

**REPRESENTATION OF LIBRARIES IN THE ANIMATED FILM  
“GEORGE VOLUNTEERS AT THE LIBRARY”: ROLAND BARTHES'  
SEMIOTIC ANALYSIS**

**THESIS**

Submitted to the Library Science Study Program, Faculty of Adab and Cultural Sciences, State Islamic University Sunan Kalijaga Yogyakarta to Fulfill the Requirements for Obtaining a Bachelor's Degree in Library Science



By:  
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**2025**



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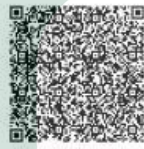
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## STATEMENT OF AUTHENTICITY

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declare that the thesis entitled “Representation of Libraries in the Animated Film ‘George Volunteers at the Library’: Roland Barthes Semiotics Analysis” is the work of the researcher herself and not a plagiarism of the work of others, except in writing cited following scientific standards and procedures and listed in the bibliography. If in the future it is proven to be plagiarism from the work of others, then all responsibility lies with the researcher.

Thus, this statement letter is made and can be used as appropriate.

*Wassalamu'alaikum Wr. Wb.*

Yogyakarta, May 9, 2025

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---

**MEMORANDUM**

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Dear Sir,  
Dean of the Faculty of Adab and Cultural Sciences  
UIN Sunan Kalijaga Yogyakarta

*Assalamu'alaikum Wr. Wb.*

After reading, correcting, and suggesting improvements as necessary, I as the supervisor, state that the undergraduate thesis belonging to:

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Semiotic Analysis

can be submitted as one of the requirements to obtain an undergraduate degree in the Library Science Study Program, Faculty of Adab and Cultural Sciences, UIN Sunan Kalijaga Yogyakarta. Based on this, I hope that this thesis can be immediately approved and examined.

Thank you for your attention.

*Wassalamu'alaikum Wr. Wb.*

Yogyakarta, 9 May, 2025

Supervisor,



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## MOTTO

*“Movie aren't just a representation of reality. They're supposed to be an art.”*  
**(James Mangold)**



## DEDICATION PAGE

Bismillahirrahmanirrahim.

Alhamdulillah, praise be to Allah SWT for His mercy and grace so that this thesis can be completed. I dedicate this small work with love and infinite gratitude to my late father, Isnawan and my mother, Sri Suwanti, as well as to my younger siblings Imas Venti Fajriati and Luvita Nestri. Thank you for being a source of strength, inspiration, and never-ending prayers. College and school colleagues who always provide moral support, motivation, and confidence during the process of completing this study. May it be a charity for you and we can meet at our respective success points. Aamiin.



## ABSTRACT

This study aims to analyze the representation of libraries and librarians in the animated film “George Volunteers at the Library” using Roland Barthes' semiotic analysis approach. The method used is descriptive qualitative, with data collection through observation, text analysis, and documentation. The results show that the library is portrayed as a magnificent and welcoming institution, functioning as a research and recreation center. Circulation and reference services are displayed effectively, with the use of modern technology such as barcode scanners to facilitate access to information. In addition, user education within the library is emphasized to improve people's understanding of the collection arrangement system. Librarians are portrayed as professional, friendly and well-groomed, creating a positive impression for users. This research is expected to change people's perception of the role of librarians and the function of libraries, as well as contribute to the study of library representation in animated media.

**Keywords:** Representation, library, animation, Roland Barthes semiotics

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## ABSTRAK

*Penelitian ini bertujuan untuk menganalisis representasi perpustakaan dan pustakawan dalam film animasi "George Volunteers at the Library" menggunakan pendekatan analisis semiotik Roland Barthes. Metode yang digunakan adalah kualitatif deskriptif, dengan pengumpulan data melalui observasi, analisis teks, dan dokumentasi. Hasil penelitian menunjukkan bahwa perpustakaan digambarkan sebagai institusi yang megah dan ramah, berfungsi sebagai pusat penelitian dan rekreasi. Layanan sirkulasi dan referensi ditampilkan secara efektif, dengan penggunaan teknologi modern seperti alat pemindai barcode untuk mempermudah akses informasi. Selain itu, pendidikan pengguna di dalam perpustakaan ditekankan untuk meningkatkan pemahaman masyarakat tentang sistem penataan koleksi. Pustakawan digambarkan sebagai sosok yang profesional, ramah, dan berpenampilan rapi, menciptakan kesan positif bagi pemustaka. Penelitian ini diharapkan dapat mengubah persepsi masyarakat tentang peran pustakawan dan fungsi perpustakaan, serta memberikan kontribusi pada studi representasi perpustakaan dalam media animasi.*

**Kata Kunci:** *Representasi, perpustakaan, animasi, semiotik Roland Barthes*

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## PREFACE

Alhamdulillahirabbil'alamin, praise be to Allah Subhanahu wa ta'ala for His abundant grace in the form of health and time, which has allowed researchers to complete writing a thesis titled “Representation of Libraries in the Animated Film George Volunteers at the Library: Roland Barthes Semiotic Analysis.” This thesis is written to fulfill one of the requirements for obtaining a Bachelor’s degree in the Library Science Study Program at the Faculty of Adab and Cultural Sciences, UIN Sunan Kalijaga Yogyakarta.

Sholawat and salam may continue to flow for the Great Prophet Muhammad Shallallahu'alaihi wa sallam, who serves as a source of inspiration for his people. The preparation of this thesis is closely tied to the challenges that researchers encounter. Still, they recognize that this thesis could be completed thanks to the support, input, and guidance of various parties. Therefore, they would like to express their gratitude.

1. Prof. Dr. Nurdin Laugu, S. Ag., S.S., M.A., the Dean of the Faculty of Adab and Cultural Sciences at UIN Sunan Kalijaga Yogyakarta, served as the thesis supervisor, granting research permission and providing guidance, criticism, and suggestions during the preparation of this thesis.
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9. Finally, thank you to myself, Nafrida Nawanti, who has survived and stood up to this point. Completing this thesis is an extraordinary achievement.

Congratulations, let's celebrate and keep moving forward to a better place.

The researcher realizes that this thesis is far from perfect. Therefore, constructive criticism and suggestions are highly expected. Hopefully, this research can be useful for the researchers themselves and for readers in general.

Yogyakarta, May 8, 2025

Researcher

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# CHAPTER I

## INTRODUCTION

### 1.1 Background

Animation Is Film (AIF) is holding an animated film festival in October 2024, crowning an animated film titled "Flow" as the main award recipient (*Film Animasi Kucing Flow Menangi Penghargaan Utama Animation Is Film Festival 2024*, 2024). Quoting from the official AIF page, this event is a collaboration between animation distributor GKIDS, the Annecy International Film Festival, and Variety, which is held every year in October. On the other hand, the Annecy International Film Festival is a prestigious event in the world of animation held annually in Annecy, France, and is an attraction for filmmakers, industry players, and animation lovers from various countries (*2024 Animation Is Film Festival*, 2024). Animation continues to progress in line with innovation. Technology and the imagination of artists, turning it into one of the types of art rich in appeal, and has a significant impact on the entertainment industry, not only among children but also adults (Audi et al., 2024).

Animation in KBBI (2016) is defined as "*film yang berupa serangkaian lukisan atau gambar yang hanya berbeda sedikit satu sama lain sehingga ketika diputar, tampak di layar bergerak*". Animation has been present in Indonesia since the 1950s, starting with the appearance of "Si Huma" which aired on TVRI in 1983, becoming the first animated film or series produced in the country by PT Produksi Film Negara (PPFN) in collaboration with

UNICEF. The development of animation in Indonesia is dominated by 3D animation that is not only broadcast on television but also on various digital mass media platforms, such as the animated series "Adit & Sopo Jarwo" and "Nussa" which are familiar to children (Perkembangan Industri Animasi di Indonesia Berpotensi Tembus Pasar Global, n.d.).

One of the animated works for children that is also popular in Indonesia is "Curious George", a family animated film from the United States directed by Matthew O'Callaghan in 2006. There are a total of 108 episodes broadcast by the television channel Antv starting in 2008 and GTV since 2018. Adapted from a children's book by Hans Augusto Rey and Margret Rey, released by Houghton Mifflin in 1941, Curious George has captivated readers around the world for nearly 75 years. The collection of books about Curious George, consisting of seven original stories written by Margret and Hans Rey, has sold more than 75 million copies. George became one of the most well-liked and well-known figures in children's literature. Curious George was recognized and inducted into the Picture Book Hall of Fame Inductees at the Indie Choice Awards in 2012, as well as in a Public Service Advertising literacy campaign held by a collaboration between the Ad Council and the Library of Congress. In addition, the animation starred in the Emmy award-winning PBS television series and appeared in three feature films ("History," n.d.).

Animated films are one of the categories of media that can attract children's attention. Animation can serve as a very effective means of education because it offers visual and sound signals that keep students interested (Pamungkas &

Soepriatmadji, 2022). In a previous study by Gelardino Pamungkas and Liliek Soepriatmadji (2022) entitled "Using Curious George Cartoon Movie Series to Facilitate The Mastery of Selected Children's Vocabulary at Kaliwiru Village", the results of their research showed that the animation "Curious George" can improve children's vocabulary understanding because it is a show that can make children relax but still be able to concentrate.

The animation "Curious George" has one episode titled "Curious George: George Volunteers at the Library", a show on the YouTube platform that lasts 11 minutes and 34 seconds, which tells about the adventures of George, a curious little monkey who tries to help in the library. In this episode, George wants to help the librarian so that people can easily find the books they are looking for. However, due to his high curiosity, he instead caused chaos by arranging books by color and size, rather than by the supposed subject. This mistake taught George that the learning process often involves mistakes and that it is important to understand the information organization system in the library (Curious George: George Volunteers at the Library, 2006).

The portrayal of libraries and librarians in fiction and popular culture affects people's perceptions of library services, with varying views and stereotypes that can lead to misunderstandings (Mayesti, 2023). As in one of the tweets of a user on the open forum of the Twitter application or now better known as the X application, this shows a photo post of a man with a sign that reads "90% of jobs can be taught, give people a freaking change" on April 19, 2024. Then on April 20, 2024, another user responded by quoting the post with the sentence

"There is NO reason being a librarian requires a Master's degree". The post managed to reach 9.6 million insights and 221 thousand likes, which of course, attracted many people's responses, both positive and negative. Many still wonder what a master's or bachelor's degree is just to arrange books on the shelves and help find books, or sit down and make sure people read books. Then, recently, there was a lot of discussion about the library, which became a place to print counterfeit currencies that occurred in the library of UIN Allauddin Makassar, which is a university library (detikSulsel, 2024). The library, which was supposed to be a symbol of education and knowledge, is now embroiled in a criminal scandal. This can tarnish the image of the library as a safe and trusted place to study and conduct research.

Law of the Republic of Indonesia Number 43 of 2007 concerning Libraries, states that "*Perpustakaan adalah institusi pengelola koleksi karya tulis, karya cetak, dan/atau karya rekam secara profesional dengan sistem yang baku guna memenuhi kebutuhan pendidikan, penelitian, pelestarian, informasi, dan rekreasi para pemustaka*". Mallinger in (Purwono, 2014) Arguing that libraries are currently considered as a source of knowledge, no longer just a building or storage place. Talking about libraries cannot be separated from the name librarian, which is a person who works in a library or similar place and has official library education. In Indonesia, the minimum education requirements for librarians are D2 in the field of library, documentation, and information science (Purwono, 2014, p. 3). Meanwhile, in the Law of the Republic of Indonesia Number 43 of 2007 concerning Libraries, a librarian is defined as

*“Seseorang yang memiliki kompetensi yang diperoleh melalui pendidikan dan/atau pelatihan kepustakawanan serta mempunyai tugas dan tanggung jawab untuk melaksanakan pengelolaan dan pelayanan perpustakaan”*. The librarian in question is about how the practice of applying library knowledge in libraries concerns principles, theories, and techniques in the activities of procurement, processing, storage, information feedback, and utilization of library materials (Basuki, 2014, p. 22).

Since Curious George is adapted from a beloved children's book series and features lighthearted, engaging storytelling that appeals to audiences of all ages, the author aims to explore how libraries and librarians are portrayed in the animated episode Curious George: George Volunteers at the Library. This analysis seeks to uncover whether the depiction aligns with real-world library roles or reinforces common stereotypes. This study aims to shift public perceptions of librarianship, often reduced to simplistic notions of easy work and libraries as mere book repositories, by analyzing representations in mass media, specifically through a semiotic examination of animated films using Roland Barthes' framework.

## **1.2 Problem Formulation**

Based on the background described earlier, the problem studied in this research is how libraries and librarians are represented in the animated film "George Volunteers at the Library."

### **1.3 Research Objectives and Benefits**

#### **1.3.1 Research Objectives**

Based on the formulation of the problem that the author has proposed, the purpose of writing this research proposal is to find out how the representation of libraries and librarians in the animated film "George Volunteers at the Library" uses Roland Barthes' semiotic analysis.

#### **1.3.2 Research Benefits**

##### **a. Theoretical**

- 1) Enhance students' understanding of the meaning of media related to their experiences in the library.
- 2) This research can serve as a reference for studies in the field of library science that utilize semiotic analysis.

##### **b. Practical**

- 1) Providing readers with a fresh perspective on libraries and librarians.
- 2) This research can catalyze library development and enhance the quality of librarianship.

### **1.4 Writing Systematics**

This section contains the writing systematics discussed in this study. This research is divided into 5 (five) chapters consisting of:

CHAPTER I INTRODUCTION. This chapter contains the background of the research, the formulation of the problem, the purpose and benefits of the research, and the systematics of writing.

CHAPTER II LITERATURE REVIEW AND THEORETICAL BASIS. This chapter describes the review of the previous literature related to the topics and problems raised in this study, as well as the theoretical foundations used in the research to support the research results.

CHAPTER III RESEARCH METHODS. This chapter contains information about the types of research used by researchers, the place and time of the research, the subject and object of the research, the research instruments, the data sources, the data collection techniques, the validity test of the data, and the data analysis techniques.

CHAPTER IV RESULTS AND DISCUSSION. This chapter contains an overview of the animation George Volunteers at the Library, as well as the results of research in the form of library and librarian representations of the animated film using Roland Barthes' semiotic analysis.

CHAPTER V CLOSING. This chapter contains conclusions and suggestions from the results of the research.

## CHAPTER V

### CLOSING

#### 5.1 Conclusion

Based on the results of the analysis that has been done, conclusions can be drawn about how libraries and librarians are represented in the animation “George Volunteer at the Library” as follows.

1. The concept, function, and service of the library depicted in the animation “George Volunteer at the Library” is a public library as an accessible and friendly place for all people, with a design that considers comfort, but lacks in terms of inclusiveness of stairs and shelves that are too high, making it less ideal for elderly and disabled users. The location of the library should be strategic, and the hours of operation should support accessibility. The library in the animation is similar to the New York Public Library in America. The library functions as a research and recreation center, with an attractively designed children's room to stimulate interest in reading.

Services provided include circulation and reference, supported by technology to facilitate access to information. In addition, the library also plays a role in user education, helping users take responsibility and maximizing the use of library resources.

2. The librarian character in the animation is portrayed as a neat, friendly, and smiling woman, giving a positive impression to the

users. The challenges in collection management, which involve planning, procurement, maintenance, and weeding, are represented by the disorganized stacks of books. Librarians need to have communication skills and the ability to handle patron complaints, demonstrating the importance of good management and intellectual competence, including critical thinking and problem solving. With limited resources, the help of volunteers is important to improve library management, provide social services, support socialization, and create a positive atmosphere that has a good impact on library activities and users. This represents the role and attitude of professional librarians.

## 5.2 Suggestion

The various activities in the animated show “George Volunteers at the Library” convey life messages, as well as offer valuable lessons for libraries and librarians for reflection and development, including.

1. Library quality improvement includes evaluating physical design, accessibility, strategic location, interactive children's spaces, technology utilization, user education programs, and promotional campaigns to increase public awareness, making libraries more inclusive and useful.
2. Improving the role of librarians in library management includes developing communication skills, collection management training, optimizing volunteers, and increasing intellectual competence.

3. This research is also expected to be linked to film or animation studies to explore library representation and its influence on public perception, including studies of library accessibility for people with disabilities, the impact of library space design on children's reading interest, the role of technology in circulation and reference services, librarian skills in modern management, the influence of volunteers on services, or librarian communication with users.

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