


Semiotic Analysis of Visual Illustration In The Animation “Legend of Garuda Wisnu Kencana”

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Article Info	ABSTRACT
Keywords: Animation, Dragon, Garuda	The animation "Legend of Garuda Wisnu Kencana" is a visual work that combines art and culture to convey profound messages through dynamic graphic representations. This research aims to explore the use of visual elements in the animation, focusing on semiotic aspects involving symbols, colors, and settings. The animation serves not only as entertainment, but also as a medium for education and cultural preservation, by depicting the mythological story of Garuda, a mythical bird in Balinese culture. This research method uses a semiotic approach to analyze how visual elements, including colors, symbols, and settings, play a role in conveying cultural and mythological messages. The results of the analysis show that the characters in the animation, such as Garuda, Winata, Kadru, and the nine dragons, play an important role in building the narrative and conveying moral values such as persistence and loyalty. The use of white and gold colors and symbols such as Garuda and dragons reinforce these messages, while the Balinese cultural setting and Kahyangan Dewa provide an authentic and immersive context. The main message of the animation is the importance of striving to achieve goals and not giving up on obstacles, inspiring viewers to face challenges with determination and compassion. This research underscores how animation can serve as a bridge between art, culture and education, and provides insight into the way visual elements contribute to meaning and narrative experience in animated media.
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INTRODUCTION

Animation as a form of art and visual communication, offers a powerful platform to convey messages, values and culture through dynamic and imaginative graphic representations (Kristanti & Maisarah, 2023). In today's digital era, animation not only functions as entertainment but also as a medium for education and cultural preservation. All types of media that can display digital images such as gadgets are capable of displaying animation (Antari et al., 2022). Animation as a communication medium has several main objectives involving aspects of education, entertainment, and cultural preservation. First, animation aims to convey messages and information in an interesting and easily understood way by the audience. By using dynamic and creative visuals, animation can explain complex concepts or

stories in a more accessible way than other media. In education, animation can facilitate the learning process by presenting material in an interactive and engaging format, thereby increasing the understanding and retention of information by the audience (Nouvaliano, 2021). Therefore, animated films can be used to instill good character values in children or the general public (Munawaroh & Prasetyo, 2019).

Animation serves as a form of entertainment that entertains and inspires its audience. Through engaging visual elements and colorful stories, animation can create a fun and engaging experience that not only offers entertainment but can also stimulate imagination and creativity. Animation is often used to bring stories, characters, and fantasy worlds to life that provide an escape from everyday reality and offer a satisfying aesthetic experience (Nuswantoro, 2024).

Animation plays an important role in preserving culture and conveying traditional values. By highlighting stories, myths and symbols from various cultures, animation helps preserve cultural heritage and introduce these values to a wider audience (Fadhilah, 2024). In this case, animation does not only function as a medium of entertainment but as a tool to educate the public about the importance of culture and history that may be forgotten. Animation can be a bridge between older and younger generations, as well as between different cultural backgrounds, in an effort to maintain and spread valuable cultural values. One animation that reflects the integration between visual arts and cultural values is "The Legend of Garuda Wisnu Kencana." (Miarsono et al., 2022).

"Legend of Garuda Wisnu Kencana" is an animated work that brings up the mythological story of Garuda, a mythical bird that has important meanings in various cultural traditions in Indonesia, especially in Balinese culture. This story is an integral part of Hindu-Buddhist mythology that holds various symbols and deep values. This animation not only presents an interesting story but also aims to introduce and preserve the cultural and mythological values contained therein to audiences from various backgrounds (Prasada, 2022).

In this animation, visual elements play a very crucial role in conveying messages and meanings (Bagja et al., 2022). The visualization of illustrations in animation not only serves as a graphic representation of the story but also as a medium to convey the symbolism contained in the narrative. Through the use of color, shape, character, and symbol, this animation creates a deep and layered visual experience, allowing the audience to feel and understand the cultural aspects contained in the story (Guatri, 2023).

This study aims to provide a deep understanding of how visual elements in the animation "Legend of Garuda Wisnu Kencana" are used to build narratives and convey meaning. Using a semiotic approach, which is the study of signs, symbols, and how they are used in communication, this analysis will examine how visual design and the use of symbols play a role in strengthening the cultural and mythological messages that the animation wants to convey.

METHOD

The research method for the visual semiotic analysis of illustrations in the animation "Legend of Garuda Wisnu Kencana" will involve several systematic stages to ensure a deep understanding of the use of symbols and signs in the animation media. This research will begin with the collection of primary data in the form of animated broadcasts of "Legend of Garuda Wisnu Kencana" in an appropriate format, either through digital platforms or other media. The stages are the identification and classification of the main visual elements in the animation. This includes an analysis of the use of color, shape, character, and symbol in the animation. The researcher will examine each element in detail to understand how they contribute to the overall narrative and meaning of the animation. This data will be collected through recording and documentation, including screenshots and relevant visual descriptions.

RESULTS AND DISCUSSION

Characters

Eagle

In the animation "LEGEND OF GARUDA WISNU KENCANA," Garuda is depicted as a giant eagle that exudes an aura of strength and courage. This character stands out with majestic physical features, including strong wings and sharp claws, which reflect strength and power. Garuda has a never-give-up and loyal nature, which is clearly seen in his struggle to free his mother, Winata, from slavery. Despite being faced with various challenges and threats, Garuda remains determined to fight against all obstacles to achieve his goal. Garuda's steadfastness and dedication in the face of danger emphasize his role as a true hero in Balinese folklore, showing his commitment to protecting and defending his family at all costs.(Wiradharma et al., 2022).



Figure 1.Garuda Figure

Winata

Winata is portrayed as a patient and loving mother figure, who plays an important role in the story. Even though she has to take care of nine dragons that are not her children, Winata still shows affection and dedication to Garuda. Winata's character reflects emotional strength and resilience, as she has to deal with a heavy burden while still providing attention and care for Garuda. Winata's sacrifice for her child and her patience in dealing with the challenges she faces add depth to this character and show how important the values of a loving mother are in the story.



Figure 2.Winata's Character

Kadru

Kadru, as the antagonist in the animation, is depicted as cunning and greedy. She is the mother of nine dragons and manipulates the situation for her own benefit. Kadru does not care about the suffering experienced by Winata or Garuda, and only focuses on her own desire for Garuda to take care of her nine dragons. Kadru's attitude of not caring about the suffering of others and her penchant for taking advantage of the situation reflects the nature of evil and injustice in the story, emphasizing the conflict between the main characters.



Figure 3.Kadru's Fool

Nine Dragons

The nine dragons in this animation are depicted as evil creatures who like to cause trouble. They constantly bother Winata and Garuda, adding tension and conflict to the story. The characters of the nine dragons highlight the antagonistic aspects that Garuda must face, depicting how they create problems and threats that must be overcome in order to reach the conclusion of the story. Their evil nature and penchant for creating chaos reinforce their role as the main obstacle in Garuda's struggle.



Figure 4.Nine Dragons Figure

Background

Cultural Background

This animation is set in Balinese culture, which is very clearly seen from the elements presented, such as the names of the characters, the places depicted, and the cultural values contained in the story. Names such as Garuda, Winata, and Kadru are part of the rich Balinese mythology, providing a deep cultural context. In addition, the depiction of settings such as the mountains, beaches, and forests of Bali enrich the audience's experience with visuals that reflect the beauty and richness of Indonesia's nature. However, in this animation, the depiction of the Nine Dragons characters still does not reflect Balinese culture because the characteristics of intricate ornaments, the use of rich colors, and also the characteristics of forms that are usually inspired by traditional iconography are not seen in this character.

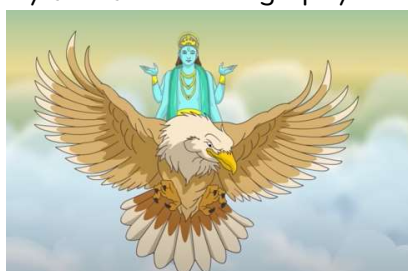


Figure 5.Balinese Culture (The Presence of Lord Vishnu)

Social Background

The story depicts the complex relationship between mother and son, as well as the struggle against injustice. The dynamics between Winata and Garuda show the emotional closeness and challenges faced in family relationships. Winata, who must care for nine dragons that are not her children, reflects aspects of injustice and hardship in a broader social context. The conflict between Garuda and Kadru highlights the struggle against unjust and manipulative forces, illustrating how these characters try to fight the injustices they face. The social setting of the story provides insight into struggle and sacrifice in the context of family and social relationships.



Figure 6.Kadru Instigates Winata

Moral Background

The story teaches important moral values, such as perseverance, loyalty, and compassion. Through Garuda's struggle and Winata's sacrifice, the audience is reminded of the importance of sticking to principles and fighting for good despite facing obstacles. These values are demonstrated through the actions and decisions of the characters in the story, as

well as the messages conveyed to the audience. The story teaches that even when we face difficulties and challenges, it is important to remain steadfast and work hard to achieve our goals.(Kristanti & Maisarah, 2023). This moral message enriches the story and inspires the audience to face their own challenges with fortitude and compassion.

Use of Color

In the animation "THE LEGEND OF GARUDA WISNU KENCANA," the use of color plays an important role in conveying deep symbolic and emotional messages. The color white is used significantly to symbolize purity, goodness, and eternity. For example, the white color of Garuda's feathers shows the main character as a holy figure and has noble qualities of goodness. Likewise, Tirta Amarta, which is the holy water in the story, is depicted in white. This color emphasizes its role as a source of eternal life and strength, and gives the impression of purity and magical power. On the other hand, the color gold symbolizes glory, majesty, and strength. In the animation, the color gold is seen on the Garuda Wisnu Kencana statue that appears at the end of the video, signifying the highest achievement and victory. The gold color on this statue emphasizes the strength and glory achieved by the main character after a long struggle, and gives the impression of splendor that is worth commemorating.(Prapnuwanti et al., 2024).



Figure 7.Garuda Image

Use of Symbols

This animation uses the Garuda bird as a symbol of strength, courage, and freedom. Garuda not only serves as the main character in the story but also as a symbol of the Indonesian nation, emphasizing the importance of national identity and values. As a heroic figure, Garuda represents the positive qualities desired in Balinese culture.(Rosyadi et al., 2021). On the other hand, the dragon serves as a symbol of evil, greed, and cunning. In the story, the dragon is the antagonist who confronts Garuda and creates the main conflict. This dragon symbol highlights the antagonistic element and gives a deeper dimension to the struggle faced by the main character.(Prasada, 2022). In addition, Tirta Amarta symbolizes eternity, purity, and strength. This holy water becomes a symbol of the source of power and life in the story, reinforcing the spiritual and magical themes that underlie the plot.

Use of Settings

The island of Bali is depicted as a beautiful place with mountains, beaches, and forests. This setting not only shows the natural beauty of Indonesia but also provides a rich cultural context for Balinese folklore. The natural and enchanting depiction of Bali complements the background of the story, adding a visual dimension that supports the story's theme. On the

other hand, Kahyangan Dewa is depicted as a sacred and magical place. This setting emphasizes the nuances of the heavenly realm that adds spiritual and mystical depth to the story. Kahyangan Dewa becomes a symbol of the heavenly realm, which strengthens the feeling of grandeur and specialness in the story, and provides a contrast to the worldly world depicted on the island of Bali.



Figure 8. Heaven, the Meeting Place of God Vishnu and Garuda

Value

This story contains various moral values that can be learned by the audience. Values such as persistence, loyalty, and compassion are at the center of the narrative, showing how the characters in this story fight for these values. (Anggara et al., 2019). Garuda, who fought hard to free his mother, and Winata, who showed deep sacrifice and compassion, show how these values are applied in their actions. This story teaches that these moral values are important in everyday life and that we should strive to apply them in the face of challenges and difficulties.

Messages

The main message of this story is the importance of fighting to achieve goals and not giving up in the face of obstacles. This story conveys that even though we face various difficulties and threats, it is important to keep trying and not give up. Garuda's unyielding spirit and Winata's struggle against injustice inspire the audience to remain determined in facing their personal challenges. This message provides motivation and strength for the audience to continue moving forward and fighting despite obstacles, reflecting the core of the narrative and moral that the story wants to convey.

CONCLUSION

The animation "LEGENDA GARUDA WISNU KENCANA" offers a narrative rich in cultural, social, and moral values, as well as the use of profound symbols and colors. The main characters in the story, such as Garuda, Winata, Kadru, and the nine dragons, each have roles and traits that enrich the storyline and support the main theme of the animation. Garuda is depicted as a symbol of strength and courage, while Winata shows deep compassion and sacrifice. Kadru and the nine dragons function as antagonists that add tension and conflict to the story. However, the Balinese cultural background is less prominent, due to the depiction of settings such as the Island of Bali and the Gods' Heaven, which do not depict the true philosophical meaning of Balinese Culture. And also the visual depiction of each character in this animation is not directly inspired by actual traditional iconography. Research suggestion

1) Practical Actions: Conduct further studies to explore the development of antagonist characters in animation. Research can focus on how the background and motivations of Kadru and the nine dragons can be expanded to provide a deeper understanding of the conflict. 2) Development of New Theories: Develops new theories about antagonistic characters in the animated medium, with an emphasis on how these characters contribute to story dynamics and the development of the main characters.

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