

## PORNOGRAPHIC CONTENT IN “SECURITY UGAL-UGALAN” MOVIE (JEAN BAUDRILLARD SEMIOTICS ANALYSIS ON PAMELA AND OVI CHARACTER)

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### ABSTRACT

Film is one of the entertainment options that hold the interest of community from various circles. The cinema is a place where the screening becomes so popular because of the audio and visual support that makes the viewing experience more real. There are many types of movie genres that are played every month in Indonesian cinemas, one of which is the comedy genre. However, comedy films that are presented still contain elements of pornography and sexy side from female characters. This study aims to know and understand the content of pornography in the movie called ‘Security Ugal-Ugalan’ through the characters Pamela and Ovi. The question posed by the researchers in this research is how the form of pornographic content in the film through the characters, Pamela and Ovi. The theory that have been utilized in this study is the hypersemiotics from Jean Baudrillard, who views a semiotics (mark) that exceeds reality. The approach used in this research is qualitative with research method of hypersemiotics. The object of research is Pamela and Ovi. The data collection is obtained from the pictures belonging to the study itself, observation, in-depth interview with the director as key informant and three people from this movie and documentation from various online media. The results shows that a mark presented in the snippet of the studied image is part of the false signature present and the interpretation result is only half of the actual sign. Then the sign is generated due to the support of technology in this editing classified in an artificial sign. In general, the most common sign that is an extreme sign which is a sign that the reality is packed in excess. For example the addition of effects and also the storyline that is made just to solve the conflict with a woman’s body. Pornography and sexy ladies become a distinctive element in this film. Pamela and Ovi represents as two women who end up exposing their sexiness compared with the function of security.

**Keywords:** Semiotics, Woman, Pornography, Film

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### INTRODUCTION

Film is one of the entertainment options that enjoyed by the community from various circles. The interest in watching movies is currently higher because it is influenced by some factors; one of it is convenient cinema services. In addition, the cinema which is a place of film screening is often used as weekend destination for some families. Furthermore, movies can also be enjoyed by all ages. Impressions in the form of film seems real due to the audio and visual support.

According to Indonesian Film records, in 2017 there are sum of 116 long films over 60 minutes released in theaters. The circulation of these films has sold more than 42,387,627 copies. The number is up to 14 percent over the previous year, which is 37,277,428 tickets for the amount of 124 theater released films.

In the year of 2017, one of the film production houses which is MD Entertainment has launched the comedy genre entitled *Security Ugal-ugalan* directed by Irham Archo Bahtiar. This film managed to occupy the order of 15 in the categories of 15 major films in Indonesia with the acquisition of the audience as many as 563,871 thousand spectators by presenting the film with the theme of comedy, where the sexy element was still one of the elements that seem to be included within.

The presence of two figures namely Pamela and Ovi as the members of *Duo Serigala*, the singer group, is well-known for their dribble wobble dance style then brings their sexy looks into this film. The Duo, apparently for the first time on screen in the year of 2015 and had become a controversial conversation because of their dance style that considered full of elements of pornography.

The figure of Pamela and Ovi in the film of *Security Ugal-Ugalan*, who acted as Indro’s assistant, seems far from the impression of a security officer. The presence of these two stars, which had reaped controversy seemed to serve as a booster of the number of viewers for this film. Of course, it can not be forgotten just about the news that comes about this duo. Both of them are often identified with pornographic things.

Cases of pornography and porn-action in recent years are increasingly occurring in Indonesia. Things about pornography and porn-action are often being worried because it brings bad side effects such as rapping and sexual harassment for both children and women.

According to Khofifah Indar Parawansa as National Commission on Violence Against Women (*Komnas Perempuan*) said that Indonesia is faced with emergency condition of drug distribution, crime of pornography and porn-action. *Komnas Perempuan* mentioned that last year there were 321,752 cases of sexual violence against women, 2,399 of which were cases of rapping. While cases of violence in children until August 2015 as many as 1726 cases and 58 percent of them are sexual harassment cases.

It is of course makes a lot of parties being restless, more over it seems that the spread is getting wider through many media and one of them is the film. Some films still apply a sexy figure to attract the audiences.

Although some films have determined the age limitation of the film in circulation, but still some movies are still watched by children whose age has not been in accordance with the film. This of course needs to be anticipated, because there are still some films that slipped things related to pornography in the film.

The Indonesian Child Protection Commission (KPAI) said there were at least 84 pornographic and porn-action reported to KPAI on October 2013. All of them were performed by children of underage students, especially in Jakarta.

The regulations on pornography and porn-action in Indonesia are actually set forth in Law No. 44 year of 2008 article 10 about Porn-action: Everyone is prohibited from showing themselves or others in an event or in public that depicts nudity, sexual exploitation, sexual activity or other pornography indications.

### MASS COMMUNICATION

Mass Communication has a lot of understanding from various sources. In the book entitled *Pengantar Komunikasi Massa* (The Introduction of Mass Communication) written by Nurudin states that before understanding what the meaning of a mass in the process of communication is, it is better to understand the other meanings of the mass first.

Herewith, mass in the communication process refers to the public, viewers, spectators, listeners or audience. It is because mass is directly related to the mass media and receives messages intentionally from it. Furthermore, Nurudin concludes that Mass Communication is a communication that is done through an intermediary in the form of mass media. The mass media in question is focused on modern technology as a communication line.

In Burhan Bungin book entitled *Sosiologi Komunikasi* (Sociology Communications), mass communication is defined as a communication process with the aim of providing information to audiences by several mass media.

Therefore, according to the researcher mass communication is the process of delivering information to the audience. The information provided will be disseminated to the public as the recipient of the message. Mass media is a tool used to spread information quickly.

### FILM

According to Danesi in the book entitled *Pengantar Semiotika Media* (The Introduction of Semiotics Media), at the marker level, film is a text that contains a series of photographic images that consequently rise the illusion of motion and action in real life. At the indicator level, the film is a mirror of metaphorical life.

Refers to Alex Sobur in his book of *Semiotika Komunikasi* (Semiotics Communications), two themes in the film oftenly become a concern of the public as in the scene of violence and sexual activity. The community as the audience of the movie sometimes shows anxious feeling for something displayed in the movie affect the younger generation that eventually lead to anti social behavior.

In advance, this book explains that the relationship between film and society in the form of a straight-line relationship ultimately makes an impression of it, which is able to influence and construct the mindset of the community. This is also because the film is a reflection of the daily life of people who are adopted into a film.

Thus, it can be concluded that the film is one of the mass media consisting of audio and visual. In addition, the film is also built or consists of many signs and also messages in it. The film is also a story of reality that later used as a film and showed to the public viewers. However, sometimes the element of violence and sexual activity is still something that is often contained in a movie. The power of the film itself is contained in its audiovisual display that is certainly easily absorbed by the audience.

### SEMIOTICS

Jean Baudrillard in the book with the title of *Hipersemiotika : Tafsir Cultur Studies Atas Matinya Makna* (Hypersemiotics: Cultur Understanding Studies on the Death of A Meaning) written by Yasraf Amir Piliang who states that hypersemiotics is a thing that goes beyond the limit of semiotics. Baudrillard tries to explain that there is a fact which is then constructed to bring about the notion of capitalism as the logic of its commodity. Baudrillard divides these excessive signs in several types:

1. Actual Sign (*Proper Sign*)

Means that the sign displays a reality as it is. It seeks to reveal the concept or the true meaning contained in a reality.

2. False Signs (*Pseudo Sign*)

Means that this sign presents as the way it is as the original one. The interpretation result is only half the truth. Non-genuine or just an imitation or a fake.

3. Lost Signs (*False Sign*)

Means that this sign is a condition in which a sign is wrong in understanding a reality.

4. Recycled Signs

Means that the sign serves to recount past events with special circumstances and then in the present is used to tell an event that may be different and does not exist.

5. Artificial Sign (*Artificial Sign*)

Means that the sign is generated by the technology support. It does not refer to any reality. Technology helps in producing signals to create images.

6. Extreme Sign (*Superlative Sign*)

Means that this sign indicates that a reality is warped up in excess or multiplied. Exaggerated reality can be packed through hyperbolic language and certain effects.

Based on the above exposure, the researcher uses a critical paradigm in this study. The Critical Paradigm is used because the researcher want to attempt in revealing what motive or reason ultimately makes Ovi and Pamela's figure being involved in the film production of *Security Ugal-Ugalan*. Apart from that, the researcher also wants to reveal the reasons behind the theme of pornography that is still contextually as one important element and much highlighted in this film. As the result, people get a decent spectacle and not only contains a mere fantasy of a security such as Pamela and Ovi.

In this study, the researcher uses qualitative research to examine the presence of pornographic content that is showed by Pamela and Ovi characters in the film of *Security Ugal-Ugalan*. Whatsoever, existing pornographic content is associated with hypersemiotics that contained in this film. The analysis of the content of pornography in the film will be interpreted based on the researcher's understanding, thought, judgment and point of view, as well as clearly described through the hypersemiotic signs displayed in the film for later review through scientific research.

Therefore, by using the qualitative research methods in studying and examining the whole content of pornography belongs to hypersemiotics through the character of Pamela and Ovi in the film of *Security Ugal-Ugalan*. The reason of the researcher in using the model of Jean Baudrillard is because for him the semiotics theory is suitable to examine the existence of a pornographic content in the movie of '*Security Ugal-Ugalan*' which is depicted through several scenes played by the characters of Pamela and Ovi. In addition, Baudrillard's theory also explains how a mass media in this film disseminates information (in the form of pornographic images) is indirectly able to attract audience. For more, the audience consciously follow the plot presented though with the addition of elements of pornography in the film. It is considered appropriate with the simulation form in which the viewer watches the film with full awareness, but the things shown in the film are fiction or imagination and not all of them are true. However, the thing that becomes the imagination is made into a story line and the element of the story so that sometimes not in accordance with the existing reality.

### SYNOPSIS

This 98-minute movie tells about employees at a security company called Megapolitan Security. Indro became the commander in the office with members namely Acho (Muhadkly Acho), Dana (Sadana Agung Sulistya), Lolox (Lolox), Angela (Alexa Key), Alan (Dimas Beck), Pamela and Ovi. A variety of strange and funny events took place in the daily life of the members of security. The work they do sometimes was not finished and the end only led to silly things. Although Indro as commander had a fierce face but he is always accompanied by two beautiful and sexy bodyguards, Pamela and Ovi.

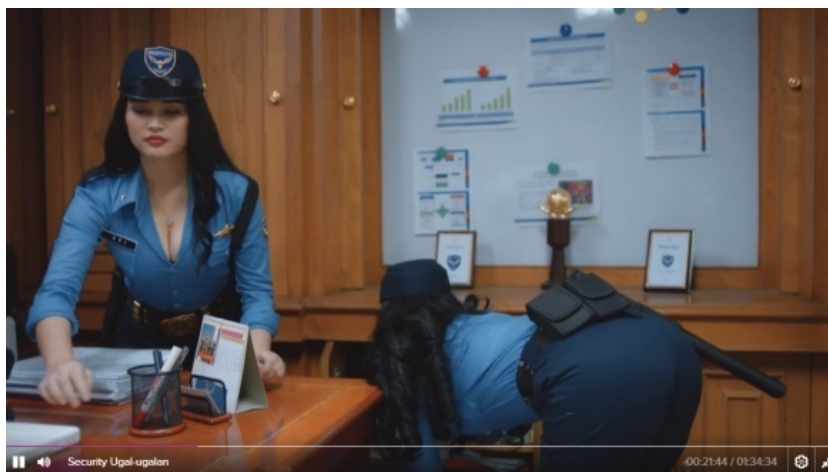
Figure 1  
Security Ugal-Ugalan Film Cover



One day when Dana fell in love with a beautiful girl named Angela (Alexa Key). Secretly Alan (Dimas Beck) also fell the same thing for Angela. Knowing that Dana had a crush for her, Alan who did not like the condition started bully and dropped Dana's reputation before Angela. Alan's sneaky behavior was known to Indro The Commander, after that Alan was fired disrespectfully from the company. From his post dismissal, Alan just know if Angela was the son of Mr. Sam (Henky Solaiman), the owner of the security company. In the name of revenge and money, Alan then kidnapped Angela. Indro The Commander asked Dana, Acho and Lolox, to fight in rescuing her. Beside of that, the film is supported by other actors such as Pamela Safitri and Ovi Sovianti who joined in *Duo Serigala* in this film who became Indro's personal assistant. Inconsiderate elements can be found directly by the audience when some scenes straight described the members of this security who can not perform the task well and even some events will end with the words 'ugal-ugalan banget sih'.

## ANALYSIS

**Figure 2**  
**Ovi and Pamela cleaned up Mr. Indro The Commander's room scene**



The above picture is the first scene studied. It is a snippet of scenes when Pamela and Ovi are doing a clean-up activity in the commander's room. Pamela and Ovi who are members of the office wearing a light blue uniform with dark blue pants complete with other security attributes. The two of them did their respective activities, the other cleaning the table with a bowing motion while the other was tidying up the contents in the bottom cupboard in take a bow position.

The researcher found some exaggeration in this scene. Pamela and Ovi cleaned or tidied up the room when the commander was have a meeting with the client, as a common activity and tradition in Indonesia while there is a guest, it is unlikely to clean anything in front of the guest itself. Another of that, additional movements are deemed unnecessary.

This scene is included as the fake alerts because the false sign is present as if it were the original one. The interpretation result is only half of the truth. Non-genuine or fake, imitative and fake. Some of the signs are hidden in reality disguise. This sign is often encountered in the media. For the researcher, why the above scenes can be entered in a false sign because the above scenes only convey half of the actual state or reality. When it is viewed, they are uniformly a member of the security but differently Postfilm.com, *Sinopsis Film Security Ugal-Ugalan*, <https://posfilm.com/sinopsis-film-security-ugal-ugalan-2016-aksi-indro-dan-duo-serigala/>, accessed in 17 September at 01:33 AM state in duties and functions. This scene shows that these two women only become assistants in helping Indro and do the tasks that actually undone by a security such as maintaining the security. They just do a clean-up activity in the office and it even done when a client comes and has a meeting with Indro. Then, through the uniform, a meaning of a guard or security had differently shown. They both presented as if only for sweeteners but in security attributes. Their representation as a security finally becomes completely unfulfilled.

As belonging to a false sign, this scene is also classified in the extreme sign (*superlative sign*).

**Figure 3**  
**Ovi in the pool**





In the scenes when Pamela and Ovi were inside the pool. Actually, in the film this scene is a continuity of a series of physical exercises that are undertaken by all members. But the special scene in the pool only for four people, they are Pamela, Ovi, Alexa Key and Indro. As the result, the researcher will discuss separately for this scene; Pamela and Ovi's.

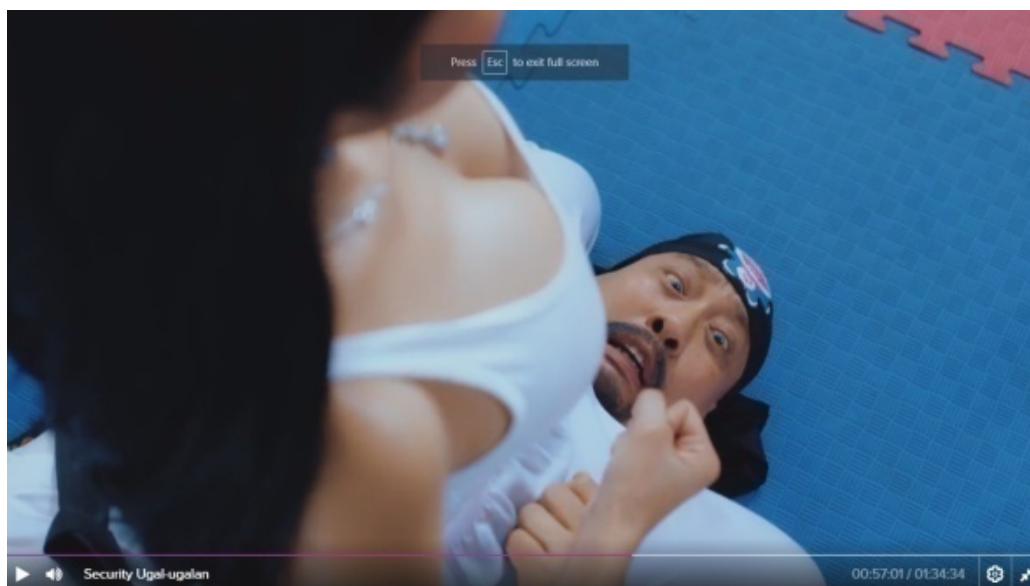
After the researcher watched this film, he finally realized that beside Pamela, Ovi and Alexa Key there are two other women who also joined in the members in the office. They also participate in all physical exercises but when in the pool scene, both of them do not there. Furthermore, one piece swimwear is also used by all the female members.

Thus, the scene of a woman who came out from the pool showing the appearance of Alexa Key who lifted the hair movements. Hereinafter, there was also Pamela who described just finished doing an exercise inside the pool. When she got finished she finally got out of the water and stood in the middle of the pool side. Pamela used a sleeveless blue suit. Here, definitely all the clothes that Pamela's wearing is always in a less chest pieces. According to the researcher, this scene is one of the longest and freely showed or exposed the chest of Pamela.

The above scenes are classified by the researcher as a typical sign. Previously explained about the notion of an artificial sign that is a reality packed with technology. The researcher again found a slow effect added in this scene so that when Pamela's chest movements like slow motion in a few seconds. This also proved justified by the director that there is the addition of slow motion effects to the scenes made by them seemed clearly. Technology again took a role in creating an exaggerated sign.

Ovi came out of the pool but her body was not all wet like Pamela. From the shoulder to hair was dried, while from shoulder to down was all wet. Afterwards, Ovi came out of the pool by climbing the stairs slowly and staring straight to the camera while smiling of course with a swimsuit of low chest to be so opened. Though she seemed to have just swam, but for this, the researcher is just a way to cover the existence of the 'temptation' inserted through this character. This is what the researcher thought as the exaggeration. Sexy impression to be highlighted through the addition of slow effects. The reaction caused by a male friend on the pool side similarly showed as when Pamela came out of the pool. Taking a picture from the front end finally intactly showed the upper body shape even as a spectator we could see that the clothes used by Ovi was so opened.

**Figure 4.4.5**  
**Fighting simulation, Indro was beaten up over Pamela, scene**



The next image studied is a physical exercise scene that is still a series of previous activities. The scene opened when Ovi explained to other members that Pamela will show the style or movement that will be used against the enemy. This is a provision for the other members when it comes to dealing with the enemy. In the same scene, Pamela and Ovi and the rest of the members wore full white Karate uniforms complete with the belts of different colors for each waist.

However, the researcher began to catch the exaggeration when an action or match simulation between Indro and Pamela starts to begin. Before the match, after being introduced by Ovi, Pamela opened her Karate outfit so she only wore a sleeveless shirt which of course had the low cuts. It is told in this film, when Indro had the fight and be fooled by clothes that wore by sexy Pamela. So that he easily lost and fell to the floor. Pamela sat on Indro's neck and the camera took pictures of high angle highlights Indro's face and Pamela's chest from above. In this camera position, the audience can see Pamela's chest and also Indro's face. Although the focus of the camera is more on Indro's face and Pamela's body the image is being blurred, but based on this research, it is just an intentionality. In fact, something that wanted to be highlighted was the upper body of Pamela but wrapped with another picture of Indro's face look. In other hand, it is described in this movie that Indro made swallowing gestures and a startled or shocked face look straightly under Pamela's chest. While she sat on Indro by clenching her hand as if to hit Indro with it. Then for the sake Indro could not fight her, finally Pamela won and stood back and put on her Karate shirt again.

**Table 1. Elements of Pornography in every stage of the film**

No.	Scene	Action	Sign
1.	00 : 21 : 44	Pamela and Ovi are cleaning Indro The Commander's room. Pamela lowered her head and wiped the cupboard as she shook her back towards a client. Ovi with a low cut shirt cleaned the table by doing backward and forward movement only on one side of the table. Deliberately attract attention with their bodies especially on the backside and chest.	Pseudo Sign Superlative Sign
2.	00 : 41 : 16	Pamela and Ovi followed a physical exercise. At the time they both do the running motion, there are additional slow motion effects that eventually make the running slowly captured. This ultimately further clarifies the movement on both casts' breast. This is also because of the low cuts clothes that they both wear.	Superlative Sign

3.	00 : 45 : 56	Swimming is the next activity followed by Pamela and Ovi. They both were highlighted on their way came out from the pool. Extensively, by using one piece swimsuit with a low cut front side and too much showing the chest, when they both came out of the pool by slow motion effects which added for more. The back section element is presented by adding effects to this scene. In addition there is an additional movement from Pamela who when out of the pool and shook her chest up and down. Ovi came out of the pool walked slowly and stared to the camera with a seductive look.	Superlative Sign Artificial Sign
4.	00 : 51 : 21	Indro The Commander fainted after being hit by electric shock from a tool of their team which designed for the criminals. At the moment of collapse, Pamela and Ovi as the assistants immediately sat near Indro and tried to wake him up. At that point the camera took a picture with a high angle so that the open chest of Pamela and Ovi's dress became clearly highlighted.	Artificial Sign
5.	00 : 57 : 01	Pamela and Indro are not a physically having a fight, but Indro finally lost just because being fooled by the clothes that worn by Pamela. At that time, Pamela only wore with a low cut clothes, who fight against Indro. Indro finally lost due to Pamela's sexy body.	Pseudo Sign
6.	01 : 20 : 10	Pamela was standing in the corner listening to Indro and one of his clients was plotting to free one of the prisoners at the villain. But they were distracted by the sexy Pamela on the corner of the room. The camera took pictures with a medium shot which was so clearly seen Pamela's body with a sexy outfit.	Artificial Sign
7.	01 : 28 : 20	Pamela and Ovi made a trap by attracting Alan's attention. They flaunted their bodies and saw it away. In the earlier, blue uniform they wore was being took off so that they only wore the t-shirts.	Pseudo Sign

### CONCLUSIONS

Film is one type of entertainment that exist in Indonesia. There have been many films with various storylines and genres that continue to be presented in theaters. *Security Ugal-Ugalan* Film is one of the comedy films released in 2017. It succeeded in the second place for the most watched comedy genre film after Warkop DKI Reborn.

After observing and doing research and finally discussed one by one of all the things that found in this film, here are some conclusions that the researcher make:

1. Pamela and Ovi are two women joined in a group called *Duo Serigala*. Famous and eventually became controversial because of their characteristic dance style that is shaking the body (especially the chest), known as drible wobble dance style. Several times both of these singers were reported because of a failed gig event.
2. Broadly speaking, the researcher found the meaning of hyper-reality contained in this film. Signs of hyper-reality are incorporated into this film and eventually used to attract the attention of people who in this case is the audience of this film.

The figure of the two women in the film is finally described as a companion and the sweetener in the film. Tight competition in film industry finally demands new ideas that are sold so much interest of the audience. The media, in this case which is a film, finally created the figure of women as apart of the show but no longer appear as a figure of a woman itself. Women with all the attributes such as less fabric dress showing a particular part of the body. By adding certain effects such as slow motion that ultimately so clarify a body movement of the players. The sexy elements can not be removed from this movie because the producer of this movie is one of the creators of the ancient Warkop movie which is identically with sexy women. Representing sexy women actually like arise the taste of Warkop that purposely it would not be missed in the reason that one of the cast of this film is also the actor in the previous DKI Warkop. Although the comedic films turned out to be pornography, it still required to be included. The female body here as described previously used as a money machine to attract the attention of the public, and the film industry tried to gain as much profit as possible from it. Women's bodies are finally displayed in comedy packs as if to disguise pornographic elements.

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