

## METHODOLOGY

This research is conducted by deploying a descriptive qualitative method. According to Creswell (2007), qualitative research uses words rather than numbers and employs open-ended questions, resulting in the researcher making interpretations of the data by describing it. Therefore, the qualitative approach is suitable for examining verbal and visual data or any data that involves texts, images, and symbols, as this research involves interpretation towards the data and will focus on identifying the semiotic signs used in film. Content analysis is also used in this research because the data collected are viewed not as physical events but as texts, images, and expressions that are created to be seen, read, interpreted, and acted on for their meanings, and must therefore be analyzed with such uses in mind (Krippendorff, 2018).

The source of the data in the present research is a Korean film titled “A Taxi Driver,” retrieved from Netflix, one of the streaming platforms available online. A Taxi Driver is a South Korean historical action drama film directed by Jang-Hoon and written by Eom Yu-na. It was released in August 2nd, 2017, and stars Song Kang-ho in the lead role, supported by Thomas Kretschmann, Yoo Hae-jin, and Ryu Jun-yeol. The duration of this film is 2 hours 17 minutes, and it was airing in the cinemas for approximately a month in South Korea.

There are several steps that were taken in order to collect the data for this research. The first step is to search for the “A Taxi Driver” film in the Netflix streaming platform and download the film in a form of video together with the transcript of the dialogue. The second step is to watch the downloaded film several times in order to identify the signs shown in the film that represent the concept of survival. The third step is to parse the scene in the film by 30-minutes interval, based on the appearance of the verbal and nonverbal signs that represent the concept of survival in the film.

The data analysis for this research involves several steps. First, focusing only on three key categories of survival: physical, social, and economic survival. Second, separating those scenes into two types of sign, verbal and nonverbal sign. Verbal sign is the dialogues or texts shown on the screens, while nonverbal signs is the visual aspect like body language, facial expressions, or an object that is shown

through the screen. Third, taking notes of the relevant signs that represent the concept of survival, and then continue into analyzing the signs using the connotative and denotative theory developed by Roland Barthes (1967). Last, interpreting the analyzed data of signs, associating it with Barthes' theory and concludes the analysis.