CHAPTER IV
DATA FINDING AND ANALYSIS DATA

4.1 Description of Data Finding

Based on theory of semiotic and television codes that has been explained in chapter II, the writer found some data in film which related to that theory and refers to anti social moral message that is reality level consisted of behavior, speech, gesture, and expression. The second is representation level which consists of conflict, character, action, and dialogue. The third level is ideology level which consists of class. If we look back at Fiske’s theory of television codes in chapter II, we will find that behavior, speech, gesture, expression, conflict, character, action, dialogue, and class were constructed in this film absolutely those are as the key point to discover the moral message of anti social in this film.

Here are the data which found in film of Naruto *The Lost Tower* based on Fiske’s codes of television.

4.1.1 Reality Level

1. **Behavior**

   The behavior which is describing anti social behavior in this film found in scene when team 7 Yamato, Naruto, Sakura, and Sai meet with Tsunade as Hokage (leader of Konoha) to receive command or mission to investigate Rouran city. At that moment, Naruto and Sakura show their typically behavior which not to pay attention to what Tsunade say about and also show disrespect attitude to the leader who was talking to them. It was found in (02’36” up to 02’41”, read by second minutes and thirty six seconds up to second minutes and forty one seconds).
2. **Speech**

The speech which showing rude words describe in scene when Naruto was chased by *kugutsu* (Mukade’s army). He said “Damn Mukade! Where are you?! It is found in (07’56”). Also that rude word ‘damn it’ are found in (03’59”) when Naruto was trying to stop Mukade and he was attacked by *kugutsu* in (08’02”) and in (45’45”) when he and Sara was besieged by *kugutsu* army. In (01:06’54” and 01:09’37”) he also said it when he was getting hit by Mukade and he has nothing left of *chakra* to against Mukade. Absolutely in this case, it is not addressed to anyone else but still it is not appropriate to say it. In (01:12’06”) Mukade said *damn it* in which that words is addressed to Minato who figured out his weak points.

Another speech which showing rude words are found in (50’55”) and in (01:04’20”) when Naruto said “Bastard! I will never let go!” when he was trying to restrain Mukade’s aggression to Sara. In the next scene he still said *bastard* which is still addressed to Mukade when he gave *Rasengan* attack to Mukade. Those words *damn* and *bastard* are not appropriate and it sound rude to use it.

3. **Gesture**

In this film, the writer found a body language signal or gesture which indicated to violence in scene when Sara (the queen of Rouran city) comes out to greet the common people who welcome her. At that moment, Sara was accompanied by two guardian *kugutsu* who one of them assumed as Mukade. He designates a gesture want to hurt by way of pushing her down. It is found in (15’12”).
Another gesture which intend to aggression was found in scene when Nasakoto and the group show signs to hurt and threaten Sara. In this case, they threaten Sara as psychologically. It also supported by the sharp things which pointed to Sara and the dialogue “*Return it to us. If not, we don’t know what we will do!*” It is found in (26’20” up to 26’29”).

In (41’45”) showed Mukade’s gesture which indicated to that he wanted to kill Sara’s mother secretly. He used his *chakra* (power) to control the sharp thing onto her. Also in (43’07”) describes Mukade who was at the moment has been changed his name to Anrokuza and became prime minister of Rouran city. His gesture indicated to assassinate Sara by way of bridle the sharp things to her.

In (01:15’56”, read by in first hour fifteenth minutes and fifty six seconds) showed Yamato who wanted to hit Kakashi’s head. It is seen by his fist behinds Kakashi’s head.

### 4. Expression

The expressions of character which refers to anti social are found in scene when Mukade acquired Ryumyaku’s power. He expressed satisfaction and vanity when he acquired it. It is found in (04’04”).

Another scene which showed arrogant expression found in (10’31” up to 10’36”) when Naruto got through from *kugutsu*’s chase. Mukade showed his bad expression which indicated to arrogant and demean Naruto’s ability. It also supported by what he said “*He’s really something...to have survived my Puppet Ninja Force*”. Mukade’s arrogant expression and mad expression also found in (39’27” up to 39’36”) when he was boasting of
his status and position to Naruto.

The other expression which intend to anti social found when Mukade showed his satisfaction over did the bad things when he killed Sara`s mother secretly. It is found in (42’15”).

Another scene is when Sakura showed her suspicious expression and accused Naruto envisioned of bawdy things in (01:20’18” up to 01:20’21”). Those are the scenes which present expressions of wicked, arrogant, demean, and accusing.

4.1.2 Representation Level

1. Conflict

As the most part of story of film, conflict always occurs in every scene whether it is in fight or argument between two or more characters. The conflict begins in scene when team 7 (Yamato, Naruto, Sakura, and Sai) was tried to find Ryuumyaku’s seal. They were preceded by Mukade who was targeting the Ryuumyaku’s power. Disapproval between Mukade and team 7 was occurred. There was a difference opinions and necessity over Mukade and team 7. Mukade desired to use Ryuumyaku’s power for his ambition, on the contrary team 7 wanted to protect it. Let see the dialogue between Mukade and Yamato in (03’31” up to 03’44”) Mukade said “I’ll absorb the power of the Ryuumyaku into my Puppet Master Jutsu. I shall be able to rule not only the five nations but also the world!”. “That’s impossible. You don’t know how to undo the Fourth Hokage seal” said by Yamato. Mukade’s statement decoyed Naruto’s opposition who wanted to stop him. The conflict itself was in argument and going to fight. It is found
in (03’31” up to 04’13”).
The climax of conflict is found in (42’34”) when Mukade said to Sara “But, it’s time to replace you with a real puppet”. His statement stirs up Naruto reaction to fight him. Ceaseless fight start from here until Mukade was dead.
Finally, the solution occurred in (01:11’53”) when Sara covered up the Ryuumyaku’s power which transmitting chakra (power) to Mukade. Also Naruto’s last fight to Mukade crushed him was the part of the end of conflict. Found in (01:12’45”).
Another scene which indicated to conflict in argument is found in (57’47”) when Naruto showed disagreement state to Choza and Shibi who were asked him to protect Sara instead of against Mukade. It has seen from what they asked to Naruto “This is our job.”, “You protect Sara. We can gain more time by splitting up.” Absolutely, Naruto who wanted to fight Mukade showed his disapproval with their statement. It proved by what he said “What are you guys saying?” also it supported by his gesture to clench a fist which denoted to disagreement.

2. Character
The character which refers to anti social shows by Mukade who was definitely depicted evil, arrogant, and ambition to govern Rouran city. It was found in (41’30” up to 42’15”) when Mukade assassinated Sara’s mother indirectly. No one knows that he assassinated Sara’s mother until he said it to Sara in (41’52”) when Mukade said “You finally figured it out. Your mother was a cunning Queen. She saw through me and refused to
assist me”. Found in (41’52” up to 42’03”). His evil character also depicted in his gesture, action and expression when he assassinated Sara’s mother. Found in (41’45”, 41’46”, and 42’15”). His dialogue, gesture, expression, and his action also depicted that he was a bad and evil character were found in the scene that has been explained before and after this one. Among other things found in scene (10’31” up to 10’36”) when he show his bad expression which intend to arrogant. In scene (15’13”) showed he pushed down to Sara. Another scene which showed his bad character found in (39’27” up to 39’36”) when he boasting his status and his position in Rouran city to Naruto. It has seen clearly that he has bad character based on his dialogue, gesture, expression, and action.

3. **Action**

The action which is including in anti social found in the most scenes in this film. It denoted by the beginning of film was preceded by kugutsu’s destroying and fighting between Naruto and Sakura with kugutsu (the puppet which controlled by Mukade or it called kugutsu army). It is found in (41”- 01’15”).

Another action was pointed to anti social found in scene when Naruto besieged by kugutsu. In besieged there was seen a violence by kugutsu to intent to harm Naruto physically by attacked with weapons to. The siege, chasing, and assaulting Naruto was protract until Minato come to saved him. Besides that the kugutsu also harm on the property. It is found in (07’28” up to 09’37”).

In scene Sara who accompanied by two kugutsu as bodyguard seen one of
kugutsu who assumed as Mukade showed his action that desire to fall
down her from the tower. The result was the part of the tower broken and
Sara fell down. It is found in (15’13”).

In this scene, Naruto who saved Sara from Mukade’s evil intent got
unexpectedly action by Sara. Sara smacked him and accused Naruto did
something immoral to her. It is found in (15’36”-15’39”).

In (43’09” up to 43”22”) showed Mukade who desired to assassinate Sara
by way of controlled the sharp things onto Sara.

As in generally, film action which have most conflict and dangerous
actions, it always describes violence for violence. So it was this film.
Violence act of Mukade as antagonist character has responded by violence
act from Naruto and the others protagonist character. It was occurred in
most part of this film where they did violence to Mukade as only for
defending. It has seen in the scene when Naruto hitting Mukade because of
he wanted to assassinate Sara. It was protract until they (Naruto and
Minato’s team) crushed Mukade. It is found in (44’18” up to 01:12’45”).

4. Dialogue

The dialogue which indicated to threaten found in scene when Nasakoto
and the group whom accused direct that Sara undertake indirectly crime by
giving the command and coercing the all men in the city to do forced
labor. It definitely depicted in dialogue which give a sign that it was
serious threat with exclamation point, “Return it to us. If not, we don`t
know what we will do! All of us are serious!” It also has been seen by their
gesture and their expressions which threaten Sara. It is found in (26’22” up
Another scene showed Mukade said to Sara “…I can’t let you live then. A puppet will be enough to replace you, since the puppet army is already finished. I no longer need you to control the Ryuumyaku”. Those words indicated to intimidate Sara and implied meaning that Mukade regarded that Sara as the tool to gain his ambition. It is found in (38’31” up to 38’45”).

The scene when Mukade said to Naruto “Mukade, you say? I had forgotten the roughneck’s name. I am the minister of Rouran, Lord Anrokuzan!” Those words seem like arrogant and it will teach to the viewer that if someone who has a status or position must be arrogance to promote it. It is found in (39’26” up to 39’35”).

The scene when Mukade said that it’s time to change Sara with the real puppet (means that time to die for Sara) was indicated to there was intentionally harm. He said like that because he acquired what he wanted, that is the strength and authority. It is found in (42’34”)

Another scene which indicated to anti social found in (01:15’52”) when Kakashi said “I saved this Konoha person too!” . What was Kakashi said about pointed to arrogant words.

4.1.3 Ideology Level

1. Class

The scene which describing the unbalanced of authority, status social, with morality found in (35’00” up to 35’34”) when the men were doing forced labor to make weapon of kugutsu. They did it with arms and their leg was
tied. These men did it by forced and they thought that what were they doing was Sara’s command. Actually, it was not. It was Mukade’s artifice by using the name of Sara. It also supported by what Sara said “I can’t believe it! Anrokuzan kidnapped the citizens to create these soldiers”. Found in (35’30”). The scene and what Sara says about intended to exploit of authority and status social that did by Mukade. It also depicted of Mukade’s act who was immorality. He was also showed that he was not honest in his act by giving a command to the men in the city by using the name of Sara. It is seen by what Nasakoto said “Everyone had their family taken away one morning, being told it was Sara-sama’s command”, Sara refuses it with said “That’s a lie! I never gave such a command!” . It is found in (28’15” up to 28’23”).

4.2 Analysis of Anti Social Moral Message

The moral message made into something which the creator wants to convey to the viewer through the film. Moral message about good and bad behavior conveyed through the characters appearance through the story of film of Naruto.

The scenes which containing anti social behavior which showed by behavior, speech, gesture, expression, conflict, character, action, dialogue, and class can be found in film of Naruto The Lost Tower. On the basis of what the writer says in chapter I that the moral message of anti social in this film will be analyzed based on codes of behavior, expression, conflict, character, and dialogue only.
In analyzing the scenes which refers to anti social moral message, the writer took several scenes which representing behavior, expression, conflict, character, and dialogue which refers to moral message of anti social. It is also possible in a scene consisted more than one code which leads us to get anti social moral message. On the contrary, in several different scenes consisted of a same code.

4.2.1 Behavior

Here are the scenes which contained anti social behavior which involved in code of behavior.

**Analysis**

Scenes in (02’36” up to 02’40”) show Naruto and Sakura who were receiving command or mission from Tsunade as Hokage (leader of Konoha) to investigate Rouran city. There were Naruto and Sakura who being not concerned to their leader.

The figures above describe impolite behavior of Naruto and Sakura. It is stated impolite behavior because both of them show not pay attention to Tsunade as the leader who is talking to them. It gives a message to the viewer that it is not
good. It conveys that even though the leader is a woman and we are close to her, we must respect her when she is talking. Moreover, the leader is giving a serious command to them that can be seen from dialogue which stated by Tsunade “Yamato, take the team of Naruto, Sakura, and Sai and head towards the runs of Rouran, in the desert of the Hidden Village of the Wind”.

The analysis above is based on television codes of behavior which refers to anti social behavior. If we see based on sign, Naruto’s behavior forced Sakura to do action to threaten him. Sakura’s action as an index which comes up because of Naruto’s behavior. On the other hand, Naruto is the cause and the impact is Sakura threaten him directly.

Both of scenes show a behavior which not appreciate or show not respect to the leader who is talking and giving serious command. In other side, we can see from those scenes that in Sakura’s behavior there is a gesture which depicted that she wanted to hit Naruto which intend to anti social.

The moral message that we can get from it is we must show respect to the leader in spite of she is a woman even we are close to her. Actually, by doing as Naruto and Sakura did is not good for children to follow it.

4.2.2 Expression

The scenes below are included in reality level of code of expression which intend to anti social. The scenes which contained code of expression which will be analyzed were in (04’04”, 39’27’ up to 39’33”, and 10’31” up to 10’36”).
Analysis

The first scene above shows Mukade’s (antagonist character) expression of satisfaction and vanity get Ryumyaku’s power. It is found in (04’04”). The scene which shows Mukade who at that moment has become Rouran prime minister is getting mad when Naruto called him Mukade. His expressions describe vanity and anger which supported by uplifted face in (39’27”), stare with wide open eyes and wrinkled brow in (39’33”). It will teach to the viewer that if someone who has a status or position and change the name could not be called by his old name and arrogance to promote it. It evidenced by what Mukade said “‘Mukade, you say? (in 39’27”), “I am the minister of Rouran, Lord Anrokuzan!” (in 39’33”). The expressions and the dialogue describe an anti social moral message.
Another expression which showed Mukade’s expression which intend to evil found in (10’31 up to 10’36”). At that scene Mukade shows his expression of arrogant and belittle to Naruto’s ability. It also supports by his statement “He’s really something...to have survived my Puppet Ninja Force”. His expression and his statement describe that he is an arrogant man and an evil man.

If we see based on sign of icon, index, and symbol those are including in icon. Those are an icon of the arrogant man, and the angry man. So, the moral message which showed by those scenes is to convey to the viewer that we should not show and promote our status and position to another one, to be boasting and get angry with the old name.

4.2.3 Character
Analysis

The character which refers to anti social shows by Mukade who was definitely depicted evil, arrogant, and ambition to govern Rouran city. The most scenes pointed to those all found in (41’30” up to 42’15”). The scenes are in (42’30” up to 42’15”) shows Mukade’s dialogue, expression, gesture, and his action which intend to evil characters. He said “You’ve helped to fulfill my great ambition in place of your dead mother. But you are of no use to me now. Die like your mother”. His words to Sara describe that he was being kind to Sara just for take advantage of her power. He uses Sara to gain his great ambition to govern Rouran city. Found in (41’29” up to 41’41”).

His last words to Sara die like your mother give a symbol to Sara that he was the one who assassinated her mother. No one knew that he assassinated Sara’s mother until he said it to Sara in (41’52”) “You finally figured it out. Your mother was a cunning Queen. She saw through me and refused to assist me”. These words were very clear to describe his ambition to govern Rouran city. Found in (41’52” up to 42’03”). What he said accompanied by his expression which pointed to evil intent.
His evil character also depicted in his gesture, action and expression when he assassinated Sara’s mother. It is found in (41’45”, 41’46”, and 42’15”).

His dialogue, expression, gesture, and his action also depicted that he is a bad and evil character are found in the scene that has been explained before and after this one. Mukade’s evil intent has been seen early when he used Sara as the tool to get strength and authority. Actually, those scenes will teach to the viewer the man who has big ambition to gain high position and govern will permit everything to gain it even by assassinated.
4.2.4 Conflict

The conflicts which tend to anti social behavior are found in most of scene which consist of conflict in fight and conflict in argument. Here are the scenes which contained the chronology of why the conflict was occurred. Absolutely they are included in anti social whether in fight or in argument.

Analysis

The conflict begins in scene when Mukade (the most wanted enemy) stated that he wanted to use Ryuumyaku’s power to add his strength in achieve his mission to govern Rouran city. It evidenced by what he said to Naruto and his team “I’ll absorb the power of the Ryuumyaku into my Puppet Master Jutsu. I shall be able to rule not only the five nations but also the world!”. Those statements guide the viewer to interpret that Mukade has bad intention. What he said about it clearly stirs up conflict between Naruto’s team with Mukade. He is not allowed by them to do that one. From here the conflict is begun. It is found in (03’32”-03’53”).
The climax of conflict is found in scene when Mukade said that it’s time to change Sara with the real puppet (means that time to die for Sara). He said like that because he acquired what he wanted, that is the strength and authority. He uses Sara as the puppet to achieve his ambition to govern Rouran. His statement stirs up Naruto’s fury and forced Naruto to fight him. That is the time of the climax of conflict occurred.

In the dialogue or Mukade’s statement “But, it’s time to replace you with a real puppet” indicated to or have an implied meaning anti social that is want to kill Sara. If we see based on sign, that statement represent a symbol by using words of real puppet which has meaning dead things which is possible controlled by him, or in other words he wanted to see Sara die and changed her into puppet model. It is found in (42’34”).
The solution of conflict occurred by way of cover up the Ryumyaku’s power by Sara. It is found in (01:11’53”). By covering up Ryumyaku’s power solve the problem of violence which emerged by Mukade. And also Naruto’s fight to Mukade as the part of solution of conflict which found in (01:12’45”).

Based on those scenes, it is clear that conflict occurred between antagonist character (Mukade) with protagonist (Naruto and Minato’s team). The moral message that conveys from those scenes is the one who begin wickedness and hardness will be over with wickedness and hardness too.

Another scene which showed conflict in argument is found in (57’47”) when Naruto shows disapproval to Choza and Shibi’s decision.
Analysis

In this scene, the conflict is found in argument between Naruto with Choza and Shibi. The conflict occurred because of Choza and Shibi asked Naruto not to against Mukade. They asked him to protect Sara instead of fighting with Mukade. It is seen from what they asked to Naruto “This is our job.”, “You protect Sara. We can gain more time by splitting up.” Absolutely Naruto who wants to fight Mukade showed his disapproval with their statement. It is proved by what he said “What are you guys saying?” and supported by his gesture to clench a fist which denoted to disagreement.

This scene gives us a message of anti social that is the one who disapprovingly with the others’ decision will be resist by doing argument. It is definitely not good to us to follow it by doing argument with loud voice and acting like to against him, besides the man is older than us. If there is someone who asks to us to do shelter to another, we should do it with sincerely. If we disagree with the decision, we should not resist him by loud voice and act like to fight him.

If we have seen by representation level of code of conflict, it describes an anti social behavior which always occurs in human daily life. This scene shows not being cooperative attitude of Naruto with the team. Naruto’s act and gesture are included in icon of the man who was in disapproval and resist others. He shows an action which not to pay honor to decision from the older. Actually, it is not good for children to follow it.
4.2.3 Dialogue

The scenes below are included in codes of gesture, dialogue and expression which intend to anti social behavior.

![Scene in 26'22"
Scene in 26'26"
Scene in 26'32"

Analysis

Those scenes consisted of codes of gesture, dialogue, and expression. Those are Nasakoto and the groups whom accuse direct that Sara undertake indirectly crime by giving the command and coercing the all men in the city to do forced labor. It definitely depicted in dialogue which gave a sign that it was a serious threat with exclamation point “Return it to us. If not, we don`t know what will we do! All of us are serious! Return it! Return it!” it is also seen by their
gesture and their expressions which threaten Sara. Based on the gesture and expression which showed by Nasakoto and the group denoted that it contains threaten and intimidation to Sara. Actually, it is included in aggression because there is an intention to hurt or injure Sara. It is found in (26’22” up to 26’32”).

Another sign which supporting that it was a threat is the background of those scenes in the dark room which only with a light ray from the ventilation which illuminates to Sara and the sharp things which brought by Nasakoto’s group. It indicated that she was the one who in threatened. The creator conveys anti social moral message through these scenes which describing unfriendly act. It will teach the children that we could give a judge or threat to the one who supposed doing a crime. Actually, it is not good to them to follow it. Another scene which intend to anti social is found in (38’31” up to 38’45”).
Analysis

Those scenes are included in anti social behavior. It shows Mukade’s word to Sara “…I can’t let you live then” which means that he would not let Sara alive when she figured out the truth. His word to Sara also indicated that Sara is useless to him right now. It supported by what he said after that “A puppet will be enough to replace you, since the puppet army is already finished. I no longer need you to control the Ryuumyaku”. The first words I can’t let you live then indicated to intimidate Sara psychologically. In fact, he has not showed a gesture to do action which pointed to hurt or to kill Sara yet, but his words definitely implied that he wanted to see Sara died.

In Mukade’s words above, we can found a symbol of word which pointed to evil intent. His statement “A puppet will be enough to replace you” leads us to conclude that he wanted to push aside Sara from her position and it could be meaning that he wanted to push aside her existence.

The scenes also give implied meaning that Mukade regarded that Sara as the tool to gain his ambition. If we has seen from the dialogue which stated by Mukade, it is included in aggression because there are words which intend to psychological torturing. Those gave a message to the children that if someone who has gained his ambition by capitalizes on the other one will dump her and did not care about.

Another scene which intend to anti social were found in (01:15’52” up to 01:16’00”).
Analysis

Scenes above bear codes of dialogue, gesture, and action which pointed to anti social. Based on codes of dialogue, it conveys anti social moral message with evidenced by Kakashi’s statement “I saved this Konoha person too!”. The statement indirectly gives an image of arrogant which shows by Kakashi and also supported his style when he speaks pointed to Yamato.

There is also Yamato’s gesture which denoted that he wanted to knock Kakashi’s head by his fist and realized with his action. The last scene guides the viewer to interpret that there is a causality relation why Yamato knocked Kakashi because of he always disturbs him. It includes in index which refers to anti social
behavior. The moral message of anti social in those scenes is we should not have arrogant attitude in helping the other and doing intentional violence.

Analysis

Those three scenes above pointedly to Sakura’s expression, action, and dialogue which accused Naruto envision of bawdy things. In the first scene of three scenes above, Sakura’s expression to see Naruto said “I seem to met her before” shows that she adduce suspicious and accuse. It reinforced with her action when she tug Naruto’s ear and the statement in the next scene “What are you spacing out for?”. Even though Naruto have explained that it was not like Sakura think about but she is always accusing him did it with statement “You must have
dreamt a perverted dream while you were passed out”. Those scenes are found in (01:20’18” up to 01:20’29”).

The moral message that we can get from those is we should make sure our accusation before take an act and judge someone with the bad things.

Another scene which includes in anti social also depicted by what Sara as the queen (leader) doing to Naruto and Minato. It is found in (15’36” up to 15’39”) and (23’43” up to 23’45”).

Analysis

Those scenes show that Sara who took action arbitrary and judge Naruto did something immoral to her without knowing that he is the one who saved her. It can be seen from Sara’s action and her expression. It gives a message that the people who have status almost always doing act and accuse without clarification earlier. It will teach to the viewer especially children that the act to hurt others physically is legitimately for the one who have status in which it is not good actually.

If we see based on signs, there is an index which refers to effect of Sara’s action of anti social to Naruto. The index is a smack print on Naruto’s cheek.
which doing by Sara. It also conveys a message that woman should not have to do like that (rude, and loud voice), moreover the woman is a leader. It is found in (15’36” up to 15’39”).

The other scenes which show Sara’s character are in above. In this scene, Sara shows her character which is almost the same as before. At that time, she does not show her quality as a leader and honored woman in around. She only shows that she is not greater than or different with majority with her character which make her seems not as the real leader in perceive that something unclear to her. On the contrary, she blunts to accuse Naruto and his friends. Actually, her character will be qualities in a person that makes her different from others, but she did not.

So, the moral message based on those scenes is whatever we are, have high status or not, we must respect and should not accuse without knowing the truth and doing clarification on the first hand.