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Fakultas Sastra
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Jurnal penelitian Bahasa dan Sastra adalah jurnal ilmiah yang memperkuat hasil penelitian dan studi kepustakaan dalam bidang Bahasa dan Sastra Inggris & Indonesia. Terbit dua kali setahun; bulan Juni dan Desember

KATA PENGANTAR

Tiada kata yang lain dan pantas kami ucapkan kecuali ungkapan rasa sukacita dan syukur kepada Allah, Tuhan yang Maha Kuasa atas terbitnya PARADIGMA LINGUA, Jurnal Penelitian Bahasa dan Sastra, Volume 2 Nomor 1 Juni 2013 ini, diharapkan kepada dosen dan peneliti supaya terus menulis, melaksanakan penelitian, dan berkarya untuk meningkatkan kualitas dosen dan juga sebagai salah satu dari Tri Dharma Perguruan Tinggi.

Terwujudnya edisi perdana ini tidak lepas dari bantuan berbagai pihak. Untuk itu, pada kesempatan ini kami mengucapkan terima kasih kepada semua pihak, terutama kepada Ketua Yayasan Sasmita Jaya yang selalu membiayai penelitian Jurnal Ilmiah di Universitas Pamulang dan kepada Rektor dan Wakil Rektor, yang terus menerus memotivasi para dosen untuk menulis. Tak lupa kami ucapkan terima kasih kepada mitra lestari yang telah mencurahkan perhatiannya untuk mereview tulisan-tulisan yang ada pada jurnal ini.

PARADIGMA LINGUA Volume 2 Nomor 1 Juni 2013 ini memuat tujuh tulisan dari hasil penelitian dan studi kepustakaan para dosen Bahasa dan Sastra Inggris dan Indonesia dalam bidang kajian kesusastraan (*Literature*), pembahasan pengajaran Bahasa dan Sastra Inggris (*Teaching*), dan kajian linguistik (*Linguistics*).

Dengan senang hati kami selalu menunggu kritik dan saran pembaca demi kesempurnaan jurnal ini. Kami persembahkan jurnal ini; semoga dapat menambah koleksi, wawasan, dan referensi pembaca.

Tangerang Selatan, Juni 2013

Redaksi Paradigma Lingua

P R E F A C E

There are no other words could be said except “We are grateful to Allah that has given us opportunity to publish PARADIGMA LINGUA, Jurnal Penelitian Bahasa dan Sastra, Volume 2 Nomor 1 Juni 2013. It is hoped to all English lecturers and researchers to do research continuously, to be productive to improve the lecturers quality and which is also as one of “Tri Dharma Perguruan Tinggi”.

The first publication of this journal was supported by various parties such as from Head of Sasmita Jaya Foundation, Rector of Pamulang University and Vice Rector who always support lecturers to write. So, we would like to thank them for the material and support. Thanks are also due to our “mitra bestari” who have helped us to review all articles in this journal.

The journal of PARADIGMA LINGUA Volume 2 Nomor 1 Juni 2013 consists of seven research findings and library researches of English and Indonesian lecturers in the fields of literature, language teaching and linguistics.

We would be grateful if readers could give suggestions for the best of this journal. We hope this journal could be fruitful for us.

Tangerang Selatan, Juni 2013

PARADIGMA LINGUA editor

PARADIGMA LINGUA

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PRAKATA

Melaksanakan penelitian adalah suatu gambaran bahwa seorang dosen mempunyai pengetahuan yang luas di bidangnya dan selalu menemukan hal-hal yang baru (*innovative*) yang sangat berguna untuk pengembangan program studinya. Kontribusi penelitian untuk Program Studi Bahasa dan Sastra Inggris, selain dari apa yang didapat di dunia kampus, akan dapat diterapkan untuk kepentingan masyarakat, bangsa, negara, dan dunia global.

Tak hanya itu, seorang dosen yang profesional dan berkualitas adalah dosen yang tidak hanya mengajar, tetapi juga melaksanakan penelitian sebagai salah satu dari Tri Darma Perguruan Tinggi.

Jurnal Bahasa dan Sastra *Paradigma Lingua* edisi perdana ini memuat enam tulisan dari hasil penelitian para dosen sastra Inggris. Tema yang diangkat dibagi menjadi pembahasan kajian kesusastraan (*literature*), kajian linguistik (*linguistics*), dan pengajaran bahasa Inggris (*teaching*).

Diharapkan dengan adanya jurnal Bahasa dan Sastra Inggris akan memberikan kontribusi dalam meningkatkan bahasa dan sastra Inggris, khususnya di Fakultas Sastra, Universitas Pamulang.

Pamulang, Juni 2013

Tim Penyusun

AN ANALYSIS OF CHARACTER'S ICONOGRAPHY IN MARVEL: THE AVENGERS FILM BY USING MYTHOLOGICAL ASPECT

**Kabul Budi Santoso, S.S.
Yan Ardian, S.S, M.Pd**

ABSTRACT

The objective of this study is to find out the main characters' iconography in film Marvel: The Avengers then illustrate the images of the main characters seen from mythological aspect. The three main characters analyzed are: Iron Man, Thor and Captain America. The research method used in this study is descriptive-qualitative. Description of the main characters' iconography are identified and classified through the pieces of scenes and dialogues which collected from the film itself. Some results found that Iron Man's icon is Metal Suit, Thor's icon is Hammer, and Captain America's icon is American Flag. The image that illustrated from Iron Man's icon is Technology, Thor's icon illustrated the Power of God, and Captain America's icon illustrated Patriotism. This study demonstrated that the reference to an intrinsic element of film, iconography, can be used as a medium of analysis to illustrate the images as the messages implied that can be revealed through the mythological aspect of literary criticism.

Keywords: Literature, Film analysis, Characters' iconography, Mythological.

I. INTRODUCTION

1.1 Background of the Study

Generally, literature is a writing valued as works of art, especially fiction, poetry and drama. Being an art of words, literature can help us become more sensitive in languages. Literature could also help us develop character, as much as we read, and got the message insides, we become understand what is good and bad to do. Also it makes us think highly of the world and appreciate for whatever created by God.

In this era, literature is developed into pieces of writing on a particular subject. It was developed into contemporary literature that can be adopted to be films. According to Klarer (2004:53): "Film is predetermined

by literary techniques conversely, literary practice developed particular features under the impact of film”

Film is a recorded of moving object which directed, the result of recorded show a scene of the story goes from the beginning until the end. It is more entertaining than the other medium of literary works. It is digest people to understand what the story tells about with easily. The characteristic of literature was increased as long as this life goes on. The creativity makes literature become more interesting and full of imagination.

From the latest genre of literature, drama, the combination of words, sounds and visual elements were developed into film which can be recorded and can be looked up anytime and everywhere. The content of the action in film can be added by many aspect of human imagination, it can be added by the sound effect, background setting which appropriating the scene, visual effect, etc., which make film become more entertaining. According to Klarer (2004:2): “This young medium is particularly interesting for textual studies, since word and picture are recorded and, as in a book, can be looked up at anytime”

Film is the great medium of literary works to share about the story. Close to drama, film had been addressed to a group of people seated together in a theatre. So, film actually gives entertainment and had been the great choices of people to spend the time to watch it in the theatre with friends, family, soul mate, etc. Besides, for the people who don't like read a book because of the number of pages and need much time to read, film can helps them to find out the best part from the story with easily.

Literary works are fulfilled with the intrinsic element, and the elements of film are genre, mode of address, narrative, characterization, setting, mood and tone, iconography and themes. One subject from the elements that focuses here is iconography, especially from the main character that appears in the film. Iconography can built human perspective, the images which represented in human mind can influence their perception about the characteristic of the icon itself, moreover being a guidelines in their life.

In Film, the plot of story is run by the character. Character itself is divided into several types. The type of character which chosen to be the way in this study is the main character which clearly connected with all major events.

Main character is not about one character in the story. It can be more than two or three because some time the main character is shown in a group of the character. For example, Power Ranger has about 5 main characters, not a single one of them are developed enough to actually have an important role in the story. The all events have to going on by all character to support the plot which was developed.

The important things to analyze literary works is not only from the intrinsic elements, but literary works also can be analyzed from the extrinsic approaches such as biography, ideology, culture, social, nature, history, philosophy, psychology, mythology, religion and so on, and those things could be the way to criticize the literary works using the methods on critical theories that were developed. The critical theory that the writer try to use in this study is mythological criticism.

Mythological Criticism explores the artist's common humanity by tracing how the individual imagination uses myths and symbols common to different cultures and epochs. Through this aspect of literary criticism, the writer wants to find out the icon that represented by the main character whose shown their criteria which categorized in mythology.

The film which chosen here is "Marvel: The Avengers", it was released in the cinema on May 2012. The film appears some super hero in America grouped as a team in order to fight the enemy who wants to hold the world. The super hero team up of a lifetime, featuring iconic Marvel Super Heroes Iron Man, The Incredible Hulk, Thor, Captain America, Hawkeye, and Black Widow.

When an unexpected enemy emerges that threatens global safety and security, Nick Fury, Director of the international peacekeeping agency known as S.H.I.E.L.D., finds himself in need of a team to pull the world back from the brink of disaster. Spanning the globe, a daring recruitment effort begins. The enemy is come from the other space, Asgard, another space for gods as in North European mythology. He is named "Loki", he leads the soldier to attack people and hold the world.

Mythological aspect can build human's believe and the icon which based on mythology can influence people in having a guidelines for their life. The main point was determined and finally this study is entitled as "An Analysis of Character's Iconography in Film Marvel: The Avengers by using Mythological Aspect". The Iconography from the main character would be analyzed using mythological aspect of literary criticism.

1.2 Scope and Limitation of the Study

The scope of this study is about a kind of contemporary literature, film. Film which is chosen to be the object for this study is Marvel: The Avengers where the genre of the film is action, science fiction.

From the object above, the writer limits this analysis through the main characters whose shown their criteria which categorized in mythology, they are Iron Man, Captain America, and Thor.

The three characters would be discussed by their action in order to find out the icon and images from the three characters seen from mythological aspect.

1.3 Statements of the Problems

Based on the descriptions in the previous sub chapter, the writer formulate some questions as follows:

1. How are the main characters seen from mythological aspect?
2. What icons that appear from the main characters?
3. What images of the main characters are seen from mythological aspect?

II. REVIEW OF LITERATURES

2.1. Film

Film is a recorded of moving object which directed, the result of recorded show a scene of the story goes from the beginning until the end. It enacts a story by sound and a sequence of images giving the illusion of continues movement. Film gives illusion of the real life that happens, sometimes the story tells about the future world and the moment that we have never been known before. Moreover the story sometimes tells about the thing that impossible happens from people's speculation and also the mystery of the nature in the future which unpredictable.

According to Muller and Williams (2003:78):

Film is an art that seems inextricably linked to our perception of the real world, which some define as a nature. The noted critic and film theorist Siegfried Kracauer in *Theory of Film* has said that "even the most creative film maker is much less independent of nature in the raw than the painter or poet: that his creativity manifests itself in letting nature in and penetrating it."

Film has the same position as another literary work like novel, drama and poetry. The intrinsic elements of film also contained like another literary work, it has plot, characterization, setting, theme, etc. Nowadays, film has become popular and being the great medium of literary works in sharing the stories. Through visual dimension and sound effect makes film more entertaining than most other text types.

2.2. Genre

Genre of film is a classification of film. There are a wide range of film genres such as action, comedy, fiction, horror, drama, etc. But today, it

is not easy to identify genre in film as these genres are develop by combining and influencing each other to create new genre such as drama comedy, romantic comedy, science fiction, etc. According to Muller and Williams: "There are some popular genres which we are all familiar, such as romantic comedy, action-adventure, science fiction, or character-driven drama" (2003:81)

Those classifications will differentiate one genre of film with the other and help audience to categorize film according to their interest. The audience usually has had their interest about the genre of film which they usually watch. It can help them in expressing their interest and spending their time through the film which they seen. Marvel: The Avengers is a film with the genre Action, science fiction.

According to filmbug.com/dictionary/action-movies:

"Action films are a film genre where action sequences, such as fighting, stunts, car chases or explosions, take precedence over elements like characterization or complex plotting. The action typically involves individual efforts on the part of the hero, in contrast with most war films. The genre is closely linked with the thriller and adventure film genres."

Marvel: The Avengers is one of film action in most modern film action with science fiction. According to allmovie.com/genre/science-fiction: "A genre of film embracing one or more of the following elements: speculative fiction, futurism, technology, and space travel". Because in this film some superhero grouped as a team in order to fight the enemy contained like monster soldier leading by a person who wants to hold the world, it contained to science fiction.

2.3. Characterization

Characterization in film is similar types of characters (sometimes stereotypes), roles, personal qualities, motivations, goals, behavior.

According to Kennedy (1983:46):

"A flat character usually has only one out-standing trait or feature, or at most a few distinguishing marks..... Round characters, however, present us with more facets-that is, their authors portray them in greater depth and in more generous detail. Such a round character may appear to us only as he appears to the other characters in the story. If their views of him differ, we will see him from more than one side..... Flat characters tend to stay the same throughout a story, but round characters often change..... Some critics call a fixed character static; a changing one, dynamic..... Minor characters tend to be flat instead of round. Why? Rounding them would cost time and space; and so enlarged, they might only distract us from the central characters"

So that the main point of the character's types are listed below:

- Flat Characters, personalities that are presented only briefly and not in depth.
- Static Characters, the characters are often stereotypes, have one or two characteristics that never change that are emphasized e.g. brilliant detective, drunk, scrooge, cruel stepmother, etc.
- Round Characters, many-sided and complex personalities that the readers or audience would expect of actual human beings.
- Dynamic Characters, many-sided personalities that change, for better or worse, by the end of the story. As the opposite of static characters, dynamic characters will undergo some kind of change in the course of the story.
- Protagonists, the character is clearly central to the story with all major events.
- Antagonists, the person (or force) that opposes the main character.

The story in film runs by the characters, the characters played by actors or actress which played appropriately through the script which was created. The important point in the story is the story has had the characters. A character in a film is very important because we will know what a story tells about through the characters. According to Muller and Williams (2003:81), "Characters are the driving force of film action, just as in drama for the stage and in fiction and similarly, the screen writer creates tension through lines constructing character objectives (goals)"

The character can be divided into the main character and minor character. Besides, the character also has two categorized, protagonist and antagonist. Those kinds of character are usually can be found in the story because in supporting the plot the main character can't play by itself. According to urbandictionary.com, "Main character is usually the character in a story of any kind, book, movie, and TV show, who has the most importance in the story and does the most to support the plot. Most of the action should follow the main character". Main character is commonly described as one or group of characters who has specific goals and trying to reach their goals. The story must be has a problem where the way of the main character in finishing the problem is not easy and they needs to face many conflicts whether among characters, their environment or self-conflict.

2.4. Iconography

The word *iconography* comes from the Greek εἰκών ("image") and. Iconography is a familiar stock of images or motifs, the connotations of which have become fixed; primarily but not necessarily visual.

According to merriam-webster.com/dictionary:

“Definition of iconography..... 1. pictorial material relating to or illustrating a subject..... 2. the traditional or conventional images or symbols associated with a subject and especially a religious or legendary subject..... 3. the imagery or symbolism of a work of art, an artist, or a body of art”

Iconography is a familiar images or motifs which may have become icons. It includes décor, costume and objects, certain 'typecast' performers (some of whom may have become 'icons'), familiar patterns of dialogue, characteristic music and sounds, and appropriate physical topography. It is a representation or a group of representations of a person, character, place, or thing, as a portrait or a collection of portraits.

The images or symbols which can be seen in a work of art, is not only about the object that we can see. The images or symbols which implied have some further meaning. The meaning from the symbols that implied in literary work is important to be known. If perception through the meaning is not appropriate with the author's target, we miss the value of a symbol. However, if we think it can mean absolutely anything we wish.

According to Kennedy (1983:600):

“symbol is a visible object or action that suggests some further meaning in addition to itself..... more often, however, symbols in literature have no conventional, long-established meaning, but particular meanings of their own..... a symbol will lead us from a visible object to something too vast to be perceived”

The term iconography derives from art historian Erwin Panofsky's discussion of Renaissance art, wherein he suggested that themes or concepts were expressed by symbolically-charged objects and events. Genre critics such as Lawrence Alloway adapted the idea of iconography-that familiar symbols in works of art have cultural meaning beyond the context of the individual work in which they appear to the medium of cinema. Icons are second-order symbols, in that their symbolic meaning is not necessarily a connection established within the individual text, but is already symbolic because of their use across a number of similar previous texts (Grant, 2007:11).

In genre films, iconography refers to particular objects, archetypal characters and even specific actors. Iconography may also refer to the general mise-en-scene of a genre, as in the case of low-key lighting and Gothic design in the horror film or the visual excess of the melodrama. Like conventions, iconography provides genres with a visual short-hand for conveying information and meaning succinctly. Of course, while the icons of genre films may have culturally determined meanings, the interpretation or value attached to them is hardly fixed. (Grant, 2007:12)

2.5. Mythological Criticism

Described below is the mythological approach to the literature. Quotations are from Kennedy and Gioia's *Literature: An Introduction to Fiction, Poetry, and Drama*, (1995).

This approach emphasizes the recurrent universal patterns underlying most literary works. Combining the insights from anthropology, psychology, history, and comparative religion, mythological criticism "explores the artist's common humanity by tracing how the individual imagination uses myths and symbols common to different cultures and epochs." One key concept in mythological criticism is the *archetype*, "a symbol, character, situation, or image that evokes a deep universal response," which entered literary criticism from Swiss psychologist Jung in Kennedy, (1995). According to Jung, all individuals share a "'collective unconscious,' a set of primal memories common to the human race, existing below each person's conscious mind"—often deriving from primordial phenomena such as the sun, moon, fire, night, and blood, archetypes according to Jung "trigger the collective unconscious." Another critic, Northrop Frye, defined archetypes in a more limited way as "a symbol, usually an image, which recurs often enough in literature to be recognizable as an element of one's literary experience as a whole." Regardless of the definition of archetype they use, mythological critics tend to view literary works in the broader context of works sharing a similar pattern.

In classifying the main characters, Muller and Williams' theory is used. Muller and Williams (2003:81) state "characters are the driving force of film action, just as in drama for the stage and in fiction and similarly, the screen writer creates tension through lines constructing character objectives (goals)" According to this statement, it is given a clue that the main characters is the most importance thing that should drive the action, the way they do the action will support the plot going on and make the story runs well until reach the goal.

In order to find out the iconography from the main characters, the writer uses the theory of iconography from Grant.

Grant (200:11-12) states:

"The idea of iconography-that familiar symbols in works of art have cultural meaning beyond the context of the individual work in which they appear to the medium of cinema. Icons are second-order symbols, in that their symbolic meaning is not necessarily a connection established within the individual text, but is already symbolic because of their use across a number of similar previous texts. In genre films, iconography refers to particular objects, archetypal characters and even specific actors"

The next purpose is about the images or symbols that are implied, the Kennedy's theory is used. Kennedy (1983:600) says that the symbol is a visible object or action that suggests some further meaning. This statement makes the writer wants to explore about what are the conversely meanings which appropriate with the images or symbols that can be seen from the icon that the writer got.

In analyzing mythological criticism, Jung's concept in mythological criticism is used to identify the aspect of mythology from the main characters through the scenes which was chosen. Jung in Kennedy (1995) said that one key concept in mythological criticism is the archetype, a symbol, character, situation, or image that evokes a deep universal response, this is the term which used to illustrate the images of the main characters which seen in film Marvel: The Avengers.

III. RESEARCH METHODOLOGY

3.1. Approach of the Study

Because this study is about literature therefore qualitative approach is an appropriate method being used in order to ease the analysis of this study.

According to Creswell (1994:11), "In qualitative methods (or approaches) the human and social sciences offer several traditions. These traditions may be method types for data collection, analysis, and reporting writing, or overall designs that include all phases in the research process"

Based on Creswell's definition, qualitative approach includes a certain method for data collection, analysis, and report. This method is a barometer of a study to help the writer on explaining the result of study in a descriptive form. As a barometer, qualitative approach guides the writer to arrange the study contents in a well form according to the data being collected and the theory being applied.

In accordance to this, Flick (2005:4) states:

"The essentials features of qualitative research are the correct choice of appropriate methods and theories, the recognition and analysis of different perspective, the researchers' reflection on their research as part of the process of knowledge productions, and the variety of approaches and methods."

Based on Flick's statement, there are some important elements of qualitative approach as the guidance of a study. These elements must relate to each other in order to achieve a good result of a study. For example, the writer must choose the appropriate theories according to the main topic of study.

Afterwards, these theories must be applied on the data collection in order to get the exact result.

3.2. Data Source

Film being chosen as an object studies is “Marvel: The Avengers” directed by Joss Whedon. This film is a fantasy film which based on imagination and creative thinking. It is the monthly newsletter, and has released in the cinema on May 2012. The data source focuses in main character in the film to find out the icon which represented. Main characters whose identified by their action in film, categorized to be the data source in finding the iconography which represented by the character itself.

3.3. Collecting Data

The data being analyzed is from the main characters that appear in the film Marvel: The Avengers to find out the icon that represented by. Those data are analyzed through the critical theory that is mythological criticism. Before determining the data, the first step being done is watching the film and focusing on the action from the main characters. The second step is identifying the aspect of mythology from the main characters through the scenes which was chosen. The last step is classifying the mythological aspects according to the main characters whose shown their criteria which categorized in mythology.

3.4. Method of Data Analysis

The data which have been classified and formulated are analyzed in order to find out the iconography represented by the main characters which were specified. After that, the analysis of character’s iconography results from the main character being classified to illustrate the images which built human perspective, and the images in human mind which could influence people’s perception about the characteristic of the icon that represented by the main character that appears in film Marvel: The Avengers.

IV. FINDINGS AND ANALYSIS

4.1. Main Characters Seen from Mythological Aspect

The film Marvel: The Avengers appears some super hero grouped as the main characters in order to fight the enemy from the outer space. The super heroes as the three main characters which can be seen from mythological aspect are, Iron Man, Thor, and Captain America.

4.1.1. Iron Man

The character is portrayed by Robert Downey, Jr. in the live action which firstly appears in film Iron Man (2008), which was a critical and box office success. Downey, who received much acclaim for his performance, reprised the role in Iron Man 2 (2010) and The Avengers (2012).



In film Iron Man (2008), a billionaire playboy, industrialist and ingenious engineer, **Tony Stark** suffers a severe chest injury during a kidnapping in which his captors attempt to force him to build a weapon of mass destruction. He instead creates a powered suit of armor to save his life and escape captivity. He later uses the suit to protect the world as Iron Man.



Track 24:32 Stark's robotic puts the metal suit from his body in his tower

In this track, after Iron Man gets back to his tower, the robotic takes the iron man's metal suit one by one without any command. He just walks and the robotic puts the metal suit and keeps it to the right place. The scene show the technology which created by Tony Stark. His creative makes a metal suit include military weapons inside the body of it's suit as his weapon to against the enemy.

Through his corporation — Stark Industries — Tony has created many military weapons, some of which, along with other technological devices of his making, have been integrated into his suit, helping him fight crime.



Track 42:30, Iron Man's military weapons been integrated into his suit.



Track 01:42:55 shows Iron Man's missiles behind his shoulder.

The scene above shows the missiles flying through to the soldiers from outer space that come to the world through the portal which has opened.



Track 02:01:42 shows Iron Man's missiles in his legs.



*JARVIS: Sir, we will lose power
before we penetrate that shell.*

Track 02:01:26 Iron Man's laser in his arm

The scene above shows the laser gun in Iron Man's hand when he attacks the monster that comes down to the world. He flies attractively with the great maneuver in tricky the soldiers. The jet through his hands and feet make him can fly freely like a bird in encountering the soldier who also can fly.



Track 01:38:37 below shows the jet through his hands and feet that make him can fly

A symbol, character, situation, or image that evokes a deep universal response as in the mythological aspect from the character Iron Man is clearly defined to the *weapon*.

4.1.2. Thor

The 2011 film Thor, based on the character and comic, was starred Chris Hemsworth as Thor. Hemsworth reappears as Thor in The Avengers (2012).



Thor is an Asgardian god of thunder and is the most powerful warrior in Asgard. Asgard is the world of the Gods as in the Norse Mythology, a subset of Germanic mythology, is the overall term for the myths, legends and

beliefs about supernatural beings of Norse pagans. It flourished prior to the Christianization of Scandinavia, during the Early Middle Ages.



Track 01:53:36 Thor burst a thunder

Thor is the Norse god of thunder. He is a son of Odin and Jord, and one of the most powerful gods. He has superhuman stamina, shown as he never gets tired even after the most grueling of battles.

A symbol, character, situation, or image that evokes a deep universal response as in the mythological aspect from the character Thor is well defined to the *power of God*.

4.1.3. Captain America

Captain America was the first Marvel Comics character adapted into another medium with the release of the 1944 movie serial Captain America. Since then, the character has been featured in several other films and television series, including Chris Evans' portrayal in Captain America: The First Avenger, released on July 22, 2011, and The Avengers, released on May 4, 2012.



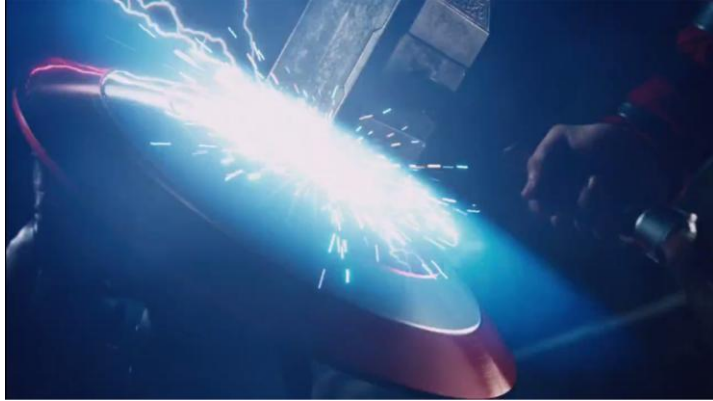
Captain America has been the alter ego of **Steve Rogers**, a frail young man who was enhanced to the peak of human perfection by an experimental serum in order to aid the United States' war effort. Captain America wears a costume that bears an American flag motif, and is armed with an indestructible shield that can be thrown as a weapon.

Captain America was reintroduced by Marvel Comics during the Silver Age of comics when he was revived from suspended animation by the superhero team the Avengers in *The Avengers* #4 (March 1964). Since then, Captain America has often led the team, as well as starring in his own series.



Track 41:36 Captain America costume that bears an American flag motif

From the track above, we can see how the costume of Captain America bears an American flag motif. There is also a star on her chest symbolism of the Captain, like on the Army Field.



Track 49:52 Captain America's shield

Track 49:52 shows a scene about Captain America's indestructible shield against Thor's hammer. Captain America cover up his body from Thor's hammer hit after he asked Thor to put the hammer down because the duel between Iron Man versus Thor is not going to be end. Thor angry, and then try to hit Captain America using his hammer , but he failed. The loud sound of the effect from Thor's Hammer hits Captain's Shield makes the duel end.



Track 01:49:25. This scene also shows Captain America giving instruction to the member of the police to make a perimeter. The above scene is the situation where they need to make a plan because the soldier from the outer space more coming down to earth. A symbol, character, situation, or image that evokes a deep universal response as in the mythological aspect from the character Captain America is clearly defined to the *Leadership*.

4.2. Iconography that Appears from Main Characters

By the detail explanation about the iconography in previous chapter, one key point about the iconography is the familiar symbols or motifs in works of art have cultural meaning. It also refers to particular object. The iconography which implied into the main characters will be analyzed here.

4.2.1. Iron Man

The character of Iron Man is a super hero who is powerful with his metal suit. The metal suit which completed with the military weapons and along with other technological devices was created by his ingenious engineer.



Because the iconography also includes décor, costume and objects. So, the familiar motif from the character Iron Man which may have become icon as a super hero is his *Metal Suit*.

4.2.2. Thor

The character of Thor is the Norse god of thunder and a powerful warrior in Asgard. He is a son of Odin and Jord. He is often depicted carrying a short-handled hammer named Mjollnir, a symbol of his awesome power. The hammer which he used as a weapon is a heritage from his father and nobody can hold it.



4.2.3. Captain America

The character of Captain America as the super hero which wears a costume that bears an American flag motif, and is armed with an indestructible shield that can be thrown as a weapon.



The costume and shield which he used is designed and colored like an American flag motif. While the character of Steve Rogers as the Captain America wears his costume, nobody rejected if he's the Captain America. Because the iconography also includes costume, so, the familiar motif from the character Captain America which may have become his icon is an *American Flag*.

4.3. Images from the Main Characters

The kinds of images that illustrated from the main characters' iconography which could be built human perspective, and the images in human mind which could influence people's perception about the

characteristic of the icon that represented by the main character that appears in film Marvel: The Avengers would be described here.

Table 4.1. Findings and Analysis

No.	Character	Iconography	Images
1.	Iron Man	Metal Suit	Technology
2.	Thor	Hammer	Power of God
3.	Captain America	American Flag	Patriotism

The iconography of Iron Man which is identified to the metal suit, illustrated the *technology*. This statement was because the metal suit which used by Iron Man was created by the modern technology and full of military weapons that also classified to the modern weapons, such as, laser, missiles, and jet. The technology that made Iron Man's metal suit gives influence to readers that the material, design and the military weapons inside Iron Man's metal suit are the purpose of the great army who needs those aspect.

The iconography of Thor which is identified to the hammer, illustrated to the *power of God*. This statement was because the power of Thor as a God who can control thunder through his hammer as a weapon. The hammer is only can be hold by Thor and nobody can hold it. The hammer can also collect the high voltage of the thunder when Thor put the hammer up. This illustration gives an influence to the readers if Gods is powerful, mighty and can control what human being can't do.

The iconography of Captain America which is identified to the American Flag, illustrated the *patriotism*. This statement was because Steve Rogers who joins the army in United States in order to wage a struggle for his nation to keep in peace. The illustration gives an influence to the readers if we have to struggle for our nation where we live and have the identity for it.

CONCLUSIONS

After analyzing film Marvel: The Avengers through the main character. It can be concluded that characters' iconography and the images which illustrated from the analysis by using mythological aspect through the

main character in the film, featuring iconic Marvel Super Heroes Iron Man, Thor, and Captain America, are different.

The iconography from the character Iron Man's is *metal suit* which is full of military weapons. The *hammer* that can't be hold by another person identified the icon of Thor. The *American Flag* as the motif in Captain America's costume being Captain America's icon.

The images which are illustrated by the characters' iconography was lead us from a visible object to something too vast to be perceived. The image that illustrated from the Iron Man's icon is the *technology* that made the metal suit. Thor who is the Norse god of thunder and a powerful warrior in Asgard was given another picture in illustrating the image. The image that illustrated from Thor's icon is the *power of God* who can control what human being can't do. The image from Captain America's icon is the *patriotism* that gives an influence that we have to struggle for our nation where we live.

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