Elemental Symbolism and Character Relationships in *Elemental Forces of Nature*: A Semiotic Approach

Erina Tri Oktaviana
Muhammadiyah Surakarta University, Indonesia

Abdillah Nugroho
Muhammadiyah Surakarta University, Indonesia

Abstract

The purpose of this study is to see how human figures are shown by the symbolism of the elements and how the interaction between the elements can cause semiotic phenomena rooted in the concept of the basic elements of the earth, namely fire, water, earth and air. This is to analyze whether the product is reflected in this way. Using the semiotic theory of Perce and Barthes, this study seeks to identify the implications and negative meanings of the elements of human personality. This study uses a qualitative approach in a case study design. Data were collected in depth about film scenes that show the interaction between elements and human characters. The data collection process was carried out through participant observation methods, theme notes, and symbolic analysis of visual and narrative elements. Data analysis techniques are related to the structural semiotic model which includes identifying signs, determining meaning, and interpreting symbolic relationships in a historical context. The results of the study show that 30 data show the relationship between natural elements with specific semiotic meanings and human personality. The fire element is often connected to characters who are passionate about being ambitious and easily ignited by their emotions, while the water element represents calmness, adaptability, and empathy. The earth element represents stability, determination, and maturity, while the air element reflects freedom, intelligence, and imagination. The interaction between these film elements not only shows the social dynamics of the characters, but also reflects the idea of balance and conflict in human life. The contribution of this study is to provide a deeper understanding of the role of elemental symbolism in character formation in visual media.

Corresponding author:
Erina Tri Oktaviana, Muhammadiyah Surakarta University, Surakarta, Indonesia
Email: a320210153@student.ums.ac.id

INTRODUCTION

Film is a work of art and a form of visual media consisting of a series of moving images combined with sound, including dialogue, music, and sound effects. Film plays an important role as a form of art and a medium of communication, just like human behavior in general. In this context, film not only functions as entertainment, but also as a tool to convey messages, depict cultural values, and raise social awareness. The film is the result of a contemporary collaboration that combines literature and media (Hanifah et al., 2024). In addition to offering entertainment, film has the power to reflect reality, criticize injustice, or inspire change in humans. One of the popular and meaningful film genres is animation. Animation is often made for the purpose of entertainment, education, or conveying social and cultural messages. The film Elemental: Forces of Nature is a film that tells how the elements on earth unite, which have different characters. The film Elemental is very suitable to be watched by all ages, from young to old. The relationship between the characters and the elements in the film Elemental is unusual, because the film uses the elements on earth to tell the different characteristics of human characters according to the elements.

The research with this film is to analyze the use of natural element symbolism in human nature. The power of nature is the power of nature to describe the psychological and social aspects of everyday life. With a semiotic approach, this study examines how natural elements not only represent individual characteristics, but also reflect broader social dynamics, especially in the context of relationships and interactions between individuals when living in society (Sardi et al., 2017). The research method used is semiotic analysis with a qualitative approach. Data were collected by observing visual elements, dialogue, and character behavior in the film. The analysis process involves identifying key symbols, interpreting meanings in social and cultural contexts, and mapping patterns of interaction between elements that reflect conflict and harmony in relationships. This study not only shows the explicit meaning of the film, but also shows the implicit messages conveyed by the use of symbolic elements. The results of the study show that the relationship between the characters of the bucket and the calf in this film is a symbol of conflict, compromise and harmony in social relationships. The character of Ember, which represents the element of fire, symbolizes emotional, temperamental, and courage, while Wade, which represents the element of water, reflects calm and peace and adaptability. Their interactions reflect how individuals from different backgrounds achieve understanding and harmony through tolerance and empathy. The film demonstrates how natural elements can be used to demonstrate the complexity of interpersonal relationships and broader social dynamics. This study contributes to the use of symbolism of natural elements analyzed in film scenes and narratives as a medium for social and psychological reflection. By combining these findings with academic discussions in the fields of film research and semiotics, this study enriches the understanding of how visual media can be an effective tool for providing social and cultural messages. Further effects of this study can be used to deepen investigations into

how film elements and characters influence the perception and understanding of complex concepts in real audiences.

The semiotic approach is a way to understand symbols that have certain meanings that exist around us with mportant figures in the semiotic (Saussure, F. d., Sechehaye, A., Riedlinger, 1986) and (Barthes & Code, 2002). This approach, pioneered by Swiss linguist Ferdinand de Saussure, views language and literature as constructed systems of signs and symbols, where meaning arises from differences and relationships between those signs (Widyaningrum, 2024). The concept of a symbol consists of two parts: signifier, which is the physical form of the symbol (such as a word or image), and signified, which is the meaning and idea behind the symbol. His ideas became the basis for many theories about language and communication. Roland Barthes (1915–1980) was a French critic and philosopher, known for his contributions to the fields of semiotics and literature. Barthes further developed Saussure's thinking by examining how not only social signs can have direct meaning, but can have deeper or additional meaning. The semiotic approach is a way to understand how people around the world make meaning, including the elements on earth such as water, fire, earth and air (Saussure, F. d., Sechehaye, A., Riedlinger, 1986).

The sign is divided into two, namely signifier and signified. The signifier is the physical form of the element, such as a word, sound, or image that represents it such as the word "fire" or the shape of fire that we see every day. Meanwhile, signified is the meaning or idea that appears in our minds when we see or hear the signifier, such as "fire" can mean that we think about a sense of enthusiasm and courage. Saussure wanted to explain that the world is full of signs, and each sign has a meaning that we understand according to the way we live, learn, and relate to the environment.

LITERATURE REVIEW

In several studies it has become an interesting topic. In studying the film Elemental: Force of Nature, previous research has had various approaches to previous research that discussed the characters, conflicts and moral messages it contains. Previous findings highlight how the characters in these films exhibit the natural elements, fire, water, earth and air, and how character development and action strands influence the film's storyline.

This research emphasizes the external conflict faced by the main character which is related to natural elements, highlighting that the conflict between humans and nature is the most dominant. This shows that this film does not only rely on emotional elements, but also includes criticism of the environmental challenges faced by society. Compared with previous research findings, my findings focus more on the relationship between elements and characters through semiotic theory (Putu et al., 2024).

Analysis of speech acts in film dialogue shows that directive acts dominate, which describes how characters use language to direct the actions of others. This is in line with my findings that the dialogues in this film also function as signs that show the relationship between elements and characters. (Sharifah, M., & Shofiyuddin, 2024)

The study that found that these films were effective in conveying moral messages about tolerance and empathy, my findings show how the symbols in films can be interpreted more broadly (Hardanti, N. C., Khalawi, H., & Hafidah, 2024). Other research focus on the representation of Chinese immigrants in films, showing how media can shape public perceptions of identity and discrimination (Pascarina et al., 2024). The study analysis of translation techniques on grammatical collocations shows the challenges in maintaining cultural nuances when translating films (Rizki, K. S., & Noviyenti, 2024).

This study employs Soegiono theory to analyze idiomatic expressions in dialogue films and their contextual meaning. 34 idiomatic expressions were found in the study, including culture and history, phrasal verbs, similes, and metaphorical. By enhancing comprehension and efficient communication, the study aids in language learning and highlights the significance of idiomatic phrases in expressing cultural meaning in stories (Mustafiroh et al., 2023)

This study aims to analyze the relevance of the main characters in the film Elemental: The Force of Nature. This study identifies the importance of the main characters in the dialogue and analyzes their associations using Herbert Paul Grice's theory of cooperation. This study found that the main characters' associations were determined by complex interactions and communication themes. This study contributes to the understanding of practical principles in a cinematic context (Ayu et al., 2024)

The research focuses on the application of Islam and psychoanalysis in character analysis. Bucket from the movie. This research uses an interdisciplinary approach, taking film studies from a psychological and theological perspective. Freud's theory of psychoanalysis examines this research and analyzes the film and Ember and Wade's interactions, highlighting the complex relationship between Ember and Wade as well as their Islamic-Islamic relationship (Haryanto et al., 2024).

This study identified six types of guideline speech in the dialogue: commands, suggestions, questions, advice, prohibitions, and invitations. From the 75 data collected, the command is the most dominant linguistic type with 34 statements (45%) followed by proposals (23%), requests (13%), prohibitions (5%), and suggestions and invitations following. 7%. The results of this study indicate that the protagonists, especially Ember and Wade use commands as the main form of communication to communicate their desires and manipulate the actions of other signs (Silaen et al., 2022).

This study concludes that small films use the Sternberglove Triangle theory, which includes intimacy, passion and commitment, to explain different types of love through the protagonist Ember. Emotional is reflected in the deep emotional relationship between Ember and Wade. Love is expressed in physical and emotional interest, but comes from various factors, but the obligation is manifested in the determination to be together to provide challenges and support each other (Anzani et al., 2025).

RESEARCH METHOD

This study uses a qualitative method with a case study model and uses a semiotic approach from (Saussure, F. d., Sechehaye, A., Riedlinger, 1986) and (Barthes & Code,

2002). Data collection in the form of scenes in the film that show the relationship between elements and characters as a whole and in the form of documentation which is then analyzed based on dialogue, visual expression, and symbolism of elements in the story. Material objects in the form of depictions of natural forces such as fire, water, earth, and air through film animation. Formal objects in the form of scenes that show the relationship between elements and characters selected based on their relevance to semiotic phenomena, especially in terms of signs and significance. This study not only displays elements, but also literally reveals symbolic relationships that affect the dynamics of characters and stories. The results of this study help us understand the relationship between elements and characters using a semiotic approach.

The semiotic approach is used in this study to collect data, namely document analysis in the form of watching films and then recording visual details, dialogue, relevant narrative elements used to identify the meaning of elements with their characters which is the main objective, and the use of dialogue transcripts in films used to understand and analyze symbolic meaning in conversations between characters. Qualitative data analysis techniques consist of three streams of activities carried out simultaneously: data reduction, data presentation, and drawing conclusions/verification (Miles, M. B., Huberman, A. M., Saldana, 2020). Data reduction, namely data collected from the film scenes studied in accordance with the research objectives. Data presentation is presented in the form of tables and descriptive narratives to show patterns between elements and characters. Drawing conclusions and verification to ensure the validity of the research results by consulting with experts and conducting theory triangulation. The data triangulation technique is used by researchers to ensure that the data used in this study is reliable. Researchers also consulted with Mr. Abdillah Nugroho who is an expert in literature and semiotics. This approach ensures that the research results are not only in accordance with semiotic theory, but also relevant and useful for the academic world and scientific studies in general, because input from these experts guarantees that the analysis carried out has high credibility.

FINDINGS AND DISCUSSION

This chapter discusses or presents findings from analysis data to answer research questions: 1. What influence does each character's element have on their personality in the movie "Elemental: Forces of Nature"?; 2. How are the elements of nature used to represent the characters in the film "Elemental: Forces of Nature"?. This chapter is divided into 2 part which will discuss the findings of semiotic phenomena regarding the relationship between elements and characters, and how the influence of elements influences the nature and character of a character found in the film "Elemental: Forces of Nature".

1. The semiotic phenomena about elements and characters that found in "Elemental: Forces of Nature"

Researchers collected 30 data from the film "Elemental Forces of Nature" which contains semiotic phenomena about the relationship between elements and characters. The 30 data that have been collected are grouped into 2 parts based on the theories of Saussure and Barthes. Table 1 shows the location of the emergence of semiotic phenomena that occur in the film "Elemental Forces of Nature".

**Table 1. The phenomenon elements and characters**

Phenomena	Element	Time
"Water!"	Fire	00:03:48
"You splash it, you buy it"	Fire	00:06:37
"Can the shop be mine now?"	Fire	00:06:49
"That's not how this works!"	Fire	00:07:46
"Take breath. Make connection"	Fire	00:08:26
"Yo, Clod. Can't talk, in a hurry"	Soil	00:11:14
"Be back in five minutes"	Fire	00:15:19
"What a happy family"	Water	00:16:23
"Stop messing with that"	Fire	00:17:17
"Well, I need to make sure it's solid"	Water	00:17:20
"Everything's solid"	Fire	00:17:20
"Oh, gosh. It's just too much"	Water	00.17.45
"You can't get through this. So, it is time to hand them over"	Fire	00:20:36
"Living the dream"	Soil	00:21:50
"Break some wind!"	Cloud	00:27:10
"I dare you... say 'cloud puffs' one more time"	Cloud	00:28:16
"Nothing weird going on here. Just a little pruning"	Tree	00:33:33
"We will never be watered down by you. Get out!"	Fire	00:41:28
"I've just never been punched in the face with beauty before"	Water	00:49:46
"Oh, honey, you won't believe what your baby niece did today. She smiled"	Water	00:53:20
"Never got a chance to say goodbye to Nana"	Water	00:55:25
"Ember. When I met you I thought I was drowning. But that light that light inside you has made me feel so alive. And all I want now is to be near it. Near you. Together"	Water	00:56:00

"So stop preteding like you do"	Fire and Water	00:59:49
"Hey, it's my favorite fireball"	Air	01:06:15
"Don't you dare judge me"	Fire	01:13:09
"I don't love you. Go"	Fire	01:17:16
"My little drip, drip baby boy"	Water	01:19:31
"I made you a painting. It's of a lonely man awah in sadness"	Water	01:19:46
"But you're evaporating. I don't know what to do"	Fire	01:23:33
"Ember, I have no regrets. You gave me something people search for their whole lives"	Water	01::23:50

1.1 Fire

The fire element in this film has an emotional, temperamental, angry and fiery character. Ember Lumen is a character who plays the character of fire, which represents the human nature of being fiery, energetic and full of enthusiasm. Ember is the son of a businessman who opened a shop called Fireplace and Ember's father wants him to fight to become the heir to his shop.

Datum 5
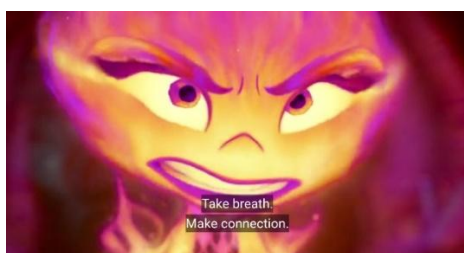
(dok. Ask4movie/Elemental (2023))

"Take breath. Make connection"
Ember the fire element who has an angry, emotional, temperament is trying to control his anger and emotions but he can't, he burns brightly, but sometimes too brightly. He couldn't control his anger in front of the customers in his shop.

Datum 18

(dok. Ask4movie/Elemental (2023))

"We will never be watered down by you. Get out!"

Ashfa, or Ember's father, shows a character who is angry because Wade wants to have a relationship and approach Ember. With the impossibility and having the opposite character, Ember's father does not approve of their relationship so Ember's father is angry.

1.2 Water

The water element in this film has a positive, friendly and easily moved character. Wade Ripple is the water element in this film who has a cheerful, sensitive, calm and easy to sad character. With her character standing out for her transparent personality, she shows her frequent crying and sincere nature. Wade is a very friendly, positive and fun character who has many friends.
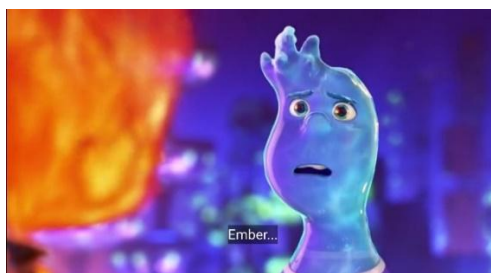
Datum 8

(dok. Ask4movie/Elemental (2023))

"What a happy family"

Wade, who has a calm and easily touched character, is showing a sad character, crying because he saw Ember's family photo and Wade is jealous because he also wants to have a father and a family photo like Ember's family.

Datum 22

(dok. Ask4movie/Elemental (2023))

"Ember. When I met you I thought I was drowning. But that light that light inside you has made me feel so alive. And all I want now is to be near it. Near you. Together"

Wade sincerely said that Wade wanted to be in a relationship with Ember. This shows Wade's nature of trying to face problems by controlling his easily moved nature calmly and sincerely.

1.3 Soil

The earth element in this film has a cheerful, calm and flat character. Clod and Fern are two characters who are earth elements. Clod is a small child from the land who has cheerful and funny characteristics, is very friendly and confident when interacting with

the main character, Ember. Fern is an employee in the city of Element who has the characteristics of a flat face, calm, formal nature and tends to be stiff. Fern's character in this film also follows the rules orderly and doesn't like breaking them. These two characters really support the main character and add color to the story of the Elemental world.

Datum 6

(dok. Ask4movie/Elemental (2023))

"Yo, Clod. Can't talk, in a hurry"
Clod is a small earth who has a happy, cheerful and calm nature when he is with Ember

Datum 14

(dok. Ask4movie/Elemental (2023))

"Living the dream"
Fern is a hardworking soil that has a calm nature like soil in general but is disciplined when working.

 1.4 Air

The air element in this film is in the form of clouds which have different characters, sometimes they can be angry or cloudy, and sometimes they can be kind or sunny. Gale is a cloud element that has different moods. When he is angry he will become a cloud with lots of lightning, when he is good he will become a cloud as soft as cotton, when he is sad he will become a rain cloud. Gale plays an important role in this film because he can grant Ember's wish, namely to see Vivisteria in the water. As an air element, he has the ability to change shape and reflect his emotions with unique expressions.

Datum 16

(dok. Ask4movie/Elemental (2023))

"I dare you... say 'cloud puffs' one more time"
In this scene, Gale's character is angry because he was judged by Ember because of his cotton-like shape and he didn't accept it, so it formed a very dark cloud and emitted lightning like normal clouds.

Datum 24

(dok. Ask4movie/Elemental (2023))

"Hey, it's my favorite fireball"
This scene shows that Gale's character becomes good when he wants to help Ember to see Vivisteria in the water so that it becomes a very soft cloud like cotton, and he has the ability to make wind.

2. Representation of the influence of the use of elements and characters in semiotic theory in the film "Elemental: Forces of Nature"

Semiotic theory is a theory that discusses signs and symbols to convey certain meanings. Semiotics focuses on interpreting signs in contexts such as language, images, movements, and objects. This theory has two main aspects, namely the signifier and the signified contained in the meaning. In this research, the film "Elemental Forces of Nature" is a film whose characterization is in the form of elements that exist on earth, namely fire, water, earth and air, using the characteristics possessed by humans. This is related to semiotic theory because the elements in the film are signs, and the characters in the film are meaning.

Table 2. Representation of the influence of the use of elements and characters in semiotic theory

Phenomena	Semiotik	Elemen	Time
"Water!"	Signifier	Fire	00:03:48
"You splash it, you buy it"	Signified	Fire	00:06:37
"Can the shop be mine now?"	Signified	Fire	00:06:49
"That's not how this works!"	Signified	Fire	00:07:46
"Take breath. Make connection"	Signified	Fire	00:08:26
"Yo, Clod. Can't talk, in a hurry"	Signifier	Soil	00:11:14
"Be back in five minutes"	Signified	Fire	00:15:19
"What a happy family"	Signified	Water	00:16:23
"Stop messing with that"	Signified	Fire	00:17:17
"Well, I need to make sure it's solid"	Signified	Water	00:17:20
"Everything's solid"	Signified	Fire	00:17:20
"Oh, gosh. It's just too much"	Signified	Water	00.17.45
"You can't get through this. So, it is time to hand them over"	Signified	Fire	00:20:36
"Living the dream"	Signified	Soil	00:21:50
"Break some wind!"	Signifier	Cloud	00:27:10
"I dare you... say 'cloud puffs' one more time"	Signifier	Cloud and Fire	00:28:16
"Nothing weird going on here. Just a little pruning"	Signified	Tree	00:33:33
"We will never be watered down by you. Get out!"	Signified	Fire	00:41:28
"I've just never been punched in the face with beauty before"	Signified	Water	00:49:46
"Oh, honey, you won't believe what your baby niece did today. She smiled"	Signifier	Water	00:53:20
"Never got a chance to say goodbye to Nana"	Signified	Water	00:55:25
"Ember. When I met you I thought I was drowning. But that light that light inside you has made me feel so alive. And all I want now is to be near it. Near you. Together"	Signified	Water	00:56:00
"So stop preteding like you do"	Signified	Fire and Water	00:59:49
"Hey, it's my favorite fireball"	Signifier	Cloud	01:06:15

"Don't you dare judge me"	Signified	Fire	01:13:09
"I don't love you. Go"	Signified	Fire	01:17:16
"My little drip, drip baby boy"	Signifier	Water	01:19:31
"I made you a painting. It's of a lonely man awah in sadness"	Signified	Water	01:19:46
"But you're evaporating. I don't know what to do"	Signifier	Fire	01:23:33
"Ember, I have no regrets. You gave me something people search for their whole lives"	Signified	Water	01::23:50

Based on data table 2 in the film Elemental Forces of Nature, it shows strong semiotics in representing the characters' traits and emotions through natural elements, especially fire and water. In Saussure's semiotic theory, every phenomenon in this film can be categorized as a signifier which refers to a signified. Ember's fire element character is often associated with an angry and temperamental nature (signified), as in the quote "That's not how this works!" or "I don't love you. Go," which shows impatience and explosive emotions. Wade as a water element symbolizes sadness and empathy, as can be seen from various quotes such as "Oh, gosh. It's just too much," which shows his nature of crying easily. Meanwhile, in Barthes' semiotics, this meaning is not only denotative (fire as heat and water as liquid) but also connotative, where fire symbolizes anger and courage, while water represents sadness and tenderness.

2.1Signified
Datum 2

(dok. Ask4movie/Elemental (2023))

"You splash it, you buy it"
The character Ember (fire) is angry with water because the water damaged the goods in Ember's shop. This phenomenon is signified semiotics, because it takes the form of the meaning or idea of the thing being signified.

Datum 8

(dok. Ask4movie/Elemental (2023))

"What a happy family"
Wade's character cries when he sees Ember's family photo, which means that Wade has a sincere and gentle nature. This phenomenon is signified semiotics because it takes the form of the meaning or idea of the thing being signified.

2.2 Signifier
Datum 1

(dok. Ask4movie/Elemental (2023))

"Water!"
Ember's father stated that the shape of water is a semiotic signifier because it is an object that represents a certain shape.
Datum 24

(dok. Ask4movie/Elemental (2023))

"Hey, it's my favorite fireball"
Gale shows that he is in awe of Ember's form. This phenomenon is a semiotic signifier because it is an object that represents something.

In research on the film "Elemental: Forces of Nature," there are many approaches that are diverse from previous research, which discuss various aspects of the characters, conflicts and moral messages contained therein. Previous findings highlight how the characters in these films represent natural elements—fire, water, earth, and air—and their impact on character development and storyline. For example, research emphasizes the external conflict faced by the main character which is related to natural elements, highlighting that the conflict between humans and nature is the most dominant (Putu et al., 2024). Compared with previous research findings, my findings focus more on the relationship between elements and characters through semiotic theory. I examine how these elements represent not only physical traits but also emotions and deep psychological characteristics. I found that the character of Ember, represented by the element of fire, often displays an angry and temperamental nature, which manifests itself in dialogues that reflect her anger. Previous research also noted these properties, but did not analyze in depth how these elements function as signs (signifiers) and meaning (signified) in semiotic theory.

In other research analysis of speech acts in film dialogue shows that directive acts dominate, which describes how characters use language to direct the actions of others. Ember's angry statement towards Wade not only shows anger, but also reflects the conflict between the elements of fire and water, which is interpreted as a symbol of a deeper emotional conflict (Sharifah, M., & Shofiyuddin, 2024). While previous findings emphasize moral analysis in films who found that these films were effective in conveying moral messages about tolerance and empathy, my findings show how the symbols in films can be interpreted more broadly. Wade's character, represented by the element of water, not only displays a gentle and empathetic nature, but also serves as a symbol of an individual struggling against social stigma (Hardanti, N. C., Khalawi, H., & Hafidah, 2024).

The results on the presentation of Chinese immigrants in films show how the media can shape identity and public perceptions about discrimination (Pascarina et al., 2024). The results of my findings are to discuss how film elements act as markers for understanding universal human experiences. The elements of fire and water reflect not only individual differences but also tensions that can be used in intercultural relationships. This shows that the film doesn't just talk about specific characters, but also touches on big topics related to today's cultural community.

In other research an analysis of grammatical translation techniques shows the challenges in maintaining cultural nuances when translating films (Rizki, K. S., & Noviyenti, 2024). My results focus on how these collocations can be viewed as semiotic elements that enrich film narratives. Understanding how language and symbols work in the context of a film will help you continue to understand the complexities that exist in communication between characters..

From the results of my research on semiotic phenomena contained in films, I have identified 30 pieces of data that connect characters and elements. This covers aspects such as the influence of elements on characters and the way certain dialogue yields deeper

meaning. When Ember's father says "Water!" his frustration is not only an expression of anger, but also a symbol of his inability to overcome the differences between the elements of fire and water. My findings emphasize that this film has a level of meaning that can be revealed with semiotic analysis that has not been fully examined in previous research.

(dok. Ask4movie/Elemental (2023))

This comparison shows that previous findings and my results have their own advantages. Previous research provides valuable insights into conflict, morality and character representation, but my research adds an analytical aspect that focuses on the relationship between elements and characters through semiotic theory. Understanding these two perspectives will help to see how the film Elemental: Forces of Nature is not just entertainment, but also a work of art that is rich in importance and messages, and a work of art that is socially relevant.

The main character of this film is a Ember which represents the element of fire. Ember is described as a very emotional, energetic, and fiery character. The internal conflict in the Ember can be seen in dialogue where problems and dissatisfaction often arise. Like the dialogue, "That's not how this works!" And "I don't love you. Go," This shows impatience and explosive emotions, drawing a powerful depiction of how the nature of fire reflects the controlled personality and reactive instability of his existence.

(dok. Ask4movie/Elemental (2023))

Wade, representing the water element, offers an interesting contrast to Ember's character. Wade is described as a positive, friendly and easy-to-touch person. As a water character, Wade often cries deeply, reflecting deep empathy and tenderness. The line "Oh, gosh. It's just too much," shows his assignable nature, emphasizing his emotional depth. In the context of semiotics Wade functions as a gentler and more loving expression of nature.

(dok. Ask4movie/Elemental (2023))

Other characters in the film play important roles in the development of the story, such as Clod and Fern, who represent the earth element. Clod is said to be a happy and funny child, but Fern has a formal and disciplined personality. They act as a counterbalance to the historical dynamics and support protagonist Ember in playing out her character. The happy and enthusiastic characters show how the nature of the land can create stability and strength when faced with conflict. In several scenes "Yo, Clod. Can't talk, in a hurry" showing Clod seems to be the one who can lighten the tension and help Ember see the situation from a different perspective. The scene Fern, "Living the dream" an expert in the discipline, shows the importance of rules.

(dok. Ask4movie/Elemental (2023))

Gale, a character who represents the air element in the form of clouds contributes to the changing nature and complexity of the story. Gale can go from being a dark cloud to a soft and friendly cloud. "I dare you... say 'cloud puffs' one more time" Gale reflects the problems of being humiliated, and the elements of uncertain air and emotional fluctuations. Showing how it can happen and being mild and harmless is a great power and becomes aggressive when triggered.

(dok. Ask4movie/Elemental (2023))

In semiotic theory, this film shows a strong relationship between the characters and the elements they represent. Saussure's theory shows that all phenomena in films can be classified into signifiers (signs) and signified (meanings). The personality Ember (signifier) represents anger and emotional instability (signifier), while Wade (signifier) represents sadness and empathy (signifier).

CONCLUSION

The research that discusses the relationship between the elements and characters in the film "Elemental Forces of Nature" shows that the film is not only a fantasy story that discusses the elements on earth such as fire, water, soil, and air but also has the aim of conveying a deep message to humans, reflecting the various personalities possessed by humans, and how they can interact with various differences. With the characters on earth and given the characters or traits possessed by humans, this film becomes more than just an animated film, but also a reflection of everyday social life. Based on the analysis using the theory of semiotics by Saussure and Barthes, which is used to understand how the elements on earth actually symbolize human nature. Semiotics is the science that studies the signs and meanings behind something. The film "Elemental Forces of Nature" shows how the natural elements on earth are used as symbols of the traits possessed by humans. Fire, water, soil, and air represent the various personality types that exist in real life and how they interact with each other.

Through the relationship between elements and characters, this film not only shows the uniqueness of each element but also raises social issues such as cultural differences and civilization. Ember and Wade come from different and opposite elements that initially have difficulty understanding each other. This shows that in real life, cultural differences and backgrounds often become obstacles in social relationships. As the story progresses, the characters in this film learn to understand and accept each other's differences. Ember as a fire element who was initially pessimistic about Wade or the water element, eventually realizes that elements with different backgrounds can live side by side and complement each other in social life. This shows that diversity is not something to be avoided, but rather something that improves life. By using a semiotic approach, this film successfully conveys a message about identity, difference, and acceptance in society.

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