

**SEMIOTIC ANALYSIS IN BLACK MIRROR FILM SERIES “NOSEDIVE”**

**A THESIS**

*Submitted as a Partial Fulfillment of Requirements for the Sarjana Degree of  
Pendidikan (S.Pd) in English Education Department of Faculty of Teacher  
Training and Education of Batanghari University*



**WRITTEN BY**

**ILHAM MUHAROMI**

**1600888203010**

**ENGLISH EDUCATION STUDY PROGRAM  
FACULTY OF TEACHERS TRAINING AND EDUCATION  
BATANGHARI UNIVERSITY**

**JAMBI**

**2022**

## APPROVAL

This thesis entitled "Semiotic Analysis in Black Mirror Film Series  
'Nosedive'" Written by :

Name : Ilham Muharomi  
Students Number : 1600888203010  
Study Program : English Study  
Faculty : Teacher Training and Education

Has been corrected and approved to be tested in front of the learn examiners.

### Approval By

The First Advisor



Dr. Yanti Ismiyanti, S.Pd. M.Pd

The Second Advisor



Efa Silfia, M.Pd

### Ratified By

The Head of English  
Education Study Program



Ridho Pradja Dinata, M.Pd

The Dean of Teacher Training  
and Education Faculty

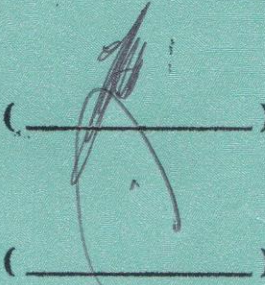
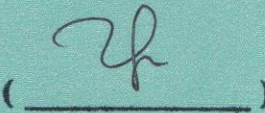
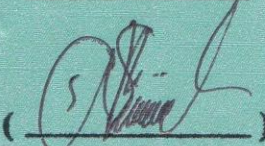
  


Dr. H. Abdoel Gafar, S.Pd. M.Pd

## LETTER OF RATIFICATIONS

This thesis entitled "Semiotic Analysis in Black Mirror Film Series 'Nosedive'", is written by Ilham Muharomi, students' number 1600888203010, has been examined in front of the board of examiners.

### Board Examiners

Name	Positions	Signature
Dr. Yanti Ismiyanti, S.Pd. M.Pd	First Advisor	(  )
Efa Silfia, M.Pd	Second Advisor	( _____ )
Ridho Pradja Dinata, M.Pd	First Examiner	(  )
Siti Aisyah, M.Pd	Second Examiner	(  )

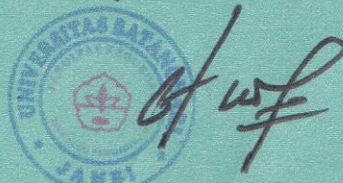

### Ratified By

The Head of English  
Education Study Program



Ridho Pradja Dinata, M.Pd

The Dean of Teacher  
Training and Education Faculty

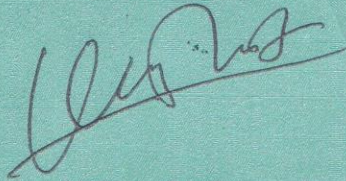
Dr. H. Abdoel Gafar, S.Pd. M.Pd

## DECLARATION OF ORIGINALITY

I honestly declare the thesis with entitled "*Semiotic Analysis in Black Mirror Film Series Nose Dive*". This thesis I wrote does not contain the works of parts of other people, except those cited in the quotations and bibliographies, as a scientific paper should.

Jambi, February 4<sup>th</sup>, 2022

The Researcher



Ilham Muharomi

NIM: 1600888203010

**MOTTO**

*"life is testing yourself in every moment with variable parameters."*

## ABSTRACT

Muharomi, I. 2021: **Semiotic Analysis in Black Mirror Film Series “Nosedive”**. A Thesis. English Education Program Faculty of Teacher Training and Education Batanghari University Jambi. The First Advisor Yanti Ismiyati, S.Pd., M.Pd. The Second Advisor Efa Silfia M.Pd.

**Keywords: Semiotics, Film, Barthes’s Theory, Narrative Qualitative.**

Technological developments have developed very rapidly over time and also has an impact on humans who can change their way of thinking as a result of these developments, not least in the film industry. Through the Black Mirror film series in the Nosedive episode, humans can learn about social criticism as a result of these technological developments and also what makes researchers interested in discussing it. In this study of semiotics, the researcher uses a qualitative methodology with a narrative approach in order to find out what semiotic messages are contained in the film, such as denotative, connotative, and myths contained in it. The researcher uses data collection techniques by watching this film as a subject to observe what messages are contained in it and after the data is successfully obtained the researchers classify and interpret the data to find out what the semiotic message is. After the data was processed, the researchers found semiotic messages such as falsehoods that occur in society due to social media, respect for others, and how important a person's image is in the community. As a result, the researcher summarizes these points in the context of the denotative, connotative and mythical meanings contained therein. The results of this study are expected to change the human perspective to be more objective towards something as well as the point about how wisdom is vital to human survival itself.

## ACKNOWLEDGEMENT

In the name of Allah SWT, The Most Gracious and The Most Merciful. All praises are to Allah SWT for all the blesses so that the writer can accomplish this thesis. In addition, may Peace and Salutation be given to the prophet Muhammad who has taken all human being from the darkness to the lightness.

The writer would like to express his genuine gratitude to:

1. The Dean of Teachers Training and Education Faculty, Dr. H. Abdoel Gafar S.Pd., M.Pd. Thanks a lot of your help and motivation.
2. The Head of English Education Study Program, Ridho Praja Dinata, M.Pd. Thank you for help and support.
3. The First Advisor, Yanti Ismiyati, M.Pd. Thank for encouragement, advice, sincere help, thoughtful guidance, motivation, correction, and supporting during the process of writing this thesis.
4. The Second Advisor, Efa Silfia, M.Pd. Thank you for support, advise, correction and sincere help and motivation to accomplishing this thesis.
5. All lecturers in English Education Study Program Faculty of Teacher Training and Education who had given a lot of priceless thing, knowledge, and experiencess.
6. For my beloved family: Erwin HS and Yanti Erlin (my parents), Gina Sagita (my sister) and Annisa Zahira (my little sister), thank you very much for loved me, given support and praying to accomplish my thesis.
7. My precious friends Ahmad Fajar, Afdila Firdaus, Ilham Akbar, Fajar Prihandana, that never give up on me, always supporting and help me while making my thesis. Thank you very much best friends.
8. All of my friends that loved me, that can not mentioned them one by one who always help and gives me support, time and love to remind me in accomplishing this thesis.

May Allah SWT, the Almighty bless you all. Amin

Finally as human being, the researcher realizes that there are must be some weakness in this thesis. Therefore any constructive criticism is welcome for improvement of this thesis.

Jambi, February 4<sup>th</sup> ,2022

The Researcher

**Ilham Muharomi**

NIM : 1600888203010



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# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Research**

Film is a complex art form and a unique medium of communication whose influence can reach all social segments of society. Films are not only a great medium of entertainment, they also provide a sense of presence and a closeness to a world that is unmatched by any other, a world unimaginable. Films can provide intense feelings and engage people in a real, direct way with the world “out there” and in other people's lives. Watching films, the audience comes out of their daily lives and feels like they are in a different world. The audience is immersed in a life of fiction, their minds begin to develop opinions about historical events in the film, and continue to be captivated by the artistic combination of color, light and sound.

Films bond the audience emotionally and have great aesthetic power. Some have criticized films as a kind of entertainment for escape. But others praise it as an imaginative art form that allows people to become aware of their dreams and fantasies. Films as mass communication media have an important role, namely as a tool to convey messages to the audience.

These messages can have both positive and negative impacts. Many people can "catch" the message of a film easily. But many also have difficulties in this regard. Moreover, those who watch only for entertainment. Many criticize those who analyze films because they think it is pointless and that the film is not enjoyed at all. This is actually not wrong, because everyone has the right to determine in their own way about how to process a film, such as by enjoying a film without seriously

thinking about the meaning of the message behind it. However, it would be wrong to say that by analyzing a film cannot enjoy the film at all. Films can willing people to try to understand, interpret a film, and open our minds, and also films can inform and educate and even inspire.

Some scenes in the film are not ordinary scenes made with a blend of sound, movement, background, or anything, but when audience try to examine it closely, a film has a strong character in conveying information and meaning through the scene. Of course, all of the images, sounds, gestures, and anything else performed and shown in the film have meaning.

Everything in this world is a sign; even if some things have no inherent meaning, they can be classified as signs if we imbue them with meaning. Semiotic is defined by Daniel Chandler (2007: 2) as signs that take the form of words, images, sounds, gestures, and objects. Semiotics, according to Umberto Eco (1986: 7), is concerned with anything that can be interpreted as a sign. As a result, audience can conclude that anything can be a sign as long as someone interprets it as 'signifying,' referring to, or standing for something other than itself. It means that everything in our lives should be interpreted as a sign, and should give them meaning.

Semiotics not only analyze films with moral messages, but also films with implied meanings and symbols. For examples like the Matrix film. Many people think this film is just a sci-fi genre film full of action, but Matrix actually has a religious meaning. Another example of a sci-fi film is Star Wars, this film turns out to have a deep political meaning. Then the Indonesian film Merah Putih is a fictional Indonesian historical drama film taken based on the history of Indonesia's struggle for

independence in 1947 when the Dutch Military Aggression I occurred and many other examples. The messages, symbols, which are depicted either expressly or implicitly in a film, then the role of the film in depicting or telling a story, as well as the meaning contained therein, which the writer has explained above, can be found out by using semiotic analysis which is one of the sciences in linguistics.

Semiotics is the science of signs. The study of signs and everything connected with them, their way of functioning, their relation to other signs, their transmission and acceptance by those who use them. Semiotics studies systems, rules, conventions that enable these signs to have meaning (Kriyantono, 2006).

The subject of research that has become the researcher attention to be used as a study centres in semiotics research is ‘Nosedive’, the first episode of the third season of Charlie Brooker’s much acclaimed Black Mirror (2011-present).

Black Mirror (2011-Present) is a British science fiction TV series masterminded by British humorist and author Charlie Brooker. It was launched and broadcast by Channel 4 until Netflix purchased the program in 2015 and produced an American spin-off. The majority of the episodes centre on the grim effects of the dominance of future technologies over human life and present warnings about a future that might be just around the corner.

Black Mirror is an anthology series that takes advantage of the collective anxiety of humans with the modern world, each of which is a stand-alone episode telling a sharp and tense story exploring contemporary techno-paranoia themes. The title, Black Mirror, refers to how cellphone, computer, and television screens look when they're turned off. Technology has changed all aspects of human life; in every

house; at every table; in every palm - a plasma screen; a monitor; Smartphone - Black Mirror Seeing the 21st Century human existence. The series was created and written by Charlie Brooker, and executive produced by Brooker and Annabel Jones.

One aspect that is often seen in social interactions is the desire to create a good impression for others (Nezlek & Leary, 2002). The use of social media has become a global trend, people participate in online social activities by representing themselves so that self-representation is a requirement for participation in social networking sites. Behind the ease of access and unlimited resources in today's technological developments, this also can make technology a 'scapegoat' that can be blamed. It is on this basis that the message in the film 'Nosedive' is sharply shown satire and sarcastically by Charlie Brooker in the series.

In the Black Mirror TV show on the episode 'Nosedive', there are many messages that want to be conveyed to the audience using Roland Barthes theories of semiotics. With this background, the researcher is interested in finding out more about the symbolic meaning of the message to be conveyed on the Black Mirror TV show in the episode 'Nosedive'.

In this Nosedive film, there are many meanings that describe how technology really changes the way people view life and throws a bad impact in every social structure of human life, such as the lack of attention between humans in interacting, how "smartphones" change the quality of life, human interaction in reality, as well as social standards of "rating" that change the way people see each others. That's why the researcher wants to raise this topic to be used as reflection whether the role of this

technology has a bad impact or another reason about certain limits of the fairness of its use.

From what has been described above, the writer wants to do research as well as serve as the title of the thesis, namely: **“Semiotic Analysis in Black Mirror Film Series Nosedive’s”**

### **1.2 Limitation of the Problem**

In order for this research to be more focused, the writer limits the taking of scenes and texts in the Black Mirror series "Nosedive". This study uses a semiotic analysis model of Roland Barthes, because according to Roland all cultural objects can be processed textually. Thus, semiotics can examine a variety of texts, one of which is film (Sobur, 2006).

### **1.3 Problem of the Research**

Based on the experience that the researcher got after watching this film, the writer can conclude that he found several semiotic points of view that were obtained after watching this film several times. and the researcher concludes to research about how is semiotic analysis in Black Mirror film series ‘Nosedive’?

### **1.4 Objective of the Research**

Based on the researcher's experience after watching this film, the researcher argues that there are many semiotic elements that can be studied. This is also what makes researchers take conclusions to analyze the semiotic elements of the film such

as the meaning of denotation, connotation, and myths contained in the Black Mirror film series 'Nosedive'.

### **1.5 Significance of the Research**

The findings of this research are expected to give contribution for the viewer or audience, other researchers, and the writer herself.

#### a) The Viewer or Audience

For the viewer or audience, the results of this study can motivate the audience to watch more films. So, the audience knows about the message of social criticism in the film. If they know the message of social criticism in a film, they can take these values and apply them in their daily lives. Also, the audience knows about what makes a film more interesting.

#### b) Other Researchers

The results of this study can be used as a reference for other researchers to conduct further research related to social criticism messages in the Black Mirror film series "Nosedive".

#### c) The Writer

Same with the viewer or audience, for the writer the result of the study can motivate the writer to watch more the movie. In addition, the writer knows about everything that makes the movie more interesting. So, the writer knows more about the movie.

### **1.6 Definition of key Terms**

#### a. TV Series



A television show (often simply TV show) is any content produced for viewing on a television set and broadcast via over-the-air, satellite, cable, - excluding breaking news, advertisements, or trailers that are typically placed between shows. Television shows are most often scheduled for broadcast well ahead of time and appear on electronic guides or other TV listings, but streaming services often make them available for viewing anytime.

b. Black Mirror series

Black Mirror is a British dystopian science fiction anthology television series created by Charlie Brooker. Black Mirror—the Emmy-winning Netflix series that holds up a dark, digital mirror of speculative technologies to modern society—shows us a high-tech world where it is all too easy to fall victim to ever evolving forms of social control (David Kyle Johnson, 2019). Black mirror is a reference to the effect of a television or computer screen when switched off, giving a dark reflection of the onlookers. The anthology series exploring a twisted, high-tech multiverse where humanity's greatest innovations and darkest instincts collide. Charlie Brooker and Annabel Jones are the programme's showrunners. It examines modern society, particularly with regard to the unanticipated consequences of new technologies. Episodes are standalone, usually set in an alternative present or the near future, often with a dark and satirical tone, although some are more experimental and lighter. (Source: en.wikipedia.org and imdb.com)

c. Semiotic

Sobur (2003: 12 and 15) state that semiotics is a science or method to analyze signs. Semiotics as a study of sign is rooted from structuralism proposed by Saussure

as the father of modern Linguistic and the founder of semiotics which has given the inspiration to semiotic science. According to Saussure, the production of meaning depends on language because language is the system of sign, Language is one of the instruments to communicate, “La langue est un system de signes”.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Definition of Film**

A Film or motion picture includes Photographs, diagrams, or pictures in a series which projected in a screen by a projector for process in turning in a screen that cause appearance in screen look natural movement. (Sharon and Weldon, 1977: 93).

Film are one of media to affect people mind in this time. They affect masses in childhood and youth (Joel Spring, 2005: 351). Besides, according to Cambridge Dictionary, film is “a series of moving pictures, usually shown in a cinema or on television and often telling a story.”

Furthermore, films, often known as flicks, are a form of visual communication that employs moving images and sound to convey stories or provide information (help people to learn). People from all over the world watch films as a kind of pleasure and a way to unwind. Some individuals define entertaining films as something that make them laugh, while others define it as films that make them cry or feel terrified.

There are several genres in the films. A genre is a word for a type of film or a style of film. Films can be fictional (made up) film, or true, or a mix of the two. Some films mix together two or more genres.

#### **1. Action Movies**

Have a lot of exciting effects, such as automobile chases and gunfights, with stuntmen involved. "Goodies" and "baddies" are generally involved. As a result, war

and crime are frequently discussed topics. Because the plots are usually simple, action movies need minimal effort to watch.

## 2. Adventure Movies

In most cases, a hero embarks on a mission to save the world or loved ones.

## 3. Animated Movies

To present a tale, animated films use fake imagery such as talking pigs. Previously, these videos were created by hand, one frame at a time, but now they are created using a computer.

## 4. Buddy Movies

Buddy movies feature two protagonists who must save each other and face problems.

## 5. Comedies

Comedies are comedic films in which characters act goofy or do unique things in order to make the audience laugh.

## 6. Documentaries

Documentaries are films about actual people and real events (or at least pretend to be).

## 7. Dramas

Dramas are serious, and they frequently revolve around people falling in love or having to make a major life decision. They share stories about interpersonal relationships.

#### 8. Tragedies

Tragedies are always dramatic and revolve around people who are in distress.

#### 9. Film Noir

Film noir movies are crime and violence dramas set in the 1940s.

#### 10. Family Movies

Family films are intended to appeal to the entire family. Disney is well-known for its family films.

#### 11. Horror Movies

Fear is used in horror films to elicit an emotional response from the spectator.

#### 12. Romantic Comedies

In most romantic comedies, two people from different worlds must overcome barriers in order to be together.

#### 13. Science Fiction Movies

Films set in the future or in space are known as science fiction. Special effects are frequently used in science fiction films to depict extraterrestrial worlds, outer space, alien species, and spaceships.

#### 14. Thriller

Thrillers frequently revolve around a mystery, weird occurrence, or crime that must be solved.

#### 15. Western Movies

Western movies depict cowboys in the 1800s in the western United States. Typically, they are action films with historical costumes.

#### 16. Suspense

Suspense films are those that keep you on the edge of your seat the entire time. They usually feature a lot of twists that make the audience confused.

#### 17. Fantasy

Magical and impossible things are depicted in fantasy films that no real human being can accomplish.

### **2.2 Semiotics**

Semiotics as a study of sign is rooted from structuralism proposed by Saussure as the father of modern Linguistic and the founder of semiotics which has given the inspiration to semiotic science. According to Saussure, the production of meaning depends on language because language is the system of sign, Language is one of the instruments to communicate, “La langue est un system de signes” (Umberto Eco, 1979:14)

In the study of signs, Saussure split signs into two categories: significant or signifier, and signifie or signified. Signs are made up of two elements: a mark or signifier and a notion or signified. The signifier can be heard and seen at any time and

in any place, for example, the word or image of a mobile phone, such as Nokia, Motorola, or Sony Erickson, and so on, connects with the concept of an electronic communication product. The DVD product or image is also associated with the concept of a portable CD or DVD cassette, MP4 or MP3.

Saussure maintained that the relationship between signifier and signified is arbitrary rather than natural, because the notion or signified to which it refers changes throughout time, depending on history, culture, historical moment, and so on. As we all know, culture differs from place to country. In Indonesia, for example, the concept of white is always associated with holy or cleans. However, white is always associated with "death" among Indians. Because of the cultural differences between Indonesia and India, the meaning of the word "white" alters. It is the arbitrary nature of the relationship between signifier and signified.

Two fundamental levels of language are represented by the signifier and the signified. The term signified, on the other hand, refers to the notion or idea expressed by the sound or image, whereas the term signifier refers to the physical word of sound. In other words, the two levels of language have a reciprocal relationship. Form and content are inextricably linked.

The founder of semiotic called the science of sign as Semiology which means a science that studies the role of signs as part of social life (Daniel Chandler, 2002: 6). Semiology of Saussure studies the sign in society, but Charles Sanders Peirce, the American Philosopher called the science of sign a Semiotics which means as a sign is something that stands for something else and is understood by someone or has a

meaning for someone (Martin Krampen, 1987: 5). Both of Pierce and Saussure is the founder of what is now more generally known as “Semiotics”.

The term of semiotics is from the Greek “Semion” which means “sign”. So, semiotics is the study of sign and everything that relates to the sign, the way of function, its connection to other sign, its sender and its receiver (Sujiman and Zoest, 1992: 56). Every sign has reference that connects to what sign means.

Semiotics is the study of everything that stands for anything else, not just what we call a "sign" in everyday speech. Semiotics is the study of how meaning is created and reality is represented.

Semiotics concern with meaning making and representation in many forms, mostly in the form of “text” and “media”. For semiotician, a text is emerged by any medium or may be verbal or non-verbal or both (Daniel Chandler, 2002: 2). The text refers to message, which has been recorded. It means that the text is assemblage of sign, such as word, images, sounds or gesture.

### **2.3 Types of Semiotics**

#### **1. Semiotic of Pierce**

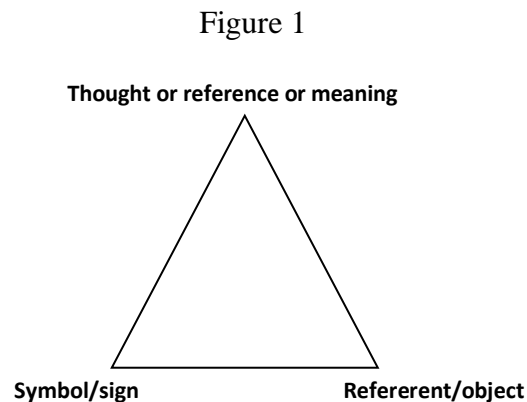
Charles Sanders Pierce gives the definition of the semiotic as a sign is something else and is understood by someone or has a meaning for someone (Martin Krampen, 1987: 5). Pierce claims that the indications are self-contained in their ability to influence someone in some way. As a result, signals must possess specific characteristics in order to be classified as such. These are the ones:

- 1) A sign must be viewed or seen to function as a sign.



- 2) A sign refers to the other which connects something. This is as representative.
- 3) A sign is as an interpretative.

One of the types of sign, according to Pierce, is the word, whereas the object is the thing to which the sign refers. And the interpretant is the indication in someone's mind regarding the object to which the sign refers. When those factors interact with a person's thinking, the meaning represented by the sign emerges. Pierce's theory of meaning triangle, which comprises of sign, object, and interpretant, can explain these things. It will be explained in the meaning triangle how the sign reveals the meaning when it is employed by individuals in conversation. Pierce's triangle diagram looks like this:



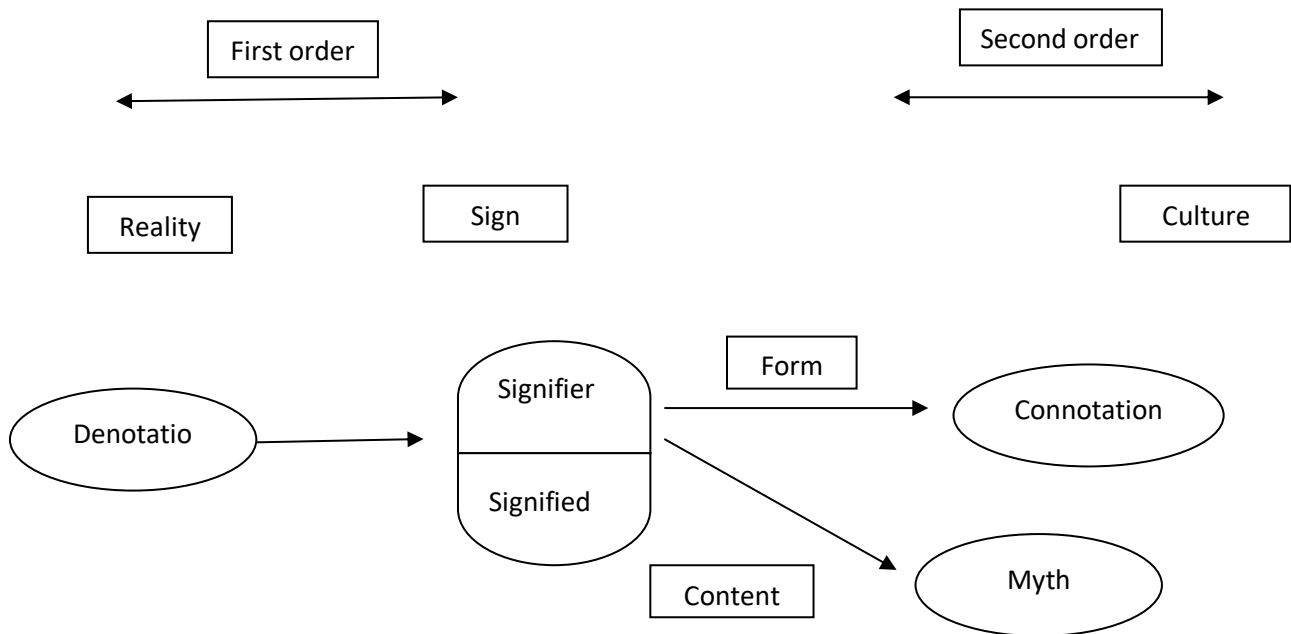
Based on Pierce's semiotic theory, the function of the essential of the sign makes anything efficient. Pierce's semiotics are commonly used in areas of life such as painting, architecture, sociology, psychology, literature, and social communication.

## 2. Semiotic of Roland Barthes

Roland Barthes is one of Saussure's most prominent semiotic interpreters. Roland Barthes was born in the Normandy town of Cherbourg on November 12, 1915. He was the son of naval commander Louis Barthes, who died before he turned one year old in a combat in the North Sea. His mother reared him in the French city of Bayonne, where he was exposed to culture for the first time.

Barthes is a follower of Ferdinand de Saussure, the father of structuralism, and his semiotics notion. He emphasized that semiotics is the study of language meaning that employs the sign system, or the concept of "signifier and signified." In studying the meaning of signs, he develops a methodical model. "Two Order of Signification" was the focus of his concept.

Figure 1



Source: John Fiske, Introduction to Communication Studies, 1990.pg.88 as quoted by  
Drs. Alex Sobur, M.Si, in Analisis Text Media, 2004. pg.127

The graphic above depicts Roland Barthes' concept of "Two Order Signification" The structure of Saussure signifier and signifié is founded in the first order or first signification, as shown in this diagram. In a sign, it is the relationship between the signifier and the signified. It signifies that the major or actual meaning of signs is the first order or initial signification. For example, we have a mental image of "a yellow flag," hence the notion as a signified is proven into a physical shape or form, which is a yellow flag. In this situation, Roland Barthes, the creator of the concept, stated that the first order or signification is Denotation, which means the true meaning of a sign or reality meaning, such as the concept of a yellow flag, which corresponds to a yellow flag in reality.

Connotation is the second order, or second signification. The first order or the first signification, according to Barthes, is linked to culture or custom. It depicts the interaction between the sign and the reader's emotion, as well as the value of custom and culture, to produce the connotation meaning. For example, a yellow flag's actual meaning is simply a flag with a yellow color, but its meaning shifts when it is associated with Indonesian culture, where it is defined as a Death.

Denotation is when language is used to signify what it says, but connotation is when language is used to mean something other than what it says. For example, the

word black is connected with the concepts of dark, devil, immoral, and dangerous in Western societies, in addition to its meaning as one of the colors. The denotation meaning of black is that it is one of the colors that is well-known as a neutral color that goes well with any other color. The connotation meaning is diametrically opposed to the genuine meaning; it is associated with the Western society's belief that black is dark, devilish, sinful, and dangerous.

It's a denotation means of the phrase a *yellow flag* that is a flag with a yellow color, so it's a concept as a signifier and then we prove it into a real shape or form that is a flag with a yellow color

However, it also has an other meaning, which is the Connotation meaning. The connotation meaning of "a yellow flag" is death; it signifies that when there is a yellow flag, there will be a death.

In the semiotics approach, not only word and images but also object they can function as signifiers in the production of meaning. Clothes, for example have a simple physical function that is to cover the body and protect it from the weather. But clothes also have double meaning. They construct meaning and carry message. For examples, an evening dress and Jeans as the clothes means things to cover and protect body. The clothes themselves are signifiers. So, the meaning of the concept of clothes that is the functioned to cover and protect body is the signified. These clothes have double meaning, an evening dress may signify "elegance" with a bow tie and tails for man and beautiful long dress for girl, Jeans may signify "casualness" with certain kind of sweater in right time or shirt and casual shoes. The meaning of dress and jeans as materials to cover and protect body is called denotative meaning; while the

other meaning for dress and jeans as elegance and casualness is called connotative meaning.

Another example is food. The main meaning of food is the necessity as basic need for our life to survive. But food also has another meaning, it can be looked from its function such as identify class and status. One of the food is steak; the main function of steak is as a basic need for human being but it has other function that is can be identified social classes between poor and rich people. Steak is identified to rich people because it is one of the high class of food, we are able to recognize it from the price which is expensive. There is no matter for rich people to buy it anytime but not for poor people, they will think twice because they have not enough money to buy it. Denotation meaning of steak is as a basic need for human being and connotation meaning is classify social status.

The sifting of denotative meaning to connotative meaning is influenced by culture. The connotative meanings for the color black, yellow flag, dress and jeans and steak are resulted from the local culture where those signifiers exist. That's why each signifier has many connotative meaning according to the culture's influence.

Barthes employs the new terminology of signifier, signified, and sign at the level of connotative meaning. The goal is to distinguish between the vocabulary employed by structuralism and semiotics. Barthes employs the terms form, concept, and signification to describe signifiers, signifies, and signs. The three ne terminologies have the same meaning as the three structuralism terminology. Furthermore, the terms "form, concept, and connotation" are used in this thesis.

## 2.4 Previous Studies

Based on library and online sources research which are related to the corpus, the writer found that *semiotic* has been analyzed by several researchers. In their report, they mention the following:

Nisa (2017) conducted a research with a title “Cattleya Orchid Signs in the Colombiana (2011) Film”. This thesis aims to explain Cattleya Orchid forms of signs that appear during the scenes in the Colombiana (2011) Film. This thesis demonstrates how each sign reflects Cataleya's self-identity as the primary character of this action-genre film according to Roland Barthes' theory of denotative and connotative meaning using a qualitative method and descriptive analysis technique. Denotative meaning refers to the literal meaning of an object or a phrase, while connotative meaning refers to the cultural connotations that become connected to a term, according to Mudjiyanto (2013:77). Cattleya is a Colombian woman whose duty it is to kill, according to the author. She wants to be a killer as a form of vengeance for her parents' death at the hands of Don Louis. She is a patient, organized, and dangerous murderer throughout her vengeance mission.

Mainginda Cahyani (2018), *An Analysis of Semiotic Used by Maddie Young In The Hush Movie*. The goal of this research is to determine the semiotic, denotative, and connotative meanings of signs employed by Maddie Young in the thriller-genre of film Hush. This research also makes use of C.S. Peirce's semiotic sign theory. The researcher selected five scenes from Maddie Young's overall performance in the film Hush. The scripts are detected using international network services when collecting data. Watching the movie, reading the script, and transcribing the text from the Hush

movie's subtitles are all steps in the data collection process. The denotative and connotative meanings of signs are examined in this study.

The current study's findings are similar to the previous ones in that they deal with signs and interpretation. The differences between this study and the prior findings were due to the subject of the study and the theory employed. Specifically, the subject of Khairun Nisa's investigation is the same, with the exception of the film's title. Nisa's research topic was *Cattleya Orchid Signs from the Colombiana* (2011) film and Mainginda Cahyani's was *An Analysis of Semiotic Used by Maddie Young In The Hush Movie*.

One of both researchers above used Roland Barthes' denotative and connotative meaning theories. According to Mudjiyanto (2013: 77), denotative refers to the literal meaning of a phrase or object, whereas connotative refers to the cultural meanings that come with it. *Cattleya* is a Colombian woman whose duty it is to kill, according to Khairun Nisa. She wants to be a killer as a form of vengeance for her parents' death at the hands of Don Louis. She is a patient, organized, and dangerous murderer throughout her vengeance mission. That is in stark contrast to Mainginda Cahyani's research, in which he used Charles Sanders Peirce's semiotics theory to discover the semiotic results.

The researcher follows the same theme as Mainginda Cahyani's, but employs Roland Barthes' theory and uses film as the object of analysis, as Khairun Nisa did in her thesis.

## 2.5 Conceptual Framework

A film is a story told through moving pictures or images. As we all know, there are numerous types of films. Films can be either fiction or nonfiction. It can be made from experiences, true stories, or imaginations that inspire the filmmaker to create a film based on them. The story of a film was sometimes adapted from a short story, legend, novel, comic, or other source. Generally, films are a good solution when we have problems or are in trouble. It is only for entertainment and to take a break from many problems, but it can also refresh our minds. Film can also be used as an instructional medium in teaching and learning. Typically, in teaching and learning activities, the teacher will use films to demonstrate attitudes and actual behavior.

Black Mirror (2011–present) is a British fiction television anthology series created by British author and humorist Charlie Brooker. Channel 4 launched and broadcast the show until Netflix purchased it in 2015 and produced an American spin-off. The majority of the episodes focus on the bleak consequences of future technologies' dominance over human life and present warnings about a future that may be just around the corner. As a result, the series is interpreted as a portrayal of the 'consequences of unchecked techno-capitalism' on the lives of individuals in a 'futuristic, dystopian projection' of the present.

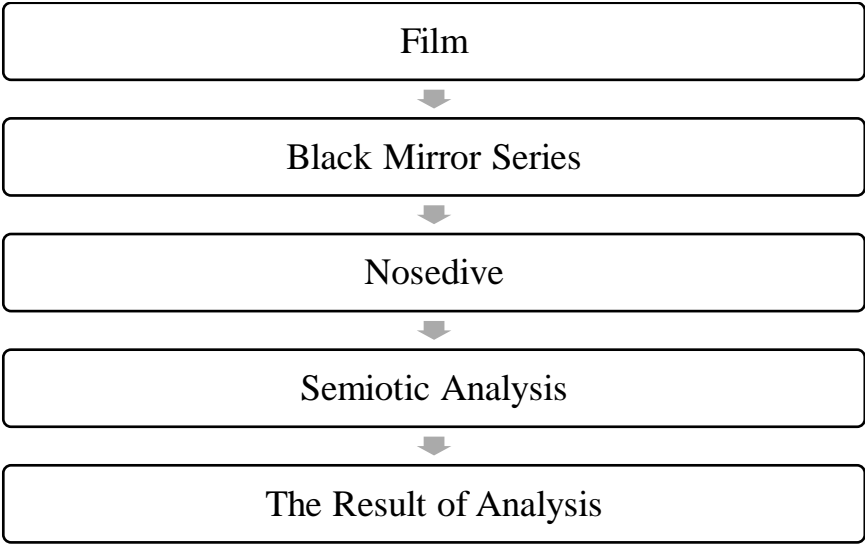
Meanwhile, the Nosedive episode follows a protagonist obsessed with her rankings on a fictitious social media platform, and shows how this obsession drives her deeper and deeper into violent insanity, as well as delivering a sharp satire against the current obsession with social media in an alternate reality.



In this study, the researchers used Barthes' theory (1983) as the grand theory in doing the analysis. The theory is mainly about three levels of signification or meaning. They are denotative meaning, connotative meaning, and myth meaning as a result. Denotative is the definitional or surface meaning. Connotative is the figurative or implicit meaning. Next, myth refers to the dominant belief created by the sign and the connotation. After analyze the three levels of meaning, the researcher draw the result of the semiotics insight. In detail, the conceptual framework of this research is illustrated below.

Figure 1

Conceptual Framework



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

The researcher employs a qualitative research design in this study. According to Hancock (2009:1), qualitative research aims to develop explanations for social phenomena. A qualitative research approach, also known as an interpretative method, is one that deals with the interpretation of data obtained in the field, according to Sugiyono (2014:14). This qualitative technique will be used to evaluate and interpret data regarding social phenomena acquired from the Black Mirror film series 'Nosedive', using Roland Barthes' semiotics theory as a theoretical framework

As a result, the researcher employs the narrative method of qualitative design in order to collect and evaluate data for this study in depth. This strategy is also used to describe and evaluate the results, as well as to explain the symptoms depicted in the Black Mirror film series 'Nosedive'. Narrative analysis focuses on signs that gathered in Black Mirror film series 'Nosedive'. The researcher describes significance of the signs and analyzes them based on the semiotic theory.

Narrative analysis describe the lives of individuals, collect and tell stories about people's lives and write narrative of individual experience (Connelly and Clandinin, 1990).

### **3.2 Subject of the Research**

In qualitative study, the participant selection aims to locate information rich individuals or cases (Johnson and Christenes, 2008). So, the subject of the study in this research is semiotic analysis in the Nosedive's Black Mirror Series.

This research focused on analyzing the indications of signs that appear in numerous scenes of the Black Mirror Nosedive film. According to Barthes' semiotics theory, there are three levels of signs: denotation, connotation, and myth, which some experts mention.

### **3.3 Data and Data Source**

Data source is subject where data got. Researchers need to consider the sources on which to base and confirm their research and findings. The researcher has a choice between primary data and secondary data. In addition, the researcher can also use of both, which is termed triangulation, or dual methodology. The data that we use in this research according to their origins can be classified as follows:

#### **1. Primary Data**

Primary data is data in the research process from the original source by using appropriate data collection (Safi'I, 2005:141). In other word, primary data is the data collected by the researcher themselves. The primary data in this research were taken from the scenes and dialogue of each character in the Nosedive's Black Mirror Series. Besides, the primary data were taken from the behavior of each character in every plot of the story in Nosedive's Black Mirror Series.

## 2. Secondary Data

Secondary data is data that is compiled but not by the researcher or data in the form of documents, for example, the articles, supporters, geographical data, and so on (Safi'I, 2005:141). In other word, secondary data are data that already exists. In this research, the secondary data is only a transcript of the film that the researchers got from the internet.

### **3.4 Technique of Data Collection**

Interviews, observations, and document reviews are the most popular data collection methods in qualitative research (Creswell, 2009b; Locke, Silverman, & Spirduso, 2010; Marshall & Rossman, 1999). Observation, interview, documents, and video materials are the four types of data-gathering processes identified by Creswell (2003). The documentation approach was used to collect data in this research.

According to Guba and Lincoln, document is all of written substance or film (Moleong, 2009: 216). This method used because it can be made to examine and interpreting something (Moleong, 2009: 217). From this film, the writer collected data that needed.

There are various steps involved in gathering data for this research. To begin, the researcher watched Nosedive's Black Mirror film series until researcher understood and grasped its significance. Second, the researcher used the internet or other means to find articles or books regarding the film Nosedive's Black Mirror film series. Thirdly, the researcher looked for a semiotic indications in the film Nosedive's Black Mirror film series. Finally, the researcher reviewed the data that had been

collected successfully and, of course, came to a conclusion based on this investigation.

### **3.5 Technique of Data Analysis**

The last method in this chapter is data analysis which the researcher do after the data, information and some theories that related to the study are collected. Ary et al (2002: 465) states, “Data analysis is a time consuming and difficult process, because typically the researcher faces massive amounts of field notes, interview transcripts, reflections, and information from documents to examine and interpret”.

In this study, descriptive method is used to analyze the qualitative data in order to provide a clear picture of the semiotic in the Nosedive’s Black Mirror film series through the following procedures below:

1. First researcher watching “Black Mirror film series Nosedive” until the end.
2. Observe the film, event that happen in the scene.
3. Indexing. In minutes and whatever scenes that the signs appear in Black Mirror film series Nosedive that contains a semiotic approach, such as connotation, denotation, and myth.
4. Classify the data.
5. Interpretation the data that has been classification and make it a narrative.
6. Conclusions, assessments of the found data were discussed and analyzed during the research.

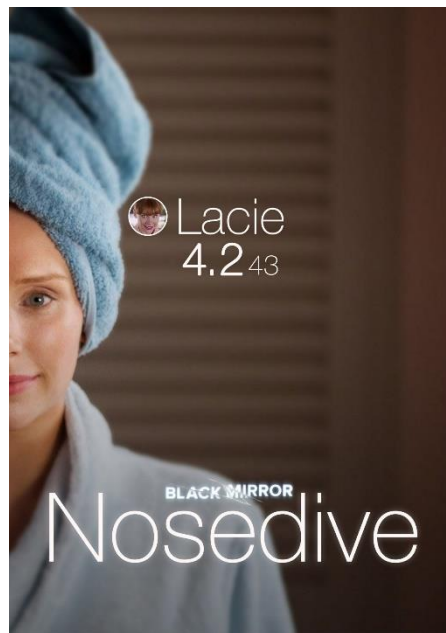
## CHAPTER IV

### FINDINGS AND DISCUSSIONS

#### 4.1 Findings

In this part of the research, the researchers have found the result of the research after watching the film several times and observing and analyzing according to the specified methodological framework, such as finding the profile of the film, the semiotic messages obtained such as the denotative and connotative meanings of the film, as well as the myths contained in the film inside it. In the following, researchers will summarize some of those things

##### 4.1.1 General Review of Black Mirror film Series “Nosedive”



(Source : medium.com)

"Nosedive" is the first episode in the third series of the British science fiction anthology series Black Mirror. Michael Schur and Rashida Jones wrote the teleplay for the episode, based on a story by series creator and co-showrunner Charlie Brooker, while Joe Wright acted as director. It premiered on Netflix on October 21, 2016, alongside the rest of the third series.

Black Mirror Series "Nosedive" Cast:

- Bryce Dallas Howard as Lacie
- Alice Eve as Naomi
- Cherry Jones as Susan
- James Norton as Ryan
- Alan Ritchson as Paul
- Daisy Haggard as Bets
- Susannah Fielding as Carol
- Michaela Coel as Check-In Manager (Hannah)
- Demetri Goritsas as Hansen
- Kadiff Kirwan as Chester
- Sope Dirisu as Inmate
- Clayton Evertson as Ted
- Andrew Roux as Electro Station Attendant
- Anjana Vasan as Space Cop
- Nambitha Ben-Wazi as Glam Woman
- Jeffery Davenport as Taxi Driver
- Ntokozo Majazi as Jack
- Justin Munitz as Keith
- Kevin Otto as Pastor
- Shane Zaza as Chuck

#### **4.1.2 Synopsis of Nosedive's Black Mirror Film Series**

Nosedive is the first-episode satirical comedy in the black mirror anthology series that tells the story of Lacie (Bryce Dallas Howard) a young insecure woman office worker living in a smiley, ratings-status obsessed, finds a way to join an old friend as one of society's elites. She finds an opportunity to elevate her ratings greatly and move into a more luxurious residence after being chosen by her popular childhood friend (Alice Eve) as the maid of honor for her wedding. But in the end, Lacie found something unexpected in her journey about the people see each others.

#### **4.1.3 "Nosedive" Meaning**

Literally the word "Nosedive" means "menukik" or "menjungkir" (source: [www.kamuskbbi.id](http://www.kamuskbbi.id)). This word is too ambiguous to be interpreted word-by-word. So, if the word "nosedive" is added to the context of the film Nosedive's Black Mirror Series, it is likely that there is an authentic meaning about how people "menukikkan" or "menjungkirkan" their heads down in the sense of seeing "smartphones" which are always inseparable from everyday human life.

Many sequences in this film depict how sophisticated technology can alter people's perceptions of how they interact with one another. As a result, the central question in this series is whether technology is truly required by people or whether humanity should accept technological advancement. As a result, the framework of human social life will be able to evolve as it should be.



#### 4.1.4 Semiotic Indications



Figure 1

Description	
Scene	Scene 1 in minute 04:11 – 04:58
Context of Situation	Lacie as usual goes through her routine before work, which is buying a coffee and pastries. She also doesn't forget to always upload it all for her social media needs. when she got positive response about it, she was so happy. This scene is played with soft and dramatic instrumental sounds.
Conversation	there is no conversation here because Lacie just uploaded her photo and sat alone in the cafe to respond to the response of what she did in this scene.



Figure 2

Description	
Scene	Scene 2 in minute 21:57 – 25:38
Context of Situation	Lacie is preparing a speech for her best friend Naomi's wedding. She practiced about it in front of her brother Ryan. But Ryan responds that what Lacie is doing is too much and seems only to please Naomi. It was the lie that irritated Ryan and in the end they got into a fight. This scene is played with instrumental music which is quite tense.
Conversation	Lacie : Yes! In this world, we're all so caught up in our own heads. It's easy to lose sight of what's real. What matters. But as I stand here today seeing the joy Paul has brought to Naomi's life, I know she's someone who truly matters to me. [laughs] Nay-Nay, the little girl who, when we were just five-years-old in art camp, started talking to me because she saw I was scared. The girl who helped me make Mr. Rags. I still have him. [giggles] He sits on my desk and every day, he reminds me of Nay-Nay. What she meant to me then and now. I am so honored to be here and I wish you all the happiness this stupid world can muster. I love you, Nay-Nay. Is the tear too much? Ryan : You fucking sociopath.

Lacie : Ryan, my car's here. Was it too much?

Ryan : What, the tear, the photo, Mr. Rags?

Lacie : I do keep him on my desk.

Ryan : There's sugary and then there's fucking diabetes.

Lacie : I just wanna make her happy on her wedding day.

Ryan : The captive audience of 4-point holies five-starring your ass off, that's just a bonus.

Lacie : Naomi and I were best friends.

Ryan : [laughing] Come on

Lacie : I wish her well and wanna express it the best I can. And, yeah, if I nail a speech and get five-starred by hundreds of primes, so what? It's a win-win.

Ryan : What are you hoping for? Like, 4.3, 4.4? Unh-unh.

Lacie : You get points from your gaming buddies. It's the same thing. Don't shit on me for aiming higher.

Ryan : Pelican Cove higher?

Lacie : What's wrong with Pelican Cove? They're great apartments!

Ryan : They are fake-smile jail cells.

Lacie : [phone beeps] Great. Car cancelled. And he marked me down so now I have to book another, and I took a ding.

Ryan : I am sorry, but I miss the normal you. Before this obsession, when we had conversations, remember?

Lacie : I need my charger.

Ryan : This whole ranking thing, just comparing yourself to people who...

Lacie : Have you seen my charger?

Ryan : ...only pretend to be happy.

Lacie : I said don't borrow this!

Ryan : High fours like Naomi, I bet they're suicidal on the inside.

Lacie : My car is here. Again.

Ryan : Your Pelican Cove deposit, is it refundable? Like, what if this doesn't work?

Lacie : Can't you just stay out of my shit?

Ryan : You're my sister!

Lacie : Yes! And if you cared about that, maybe you would've noticed living with you hasn't been one big rainbow sandwich for me. Do you know why I never brought

	any guys back here? Because I didn't want them to know I was sharing a skanky-ass cave with Mr. Three Point Fuck. Ryan : Good luck with your performance!
--	--



Figure 3

Description	
Scene	Scene 3 in minute 36:52 – 37:44
Context of Situation	Lacie was forced to ask for help on the road to hitch a ride with someone else because the car she was driving had a problem. Instead of being helped, Lacie was booed because she had a low rating. Moreover, in the end, Lacie was actually helped by other people who were considered to have a low rating and were not even ignored by others. Lacie was stunned. This scene is so sad.
Conversation	Women : Slow down. Let's give her a ride. Man : She's, like, 2.8. [phone beeps] Lacie : Come on! [phone beeps] I didn't even do anything! Stranger : You look like you need a ride. Lacie : Um, actually, I'm okay.



Figure 4

Description	
Scene	Scene 4 in minute 50:08 – 57:01
Context of Situation	Lacie, who had lost her mind, made her go crazy to force herself to attend the wedding. She barged in by climbing over Naomi's fence. With an appearance that is no longer appropriate, Lacie is getting ridiculed by everyone for forcing them to hear her speech which ultimately results that her being imprisoned in prison. This scene is very tense and very sad at the same time.
Conversation	Lacie : Now, for those of you who don't know me, which is all of you my name is Lacie Pound and, believe it or not, I am one of Naomi's oldest friends. Hi, Nay-Nay! It's great to meet you too, Paul. I've heard a lot about you. He's a pretty big deal, that Paul. Pretty big deal. [camera shutter clicks] He makes his own tapenade! Yeah. [laughs] Uh, anyway, um, I have looked up to Naomi pretty much my entire life. We met when we were five years old, and right up through to our teenage years, we made quite the pair. We'd talk about all the things girls talk about, you know, boys, hair, products, uh, more boys. [laughs] I mean, I tried sometimes to expand our range a little and talk about

climate change, but she found that kind of boring, so, go on. She was probably right. I mean, fuck the planet, right? Whoop! Yes, thank you! Come on. Let's have a little fun here. You know, fuck the planet! [laughs] [shouts] Fuck the planet! [feedback] [crockery rattles] [phone beeps] Anyway, I looked up to Naomi pretty much my entire life, which meant she was looking down on me. Always with a smile, though. [laughs] In high school, she was my shoulder to cry on. She seemed to enjoy that. Guys and me never worked out. They'd see Naomi and just, Whoop! You know, that was it. She had this tight ass, like two fists. Uh-huh. [giggles] I was all like [giggles] I was like through the hallways in high school. [cackling] [phones beep] [cries] And she was there for me. Holding my hair back as I knelt, vomiting, in front of the crapper. Thank you for that, Naomi. I always wished I was you. And I guess that's why you kept me around so long? Until you got your new job and your fancy new friends. And that [laughs] fucking jackhole! And you didn't need me. You probably got another me. Guess there's some other "yeth Beth" you moved on to like a succubus. [phones beeping] I'm getting to Mr. Rags, okay? Jesus! [crowd gasps] Stay back. Stay the fuck back! I'll kill him! I'll cut his head off and stick it up my ass! [gasps] [gasps] Time's nearly up!

Lacie : I just wanted to say, in this world so caught up in our own shit, let's not forget what matters. It's okay. It's okay. Happiness, fucking Paul and Naomi, and she's... She... She fucked Greg! I know she did. I know you did. No, don't even try to deny [screams] [feedback screeches] The little girl who, when we were just five-years-old in art camp, started talking to me because she saw I was scared and helped me make Mr. Rags. He reminds me of you and what you meant to me then! [cries] And I'm so honored to be here to see this shit! [screams] I love you, Nay-Nay! I've always loved you! I love you! [camera shutter clicking] [whirring] [breathes deeply] [sobs] [laughs]

## **4.2 Discussions**

In this part, the researcher discusses the results of the data findings above. The discussion is intended to know what signs are expressed in the Nosedive's Black Mirror Film Series and what the meanings of all those signs are. In this part of the discussion, the researcher analyzed the data using Barthes's theory about signs. Barthes in Sobur (2009, 2016: 41) says that sign is something which stands to somebody for something in some respect or capacity". In this discussion, the writer purposively took some signs of denotation, connotation, and myth as a sample. The writer thinks that these sampled data represent the whole data that the writer presented earlier.

As explained before, denotation is something that represents something or has the same characteristics with the object. In this data analysis, the writer focused the analysis on the following scenes:

### **1. Data Analysis Scene 1**

It can be concluded that in this scene, Lacie has gone too far into the reality that exists on social media. She doesn't even feel a problem when she has to lie on social media just to get a positive response to increase his rating and the researcher concludes that this scene contains a semiotic message about lies on social media.

#### **Denotation**

Before going for work, Lacie goes through her regular routine, which includes buying coffee and eating cake for breakfast. She took a photo of the cake and bit it a

little aesthetically to share it on her social media, dressed in a formal outfit that demonstrates her class. Despite the fact that she didn't like her cake and coffee, she was pleased with the nice feedback and high ratings she received from others.

### **Connotative**

Lacie's behaviors are a signs. The cheerfulness and fake sweet smile that she gives to others shows that she is very obsessed with the rating that she wants to achieve in order to be recognized by the elite. Even though she doesn't enjoy her coffee and even vomits a bite of her cake, as long as she gets a positive ratings on her social media, she's still happy. Like Lacie's did in this scene, she is willing to lie on her social media in order to obtain a good rating from others in order to fulfill his dream of living in Pelican Cove, which is an elite region and luxurious residence that is only occupied by those with high ratings. She's willing to do it despite the fact that it's full of lies.

### **Myth**

The myth portrayed in this scene is that valuing human falsehood has become a common thing to do on social media. Consciously or not, in the era of Facebook, Instagram, Twitter or other social media, we upload something to make someone or many people like us. We spend minutes choosing the right filter to make our Insta-story look perfect, counting how many comments come after sharing a Snapchat video, hoping for a lot of retweets that come after writing on Twitter, waiting for prime time just to share photos on Instagram to make us happy. the more likes we receive, or so that we don't miss out on others. In the end, living in the era of social



media with all the convenience and sophistication it offers is unavoidable. From Black Mirror, there is a lesson that I can take: that as a human being, it is a mistake if I feel inferior to myself just because other people seem superior.

## **2. Data Analysis Scene 2**

In this scene, Lacie gives a speech that seems to force herself to be recognized by those who have a high rating on her best friend's wedding. It can be concluded here that how important a person's image to be recognized so that he has a value in society.

### **Denotation**

Lacie read a speech that she would read at her friend Naomi's wedding in a dramatic and tearful way in front of her brother, Ryan. However, in the end they got into a fight and ended up giving each other bad judgments and ratings.

### **Connotation**

Signs that have connotative meaning in this scene are Lacie's speech and body gestures. According to her brother, Ryan, Lacie's speech was too exaggerated and tried very hard to impress people with a rating of 4.5 and above. Ryan felt Lacie had changed since he was too focused on his judgment. Lacie relies heavily on her speech, she hopes that by presenting a touching speech she will get high ratings from 4.5 and above. Lacie's behavior *offline* at home and her *online* self are in stark contrast. Front-stage Lacie is a version that is believed to be beneficial to others because of her demeanor and the way she carries herself. This can help manage

impressions when meeting other people while the other side she was alone at home feeling comfortable and made the mistake of shouting at his little brother was himself backstage.

### **Myth**

In the daily lives of Nosedive's characters they shape their behavior and appearance to control how others perceive them. Humans wear "faces", masks, which are different in all social situations (Goffman, 1995). Viewers gain access to the "front" stage which is the way each individual places himself, such as social media profile pages. Humans gain a sense of belonging through these social interactions. But the first thing they focus on is how others perceive them because judgment in the world is very important.

### **3. Data Analysis Scene 3**

In this scene it is seen that the true value of a human being cannot be measured by any standard. Even with a low rating, it does not close that the morale possessed is in accordance with the rating capacity. This is shown by an old grandmother who helps Lacie here, who shows that even though she has a low rating, she has high respect for fellow human beings, even Lacie who was desperate and helpless was mesmerized by her.

### **Denotation**

On her way to her friend Naomi's wedding, poor Lacie has bad luck with her car which is forced to stop working because the battery runs out. Lacie was forced to

walk to find a ride until finally a good person with a low rating helped her by giving her a ride named Susan.

### **Connotation**

Susan with a low rating but still sincerely helps others and people who only see things from ratings like other car drivers on the road who only judge someone by rating is a connotative meaning in this scene. It turns out that everything that is considered bad in the general public is not necessarily true, like Susan's character shown in this scene. Even though she only has a rating of 1.4 she can still help others without having to look at her rating first. This authentic feeling between fellow human beings is the fundamental thing that is very important about how we humans should be able to respect each other between humans.

### **Myth**

There is a piece of advice that is still very relevant today, namely, "Don't Judge the Book By it's Cover" which means don't look at something from the outside. In everyday life, this advice may be true. It is undeniable that when you meet other people, the first thing you notice is their outward appearance. But this of course can make people subjective and can also make someone speculative.

The truck driver encountered by Lacie explains that she once put a lot of efforts in having stars, she "used to live for it", but once she decided to tell everybody what she really thought, she lost her social status. Susan symbolizes those in society

who get criticized for speaking their mind. People who hold strong opinions and openly speak up against authority are scrutinized and deemed unhealthy for societal growth. Therefore, Susan's low ratings reflects her brutal honesty and raw sincerity that people find offensive

She said that profiles in cyberspace sometimes only show “highlights we expect other people to see”, not the real reality of life, so whatever we have achieved in life, at least we should never forget to respect each other without any basis other than humanity.

#### **4. Data Analysis Scene 4**

This scene has exposed the real falsehood about friendship statuses can be meaningless to someone with different moral standards. In this case Lacie has been fighting desperately to show the value of her friendship to Naomi and even she has lost her mind. But she doesn't care and justifies any means to get there. However, after struggling with it all Naomi doesn't appreciate it because only Lacie appears in inappropriate clothes and has low ratings. What an authentic falsehood about friendship is shown here.

#### **Denotation**

In this scene, Lacie finally arrives at her friend's wedding, Naomi. However, due to several reasons during her trip, her rating dropped considerably, which resulted that her not being allowed to enter the event area. But, because her obsession is out of control, she still tries to find a way to get in by climbing the fence. With the appearance of being unfit to attend the event, Lacie continued to push herself by

sneaking in and stealthily picking up the mic to read her speech. But in the end she managed to be secured with security officers there because Naomi has kicked her out.

### **Connotation**

In this scene Lacie finally rejects societal norms and chooses to become a real individual. That's a real sign about the fake things is not worth it anymore. She is no longer tied to being happy agreeable person and chooses to be realistic. Her 4.8 friend Naomi even admits that she was banking on Lacie's low rating to gain sympathy votes. She says, "it was number for both of us." This initiates the impact of quantifiable self-worth and what it does to friendships. Real friendship truly became a rare commodity that was hard to find.

In this scene also proves that her obsession with ratings and elite recognition has actually become a very terrible thing. Even after struggling to get in and read her speech, it still yielded nothing and instead became a blunder that was so fatal to her that she had to be forcibly evicted by security officers.

### **Myth**

Social media has created fake relationships and has set expectation for a way of life. Lacie was living in homogenized hyper-reality where everyone was agreeable. This scene dictates her breaking point where she realizes that this life is a lie. In order so stand out as an individual, you must speak your mind. Lacie becomes pleasantly surprised with this phenomenon. After spending a lifelong obsessing over technology,

Lacie becomes free when placed into a prison. This is quiet ironic considering she feels more free in this situation then in the real world. Once her contacts are removed she is able to see more clearly; this is symbolic to the moment one removes their phone screen away from their face.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the presentation of the data that has been described and the results of data analysis obtained from the film Nosedive's Black Mirror with Roland Barthes' Semiotics theory, it can be concluded:

1. Denotation meaning of Netflix's Black Mirror Series Nosedive's show illustrates the reality where media and technology have taken over human life. Today's humans have modified their self-representations to better suit the online realm where millions of people are waiting to be judged and judged by someone. Humans shape and create their ideal self to be presented on social media, and try to increase their popularity through the development of their personal brand.
2. Connotation meaning of Netflix's Black Mirror Series Nosedive's show the struggle that comes from the lower classes shown by Lacie in this film to be recognized by the elite around her in the hope that all of them can change her life for the better through the influence of technological developments that require her to do something she doesn't even want to do.
3. The myths in the film Black Mirror Nosedive's are that all the falsehoods that humans do only lead to disaster and the role of technology is very influential and growing very rapidly. It takes human wisdom so that technology can be used properly so that it doesn't become a bad thing for humans themselves.

## **5.2 Suggestion**

1. For readers, this film has a very good message to be used as self-reflection in order to be wiser in responding to technological developments and especially using it.
2. For universities, this kind of research should be developed more for students in the form of lectures to make it easier to interpret film signs.
3. For further researchers, they can explore more widely related to the object of research, not only limited to films. Further researchers can also examine the theory of semiotics more broadly, not only limited to the theory of Roland Barthes.



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## APPENDIX

### Appendix 1

#### **Black Mirror Season 3 – Episode 1 “Nosedive” Transcript**

[birds chirping]

[panting]

[phone beeps]

[beeps]

- [man] Hey, Lacie!

- Hey! [giggles]

[phone beeps]

[camera clicks]

[“send” alert plays]

[phone beeps]

[giggles]

[laughing hysterically]

- [Lacie] Ryan? [combat sounds on headset] Ryan!

- [yells] [explosion on headset] I was holding a bomb!

- [man] Come on!

- Sorry, guys.

- [Lacie] Landlord is sending buyers over today so put your pants on.

- [Ryan] Maybe if I don't, it'll scare 'em off and we can stay here.

- [Lacie] [singsong] Not an option, Ryan. Lease is up in four weeks. Hey, I'm thinking of you.

- I've got somewhere to go. Nate's roommate took a job in Phoenix so I get his place.

- Okay.

- Now who's the slow poke?

- I'm seeing some places over lunch. Catch you later.

- [gunfire on headset] Sorry, that was my sister. Yeah. Yeah, I bet you'd love to.

- [man] Jasmine tea? [child giggles] [phone beeps] And that's one Brushed Suede. You want a cookie with that? It's on the house.

- Sounds awesome. [giggles]

[Lacie giggles]

[phone beeps]

- See you tomorrow, JJ.

- See you, Lacie.

- [laughs] [gasps] Oh, I saw your boy in the fire hat just now! So cute!

- Yeah, he's really something.

- [laughs] [phone beeps] [chuckles softly] [laughs] [camera shutter clicks] Hmm.

[phone beeps]

[phone beeps repeatedly]

[elevator bell dings]

- Hey, Lacie!

- Bets, it's great to see you!

- You too.

[Lacie giggles]

[cat meows]

- [Lacie] How's Pancakes?

- He's hilarious. Such a funny cat. Just the best. [both laugh]

- Are you still at Hoddicker?

- Mm-hmm.

- Yeah. It's going pretty great.

- Good to hear.

- So, what brings you back here?

- New job, first day.

- First day?

- At Blankman-Harper.

- Whoa! Top floor! That's - Well, good luck.

- I know, right? [laughs]

- It's great you're still happy at Hoddicker.

- Well, maybe not forever.

- No, not forever.

- But for now

- It's OK for now.

- It's great for now, yes.

- Yes, it is.

[chattering]

[phone ringing]

[phone beeps]

[beeping]

[waves crashing, seagulls squawk]

- Lacie, I got you a smoothie. Got one for everyone, actually. Still a bunch of them for grabs. They're from the organic stall at the farmers' market.

- Sure. Okay. [gasps] Mmm!

[phone beeps]

- Thank you. Thank you.

[whispers]

- We're kind of not talking to Ches.

- 3.1? What happened?

- Him and Gordon split up.

- Oh - Poor Ches.

- No, no, no, we're all on Gordon's side.

- Sure! Obviously.

- Ches is kissing ass. Trying to scrape himself back. Of course, if it drops below two-five, then it's bye-bye.

[phone beeps]

[both gasp]

[phone beeps]

[ringtone chiming]

- [Lacie] Hello?

- [Ryan] Yo, they're taking it.

- Who?

- The couple the landlord sent over. I heard them talking.

- Okay.

- So, now we move into the light space area. Ideal for special times with loved ones. Great food, great company.

- Mm-hmm!

[phone beeps]

- Whoa! [laughs]

- [woman] Sampled your photo stream to make her.

- Great hair!

- Styled free of charge at the members' salon. Oh, my God. [giggles]

- [Lacie] It's hilarious!

- [woman] You like him?

- He's okay.

- He doesn't come with the apartment. [both laugh] But there is a bar and restaurant on site, tenants only. We have unparalleled metrics on romantic geneses.

- Uh-huh.

- I gotta say, these places are going like "that." So don't delay if you're interested.



- Oh, I'm more than interested.
- Standard occupancy on a minimum six-month contract, we're talking this much.
- How often are the payments?
- That's weekly.
- Okay.
- [woman laughs] A little more than expected?
- Yeah. There's options. You know our Prime Influencers Program?
- Do I qualify for that?
- No. No, you don't. We'd need you around a 4.5.
- 4.5?
- Hit 4.5 and there's a 20% discount.
- 4.5.
- That's right. [sighs] [laughs]
- Pelican Cove? What is this? A eugenics program?
- A lifestyle community.
- No one is this happy. A two-year-old with a fucking balloon isn't this happy.
- It's actually a pretty cool place.
- Like you'd even qualify. There's nothing I can do, sir.
- [man] Well, it's not hopeless, you're clearly a tryer.
- That's the sense you get just from me?
- From your report analytics. If we drill down into the numbers, you've got a solid popularity arc here. Strong overall trajectory. Let's just look at the last 24 hours. You see, even... What's that? 8:40 a.m. You're working hard on your socials. Great little uptake there. Okay. Couple of minor dings there. You cut someone off in traffic?

- Oh, just a workplace thing. [laughs]
- Okay. Let's check on your sphere of influence. Let me zoom out here. Great peripherals. Strangers like you, that's a plus. Healthy inner circle. It's good.
- Thank you. [giggles]
- There's a ways to go, but 4.5 is certainly achievable.
  
- How long do you think?
  
- To hit 4.5?
  
- Mm-hmm. Well, barring a major setback, a public disgrace kind of deal, I'd say 18 months or so.
  
- Oh, I need more short term. Like much more. [laughs]
  
- Then you'll need a boost.
  
- What kind of a boost?
  
- Well Most of your interactions are confined to your inner circle and they're largely, pardon the term, mid-to low-range folks. Same with your outer circle. You've got a ton of reciprocal five stars from service industry workers, but there's not much else. At least as far as I can see. So, in terms of quality, you could use a punch up right there. Ideally, that's up votes from quality people.
  
- Quality people?
  
- High fours. Impress those up-scale folks, you'll gain velocity on your arc and there's your boost.
  
- [phone beeps]
  
- [panting]
  
- Oh, hi, JJ!
  
- Hey, Lacie!
  
- Keith! Hello.
  
- Lacie!

- [Keith] You look great today.
- Thank you!
- Door won't open. I'm on 2.4.
- Sorry, Ches. I'm late.
- I just need some stars, please! Fuck! [elevator bell dings]
- Oh, hi!
- Hi!
- How's it going at Blankman?
- Just great.
- Well, I bet you work good there.
- Thank you.
- Would you like a croissant? They gave me an extra at the coffee place.
- Oh, no, I already ate.
- Okay, sure. All good.
- Yes.
- Yeah.
- [elevator bell dings]
- Well, here's me, so [giggles] [phones beep]
- Don't try too hard. It's impossible to respect. High fives can smell it a mile off. Just be you. Authentic gestures, that's the key.
- That's time up, I'll catch you later.

- Oh, could I just ask...

[phone chirps]

[camera clicks]

[mutters]

- "Mr. Rags." [exhales] [sighs] [beeps]

- Shit!

- What the fuck is that?

- Tapenade. Want some?

- Who even are you?

- It's just something I wanna eat, Ryan. [phone beeps] [gasps] Oh, my God.

- What is it?

- Naomi!

- Shit! Old school, el perfecto Naomi? You guys keep in contact?

- Ryan, just go! Go! Oh, my God! Nay-Nay, how are you? [giggles] I was just fixing myself a snack.

- Oh, Lace, could I just say I am so happy to see your face?

- Me too. It's been...

- Too long.

- Way too long.

- And that's my fault.

- No, it's mine. Everything is just so

- Everything's just so Crazy! Oh, it's so good to see you. When you posted that Mr. Rags photo I know, Mr. Rags! I just had to call and talk to you because Whoo-hoo! [screams, laughs]

- Wow! That's a big ring! [laughs] Congratulations! Who's the, um...

- Paul? He is great. So smart. Just sweet. I know you're gonna love him. Uh-huh. So, anyways, the big day...

- Yes, when is it?

- So, we're getting married in a month on his family's estate up here on the island. This place outside Port Mary, Honeysuckle. You heard of it? No, but, well, it's a private island. [singsong] Take a loooooook!

- Oh, wow! That is [giggles]

- I know, right? So can you make it?

- Are you kidding? Of course.

- Great, cool, 'cos I was wondering if Lace, do you think, would you be my maid of honor?

- Seriously? Oh, my God. I mean, you've got such cool friends now. Are you sure?

- Remember when we used to plan our dream weddings when we were, like, 11?

- I know but we haven't...

- I don't know, just seeing Mr. Rags, all the memories. It just brought things home. Oh, Nay-Nay. I know we haven't kept in touch as much as I'd have liked and that is totally my fault, but this is a big day. A big life day and I want my oldest friend with me, my oldest friend. I want you by my side.

- Oh, my God. Thank you. What do I have to...

- Not much to it. A speech, mainly.

- Speech? Of course! Mm-hmm. How big's the crowd?

- Oh, my gosh, like [sings] hundreds! It's a crazy guest list. I'll send it now. Paul's invited so many, I don't want to call them big deals, but they're all, like, 4.7 or above.

- Uh-huh. Nay-Nay, I will not let you down. [giggles]

- Don't sweat too much! Just talk about old memories.

- Sure.

- How we were, any old things.

- Gotcha.

- I'll ping you some anecdotes.

- That would be great.

- And what's your dress size? Oh, um I'll tell you what, I'll just send you a four.

- Perfect.

- We got matching bridesmaids' dresses. Well, anyway [both scream] [both laugh] Love you, Lay.

- You too, Nay-Nay! [giggles] Oh! Bye. [laughs nervously] [beeping] [sighs]

- What was that? The F-word? You two pussy pals now?

- [sighs] Shut up.

- She was always mean to you.

- No, she wasn't.

- She had that rhyme about you.

- That was a game.

- What about when she cut your hair?

- I asked her to.

- She fucked Greg.

- She did not fuck Greg.

- [laughs] She looked hot. I'll give her that.

- [man] Okay. Impressive. Uh-huh. Jesus. Yeah, that'd do it.

- Mm-hmm.

[phone rings]

- [woman] Pelican Cove.

- Carole, it's Lacie. Saw the place yesterday. I wanna take it.

- That's fantastic!

- Uh Oh, I see you're still on a 4.2. Is that, um...

- Yep, I'm on it, just gonna transfer the deposit now.

- Well, okay.

- Yes! In this world, we're all so caught up in our own heads. It's easy to lose sight of what's real. What matters. But as I stand here today seeing the joy Paul has brought to Naomi's life, I know she's someone who truly matters to me. [laughs] Nay-Nay, the little girl who, when we were just five-years-old in art camp, started talking to me because she saw I was scared. The girl who helped me make Mr. Rags. I still have him. [giggles] He sits on my desk and every day, he reminds me of Nay-Nay. What she meant to me then and now. I am so honored to be here and I wish you all the happiness this stupid world can muster. I love you, Nay-Nay. Is the tear too much?

- You fucking sociopath.

[phone beeps]

- Ryan, my car's here. Was it too much?

- What, the tear, the photo, Mr. Rags?

- I do keep him on my desk.
- There's sugary and then there's fucking diabetes.
- I just wanna make her happy on her wedding day.
- The captive audience of 4-point holies five-starring your ass off, that's just a bonus.
- Naomi and I were best friends.
- [laughing] Come on
- I wish her well and wanna express it the best I can. And, yeah, if I nail a speech and get five-starred by hundreds of primes, so what? It's a win-win.
- What are you hoping for? Like, 4.3, 4.4? Unh-unh.
- You get points from your gaming buddies. It's the same thing. Don't shit on me for aiming higher.
- Pelican Cove higher?
- What's wrong with Pelican Cove? They're great apartments!
- They are fake-smile jail cells.
- [phone beeps] Great. Car cancelled. And he marked me down so now I have to book another, and I took a ding.
- Great job.
- I am sorry, but I miss the normal you. Before this obsession, when we had conversations, remember?
- I need my charger.
- This whole ranking thing, just comparing yourself to people who...
- Have you seen my charger?
- ...only pretend to be happy.



- I said don't borrow this!

- High fives like Naomi, I bet they're suicidal on the inside.

- My car is here. Again.

- Your Pelican Cove deposit, is it refundable? Like, what if this doesn't work?

- Can't you just stay out of my shit?

- You're my sister!

- Yes! And if you cared about that, maybe you would've noticed living with you hasn't been one big rainbow sandwich for me. Do you know why I never brought any guys back here? Because I didn't want them to know I was sharing a skanky-ass cave with Mr. Three Point Fuck.

- Good luck with your performance!

[door closes] [door opens]

[grunts]

[phone beeps] [door slams]

[horn honks]

- Oh, hi, hi! I'm coming. I'm coming.

- Jesus Christ.

- Oh, I'm so sorry. That's great. Just great.

[phone beeps] [sighs] [horn honks] Oh Hi. [ringtone chimes] Nay-Nay! [giggles]

- Hey, Lace! Just checking in.

- I'm on my way to the airport right now. [giggles]

- Okay, cool, and you're all good for the rehearsal dinner?

- Oh, yeah. The flight's, what, an hour? That restaurant looks so cool.
- Uh-huh. And you got the dress okay?
- Mm-hmm. In my case. [giggles] I love the pink.
- Uh-huh. So, the latest draft of the speech is great. Going handwritten's so cool. Those scans of the page, my God, I welled up just at that.
- Oh, thank you!
- Um, just one thought. That whole bit where I help you with the eating disorder thing
- You think that's a little...
- A little over-sharing, yeah.
- You're so right. It's gone.
- Okay.
- Cool.
- Well, I'll see you in a few hours! I'm getting married tomorrow [screams] [laughs]
- And here's your tip. [giggles]
- Thank you. [phone beeps] Oh, come on.
- [woman on loudspeaker] May I have your attention, please...
- Hi there, how are you doing?
- I am wonderful. [laughs]
- I am so sorry, that flight is cancelled.
- No. No, no, no.
- Customer incident at the other end.

- But, so when is the next flight?
- Yeah, they're all kind of full.
- Uh, I booked this weeks ago. It's my best friend's wedding.
- I'm sorry.
- I have to get there. I have to.
- Okay let's see what we can do.
- Thank you. Thank you so much.
- I see there's one standby seat on another plane leaving tonight.
- [sighs]
- Uh, that's reserved for members of our Prime Flight Program. You gotta be a 4.2 or over to qualify.
- Oh, I'm... I'm a 4.2.
- Uh-huh. I'm afraid you're actually a 4.183.
- Oh. Well, that's not my fault. Um, some woman dinged me down in the... Can't you just...
- I'm sorry, it won't let me book it without the correct ranking.
- But it's so close.
- There's just nothing I can do.
- Christ, I mean, surely.
- I'm gonna have to ask you to moderate your language there.
- Sorry. It's just I'm maid of honor. I cannot miss this wedding.
- And I am so sorry about that.

- Can you call the supervisor?
- I cannot do that.
- Can you just call the supervisor?
- I cannot do that.
- Call the fucking supervisor!
- Okay, that's profanity. We're zero tolerance on profanity.
- I'm sorry. It's just...
- I have to serve the next customer.
- No, no, no, no.
- Can you step away, ma'am?
- God, just fucking help me! Ooh. [phones beep] I'm so sorry.
- I've called security.
- Oh, no, no, no. Please don't do that. I'm, uh five-starring you. Five stars.
- What's the issue here, Hannah?
- Intimidation and profanity.
- Oh, no, no. I was not intimidating.
- Don't speak, ma'am.
- I was just trying to...
- Ma'am.
- Okay.

- So, in order to restore calm, I'm invoking my authority as airport security to dock you one full ranking point as a punitive measure. This is a temporary measure.

- [gasps] No!

- Your score reverts to normal in 24 hours.

- No, no, no. But I need it now.

- During this period, all down votes are subject to a times two multiplier.

- Times two?

- We recommend you avoid negative feedback at this time.

- I'm on double damage?

- Please, remove yourself from the airport immediately.

[phone beeps]

- Okay, well, due to your ranking...

[chattering]

[baby crying]

- Hi there. Chuck! Great name.

- Thank you.

- Hope you're having a great night.

- It's pretty good.

- So, I need a car.

- You got a vehicle in mind?

- Anything, really.

- Well, due to your current ranking, you're restricted to our super saver fleet.

- Yep. That's yeah.

- I-Cruiser 2? They still have the 2? [alarm beeps] [beeping]

[woman speaking driver alert in Czech]

- Oh, God.

[woman repeating driver alert in Czech]

[beep, wipers creaking]

[woman repeating driver alert in Czech]

[music on TV]

- Oh, come on. Uh [men speaking Czech on TV] [beeping] Damn it!

[laughs] [sighs]

[Czech dialogue continues]

[engine sputters] [engine starts]

- The little girl, who when we were both five years old in art camp, [sobs] started talking to me because she saw I was scared. The girl who helped me make Mr. Rags Teardrop. Crowd goes wild. You can do this.

[ringtone plays]

[woman speaking Czech]

- Sorry, okay, I swear I'm on my way.

- [Naomi] How far away are you?

- Uh, quite a ways. I missed my flight.

- What?

- Well, not missed it, but...
- So you're not gonna make the rehearsal dinner?
- No.
- Lacie!
- I am so sorry. It's been [groans] I got a rental car. I'm driving.
- Driving? That's like nine hours.
- I'm making good time, gonna go through the night, make a road trip out of it.  
[laughs]
- Is everything okay? I can find a replacement if something's wrong.
- No. No. No. I'll be there. I swear on Mr. Rags. Ha ha ha!
- Okay, just drive safe! [girls squealing]
- You bet. I'll just... [phone beeping] [phone beeps] Come on. Come on. Please.  
[phone beeps] [sighs] Okay. [yawns]
- [woman speaking Czech]
- What do you want?
- [woman speaking Czech] [beeping]
- [woman speaking Czech]
- Oh, shit.
- [woman's speaking tempo slows]
- Hi. Sorry. [woman moaning] Your charger doesn't fit my car.
- Don't see those around much these days.