Visual Analysis of Urban Toys "Mr. Evilson" Through the Semiotics Approach

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Abstract. Toys are a play medium having realistic features and imagination. Children or parents love toys. They always imagine to play it. Toys are seen in a form that is in the art element. Toy action figure is a toy that shows the character of living creatures, designs that show psychological products to the user seen from elements of elements that show the characteristics of toys. Action figure "Mr. Evilson" is made from the thought of the social phenomenon of children in urban society this can be seen from the environment and day-to-day interaction of the child. Mr. Evilson consists of denotation meanings such as antenna, television, horn, jumpsuit, spiral. The symbol is applied to the action figure according to the creator's imagination through the creative process. Signifiers and signifieds in action figures such as antennas are signals, television medium, a source of inspiration or spectacle, a horn is power/devil, a jumpsuit is hard worker / technical worker, the spiral is an optical/hypnotic illusion. So Mr Evilson is an urban toy that arises from the phenomenon of watching too much of the bad television media, so the spectacle has a bad impact on the attitude of the community.

Keywords: Action Figure, Mr. Evilson, Toys.

1 Introduction

The city society is a multicultural society made up of various tribes and ideologies in its life. The number of tribes in a region into a new culture of an urban society is often called the urban community consisting of heterogeneous communities and have high mobility, individualism and others. This is due to uneven development and employment. This phenomenon affects the uneven population, the competition for survival is visible in everyday activities.

The urban society changes the culture as it is said by Koentjaraningrat [1], that is belief, knowledge, art, society, livelihood system, living equipment system. 7 elements of this culture will change society in a region.

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The dynamics in culture will continue to change in urban society. Bandung city is a big city with a heterogeneous population, has a creative city identity. Support them artists to work and publish so many works of Bandung society that can publish international class.

A person's lifestyle will be seen from income conditions that will affect the level of consumption. The higher the income, the more amount of goods consumed. Mental, the less income, the less the amount of goods consumed [2]. Spend will realize the highest need of self-actualization. This actualization is in the form of self-development or activities to fill the spare time. Urban toy is the actualization of the creator to satisfy the desire through the media that can be created.

Toys are liked by the community, both children, and adults. Toys are a medium in learning and creative imaginations that create new realizations. Toys also have a customized SNI for the general phase of use. Artists in the manufacture of toys through the thought or the process of creativity that will produce quality products either materially, aesthetically or from meaning. An artist makes the work based on the existing problems, the problem is managed through the process of creativity to become a finished product.

2 Literature Studies

Toys are any product or material designed or clearly intended for use by children under the age of 14 years [3]. Toys are classified according to the Director General of Manufacturing Industry Base No.02 / BIM / PER / I2014 on the application of the Indonesian National Standard. This regulation is made to have production provisions in accordance with the agreed SNI and supervision. According to the Director-General of Manufacturing Industry Base [4]. Action figures are included in the dolls and accessories.

The embodiment of character with the human head shape of the horned television is the work of Rifky Moch Isa [5], the creator of urban toys. Derived from the phenomenon in society derived from the telecommunications medium. solving problems by using problem-solving methods seen from two aspects, namely community culture, and semiotics, these two aspects will generate input on the work Mr. evilision seen from the mark.

Action figures can be used as media in the context of the world of education in learning seen from storytelling material demonstrated in early childhood. According to Arief [6] the media must be developed in accordance with the objectives to be achieved, the conditions and limitations that exist by remembering the capabilities and characteristics of the media concerned.

Problem solving using semiotics is a signifier and signified. which components cannot be separated from each other. Signifiers can be said from our minds such as sound pictures, visual images, and so on. While signified, it can be called marked, which is the meaning or impression that is in our minds about what is captured.

3 Research Methods

The initial research method is done by using a quantitative method, this method has a systematic step to get a good result so this research included in the research by using a qualitative method. Explained by Lexy [7] that qualitative research is a study that produces analytical procedures that do not use statistics or other means of quantification. Using an observational approach is a systematic picture of the events, behaviors, objects or work produced and the equipment used [8].

For the problem-solving supporting factor in the research, an analysis was conducted with the theory of 7 universal culture from koentjaraningrat to analyze the source of ideas of art and semiotics theory from Ferdinand de Saussure signifier and signified.
4 Design Aspect Analysis

This research solves the problem by using cultural aspect analysis and semiotics analysis, as for the following explanation:

4.1 Analysis of Cultural Aspects

This analysis is studied to know people from the town/village in the community. Taking theory from Koentjaraningrat (2002. 203) namely:

![Diagram of cultural system elements](source)

**Fig. 1.** Element of culture Source: Koentjaraningrat (2002.203)

Divided into 7 cultural aspects can change, can be said city or village community seen from the picture 1. Seven elements of culture are interrelated in the mindset and behavior in society. Bandung, including the capital of West Java with immense immigrant populations, diverse beliefs, occupations, incomes and languages, urban communities have individualistic characteristics, disobedient beliefs, diverse employment opportunities, social change, Constitution.

The urban community is a multicultural society, freedom of association to be the greatest impact indicator of the mindset and behavior of the community such as minors and female crossroads workers, not just the association of these free children.

This is very important in looking at a work under study because of the idea of creating works on the basis of social culture. The urban community is surrounded by heterogeneous societies of various tribes and cultures that form the basis of its life supported by the environment such as television, internet, and other media become a major influence on the next culture..

4.2 Semiotics Aspects Analysis.

Mr evilion consists of two evil words (devil), television (television) shows people with television face and red-headed devils (Rifky, personal communication 2018). According to Sobur, the Semiotics Theory is exposed by Ferdinand De Saussure (1857-1913). In this analysis examines through semiotics with the theory of Ferdinand De Saussure learn through the field of markers or forms that produce the concept or meaning [9].
Signifier and signified are examined more deeply through identities in the action figure Mr. Evilision which consists of five aspects: antenna, horn, television, spiral, jumpsuit. The semiotics study as follows:

<table>
<thead>
<tr>
<th>Signifier</th>
<th>Signified</th>
<th>Sign</th>
</tr>
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<tbody>
<tr>
<td>Devil's horn</td>
<td>The devil's horn has a parable of bad nature and attitude.</td>
<td>Symbolizing ghosts</td>
</tr>
<tr>
<td>Television</td>
<td>Television is a medium of communication as a recipient / distributor of moving images and sounds.</td>
<td>telecommunications media</td>
</tr>
<tr>
<td>Antenna</td>
<td>Antenna is a transmission line with frequency wave recognition.</td>
<td>Wave transmitter / receiver</td>
</tr>
<tr>
<td>Jumpsuit</td>
<td>Jumpsuit is one type of dress of peace. Commonly called overalls in the early 80's. Jumpsuit is known as mechanical clothing such as oil refinery workers, mechanics. Now her clothes are used by women.</td>
<td>Worker clothes</td>
</tr>
<tr>
<td>Spiral Pattern</td>
<td>The spiral pattern has an illusionary nature when it is played, often used by hypnotherapy as an unconscious medium.</td>
<td>Spiral optical visual</td>
</tr>
</tbody>
</table>

Mr. Evilision is made as a counteraction against telecommunication media which is now a lot of publications to the public that show negative impression and shown not in accordance with age so that bad impact on the habit in the community. The number of courtship among minors, how to dress that is not appropriate age, etc. this is not appropriate for the age phase due to media factors and the parents who do not filter the spectacle.

**5 Conclusion**

The urban toy includes an action figure with a creator character designed to match the phenomenon of the city community by the name of Mr evilision character. Mr. evilision was created on the basis of anxiety the creator sees the phenomenon that existed in the city's society seen from semiotics with the theory of Ferdinand de Saussure formulating the sign of two fields that can not be separated signier fields (signifier) and signified fields. By using the theory of semiotics Mr. Evilision is an action figure that begins with the phenomenon that shows the bad impact on society if too apply the negative things on the media.
References