship. The researcher employs Roland Barthes' semiotic analysis method, where each scene contains signs that construct a myth depicting friendship. The findings of the study offer valuable lessons on friendship, emphasizing teamwork, trust, and overcoming differences. The film also highlights virtues such as sacrifice, loyalty, and togetherness in adversity, which can be applied to real-life relationships.
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2024-12-15 Direvisi: 2025-01-22 Dipublikasi: 2025-02-01 Kata kunci: <i>Persahabatan; Film The Angry Birds; Keakraban dalam Berinteraksi.</i>	Penelitian ini bertujuan untuk menganalisis nilai persahabatan dalam film <i>Angry Birds</i> (2016). Jenis dari penelitian ini adalah deskriptif kualitatif dengan melakukan observasi dan menganalisis isi film tersebut yang bertujuan untuk mengidentifikasi momen-momen dalam film yang menonjolkan interaksi antar tokoh, perilaku tokoh, dan penggunaan bahasa, yang kesemuanya berhubungan dengan pentingnya persahabatan. Peneliti menggunakan metode analisis semiotika menurut Roland Barthes, dimana terdapat penanda pada setiap scene dan menghasilkan sebuah mitos yang menggambarkan persahabatan. Hasil penelitian menawarkan pelajaran berharga tentang persahabatan, menekankan kerja sama, kepercayaan, dan mengatasi perbedaan. Film ini juga menyoroti kebajikan seperti pengorbanan, kesetiaan, dan kebersamaan dalam kesulitan, yang dapat diterapkan dalam hubungan kehidupan nyata.

I. INTRODUCTION

Angry Birds movie is a 2016 comedy, drama, and comedy animated film set in Finland and the United States. The movie is an adaptation of a video game. Many movies adapted from video games were released in 2016, including *Assassin's Creed*, *Angry Bird*, *Detective Pikachu*, and *Warcraft*. However, the researcher chose to watch *Angry Birds* because this animated movie is very gentle and suitable for all audiences. The movie results from four years of box office success and has become a classic for films based on video game adaptations, such as *Warcraft* and *Detective Pikachu* (Baty, 2020). *Angry Birds*, also known as Red, is a volatile, quarrelsome, and unsociable outcast bird. He lives in a village called Bird Island with other not-so-big birds. Sharing an anger management class is only fitting when his temper causes other birds to lay "premature" eggs. Red has a pet dog named Chuck, who is very active and can run at high speeds, and Bom, who can cause trouble by biting and scratching things. Red tries to play with Chuck, but he becomes distracted. Red's attitude is just happy to praise herself. In the movie *Angry Birds*, there is a scene

where Chuck, after completing his human training, invites Red to go on a venture together, but Red refuses to follow Chuck's orders. Nevertheless, Red wants to be involved. This illustrates the limitations of the researcher's understanding of the value of friendship in the *Angry Bird* movie. The researcher has an assumption that the value of friendship is a component of family values. The researcher will further study the findings of this study to draw more conclusions when using semiotic analysis.

Semiotics is a theory that studies contingent variables. It examines the role of texts in a particular scenario; images, texts, and movie clips are examples of things that can be manipulated (Cobley and Machin, 2019). According to Barthes, semiotics (Kurniawan, 2001: 169) is a kind of semiology that, on the surface, teaches us how humans understand things. Signifying in this context can be explained by communicating. To signify implies that people-objects communicate through signs but do not carry information. This is not limited to language but also exists in non-linguistic areas, such as a character's journey in a movie. Examining the characters in the movie, the

researchers found one example of a sign that illustrates something else, especially the value of friendship. According to Aristotle, there are three types of human behavior: utility, pleasure, and virtue. Friendships based on utility base their friendship solely on benefits or advantages (reciprocity). The second is friendship based on pleasure when both individuals base their friendship on the same pleasure or entertainment. (Fun). The last type of friendship is friendship based on virtue, where both parties have the same goals and attitude in achieving the goals, which is equally beneficial (Aristotle: 1155a1-15; translated by Kenyowati, 2004:19).

Friendship is a significant theme and narrative technique in *Angry Birds* movie, driving the storyline and influencing character interactions. The strange friendship between Red, Chuck, and Bomb as they work together to thwart the pigs' evil plans is at the movie's heart. However, each character has its strengths and weaknesses. Ultimately, their ability to persevere through adversity results from mutual trust and shared experience. The idea of friendship is displayed in this movie in various ways, from the lighthearted banter between the main characters to the selfless sacrifices they make for each other. Red, Chuck, and Bomb show unwavering commitment and unity despite their differences and sporadic bickering, symbolizing the timeless values of collaboration and brotherhood. *Angry Birds* movie adds depth and subtlety to its story by delving into issues of trust, betrayal, and forgiveness in the context of friendship. Red struggles with sentiments of disappointment and betrayal as the story develops and the true motivations of the pigs. Her initial doubts about the pigs prove accurate, making her wonder if her new friends are frank. However, through these difficulties, the power of genuine friendship is tested and confirmed. Red, Chuck, and Bomb implicitly trust each other despite their obstacles, and they use their cunning and inventiveness to outwit their enemies. The movie also highlights the value of second chances and forgiveness, as Red accepts the potential for peace and lets go of his grudge against the pigs.

Based on the background above, this research aims to list and explain the friendship-related principles seen in the 2016 animated feature *Angry Birds*, examine the animated movie *Angry Birds* (2016) and how friendship principles are portrayed, and explaining the significance and applicability of friendship principles in the 2016 animated feature *Angry Birds* to daily life.

II. METHOD

This research employs a qualitative descriptive method with Roland Barthes' Semiotic analysis to explore how the animated film *Angry Birds* (2016) conveys the theme of friendship through character interaction, behavior, and narrative. The semiotic approach allows for the identification and analysis of the signs and symbols within the film, revealing the underlying meaning of friendship. By examining the visual and linguistic signals, the study focuses on the development of relationships between key characters such as Red, Chuck, and Bomb. The research applies semiotic theories from Ferdinand de Saussure and Charles Sanders Peirce to understand how these signs operate within the film's narrative and visual context. Secondary data from sources like movie reviews, journal papers, and articles will complement the primary data, offering additional theoretical perspectives and critical insights into how *Angry Birds* communicates the value of friendship.

The primary data consists of *Angry Birds* (2016) movie, which portrays a group of birds overcoming differences and uniting to protect their eggs from a group of green pigs. This narrative highlights the importance of friendship and cooperation, which will be analyzed through the characters' development and interactions. Secondary data includes critical reviews and academic articles discussing the film's themes and semiotic theory. These sources will provide a broader context for understanding the film's symbolism and message.

The content analysis method will be used to examine the film, identifying key moments that emphasize the theme of friendship, such as character interactions, behavior, and language. Secondary data will be collected through document analysis of relevant publications, offering additional perspectives on the theme of friendship in animated films. The semiotic approach will be applied to analyze how friendship is visually and narratively communicated in the film, with the support of secondary data to provide a comprehensive analysis.

For data analysis, structural analysis will identify key indicators, such as character dialogues, visuals, and audio elements, and examine their relationship within the film's narrative. Discourse analysis will then be used to interpret how these indicators contribute to the development of the film's message about

friendship, revealing how meaning is constructed and communicated throughout the story.

III. RESULT AND DISCUSSION

A. Result

The 2016 animated film *Angry Birds* presents various lessons about friendship through its main characters. One of the key lessons is the importance of cooperation and solidarity. The characters Red, Chuck, and Bomb demonstrate this by working together to save the eggs stolen by pigs. Their teamwork is highlighted in dialogues such as "We must work together to get the eggs back," which underscores the significance of solidarity in overcoming challenges. Another lesson is the value of trust and support in friendships. Although Red initially feels isolated, his friends show him that trust and support are crucial. This is evident when Chuck reassures Red by saying, "We believe in you, Red," illustrating how mutual trust can strengthen bonds.

Additionally, the film teaches that friendship can flourish despite differences in character. Red, Chuck, and Bomb have distinct personalities, yet they manage to unite for a common goal. This aspect of the film highlights that differences can be embraced and overcome in the pursuit of shared objectives. The characters' ability to work together despite their individual quirks serves as a powerful message about the inclusivity and adaptability inherent in true friendships.

The virtues of friendship are vividly depicted in the 2016 *Angry Birds* film through various scenes that showcase the positive impact of strong relationships. One such virtue is sacrifice, as demonstrated by Bomb when he encapsulates himself to clear a path for his friends. This act of selflessness highlights that true friendship often involves personal sacrifices for the benefit of others. Another virtue portrayed in the film is loyalty. Despite feeling unappreciated at times, Red remains steadfastly loyal to his friends and goes out of his way to assist them. This is emphasized in dialogues like "I will not let you down," which underscores the importance of loyalty in maintaining strong friendships.

The film also illustrates the virtue of togetherness in adversity. When the pigs attack the island, Red and his friends band

together to confront the common enemy, showcasing that true friends stand by each other in difficult times. This depiction reinforces the idea that solidarity and mutual support are essential components of enduring friendships. The characters' unwavering commitment to each other in the face of challenges serves as a testament to the strength and resilience of their bond.

The principles of friendship depicted in the *Angry Birds* film can be applied to real-world situations, offering valuable lessons for everyday life. One such principle is teamwork. Just as Red, Chuck, and Bomb collaborate to achieve their goals, teamwork is crucial in real-life scenarios, such as in the workplace. Effective collaboration among coworkers can lead to increased productivity and the successful completion of projects. Another principle is the appreciation of differences. The film teaches that embracing individual differences can strengthen friendships. In real life, accepting and respecting diverse perspectives can foster more harmonious and inclusive relationships.

Emotional support is another principle highlighted in the film that is relevant to real-world friendships. The characters provide emotional support to each other, which is crucial in maintaining strong bonds. In everyday life, offering support to friends who are facing challenges can significantly strengthen the friendship. By applying these principles of teamwork, appreciation of differences, and emotional support, individuals can cultivate meaningful and lasting relationships in their personal and professional lives.

B. Discussion

The animated film is not only beloved by children for its entertaining nature, but it also serves as more than just entertainment media. Through films, we can gain a lot. Film is a form of communication between creators and audiences. Films are directly connected with society or the masses. Seen as a medium of representation, films are creations capable of representing or portraying "something" while conveying meaning to the audience. Films convey messages through character gestures and dialogue.

Researchers found that signs in films, such as character expressions and movements, can convey messages. Signs themselves have important distinctive features. Signs can

interpret, represent, and present messages in films. Signs are not only limited to character expressions in films; language also serves as a system of signs. Moreover, the interpretation of signs cannot be limited to just one point.

This research found that the 2016 animated film *Angry Birds* presents various lessons about friendship, including cooperation, trust, and overcoming differences. The film also depicts virtues such as sacrifice, loyalty, and togetherness in difficulties, which can be applied in real life to strengthen relationships. From a Marxist perspective, the film can be seen as a representation of class struggle and solidarity, with the birds uniting against the oppressive pigs symbolizing working-class resistance to the ruling class. The solidarity and cooperation shown by the birds reflect Marxist principles about the importance of unity in the face of oppression.

In Roland Barthes' theory, the interpretation of signs can be found through a process involving Denotation, Connotation, and eventually producing a myth. In this study, researchers identified connotations relevant to the concept of friendship in general, which include closeness, trust, support, and acceptance. The collection of these connotations led researchers to create a myth: that the desire for friendship arises from closeness that fosters mutual trust, acceptance through efforts to maintain the friendship, and remaining together in any situation as support for one another.

Additionally, this research contributes to existing literature by focusing on the values of friendship in *Angry Birds* film, a topic not widely discussed in previous studies. While most prior research has concentrated on the technical and aesthetic aspects of the film, this study provides a new perspective by analyzing the values of friendship and their relevance in a social context. This approach highlights the film's potential to convey important social messages and underscores the significance of friendship in both fictional and real-world settings.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

In conclusion, the 2016 animated film *Angry Birds* offers valuable lessons about friendship, emphasizing cooperation, trust, and overcoming differences. The film also highlights virtues such as sacrifice, loyalty,

and togetherness in adversity, which are applicable in real-life relationships. From a Marxist perspective, the film can be interpreted as a representation of class struggle and solidarity, with the birds' unity against the oppressive pigs symbolizing working-class resistance. A topic not widely explored in previous studies that have primarily examined its technical and aesthetic aspects. By analyzing these social values, this study underscores the film's potential to convey important messages about friendship and solidarity, both in fictional narratives and real-world contexts. The 2016 animated film *Angry Birds* serves as a rich source of lessons on friendship, illustrating the importance of cooperation, trust, and embracing differences. The film's portrayal of virtues such as sacrifice, loyalty, and unity in the face of adversity provides valuable insights that can be applied to real-life relationships. Analyzing the film from a Marxist perspective reveals deeper themes of class struggle and solidarity, with the birds' collective resistance against the pigs symbolizing the working class's fight against oppression. This research not only adds a new dimension to the understanding of the film by focusing on its social values but also highlights the broader implications of these values in fostering strong, supportive relationships in society. By examining these themes, the study underscores the film's potential to impart meaningful messages about friendship and social cohesion.

B. Suggestion

Based on the conclusion of the study, several suggestions can be made for further exploration and application of the film *Angry Birds* as a tool for understanding social values and real-world relationships.

Firstly, future research could delve deeper into how the film's depiction of friendship and solidarity resonates with diverse audiences across different cultures and social contexts. By comparing how various groups interpret the themes of cooperation, loyalty, and class struggle, researchers could gain a broader understanding of the universal appeal of these values in both fictional and real-life settings. Additionally, it would be valuable to explore how these themes are represented in other animated films, creating a comparative study on the portrayal of social cohesion in contemporary media.

Secondly, educators and practitioners in fields such as psychology, social work, and community building could consider incorporating *Angry Birds* into discussions or workshops focused on teamwork, resilience, and conflict resolution. By analyzing the characters' responses to adversity and their journey toward unity, viewers can be encouraged to reflect on the importance of collaboration and empathy in overcoming challenges in real life.

Lastly, given the Marxist perspective discussed in the study, there is potential for further analysis on how popular media like *Angry Birds* can subtly address socio-political issues, such as class struggle and inequality. This could open up a broader conversation about how media can influence collective consciousness and social movements, particularly regarding solidarity and working-class resistance in the context of global socio-economic issues.

Overall, the film's depiction of friendship and unity offers significant lessons that can be applied both in personal relationships and societal contexts. Future studies could further examine its potential to foster positive social change and promote values of cooperation and equality.

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