

SEMIOTIC ANALYSIS OF SWANS AS A SYMBOL OF LOYALTY IN MARRIAGE

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ABSTRACT; *This research article explores the semiotic analysis of the swan as a symbol of loyalty in marriage. Semiotics in its function as a theory, approach or method, which can be used to gain a comprehensive understanding of signs including the symbol of the swan in marriage which is universal and also significant. The purpose of this study is to provide another perspective on the symbol of the swan through the use of semiotic analysis tools. The sources of this study are various types of History and texts that discuss the symbol of the swan in marriage, both in denotative which presents the swan as a bird, connotative Where the swan as a loyal and harmonious animal is used in the marriage bond and myth which presents the swan in the story of Zeus and Leda by giving the impression of harmony in marriage which is well received by the Community. These findings reveal the swan as a cultural sign, strengthening the ideals of Society about loyalty and harmonious relationships in marriage, and making it a strong symbol across time and culture.*

Keywords: *Connotative, Denotative, Myth, Symbol, Love, Swan.*

ABSTRAK; Artikel penelitian ini membahas analisis semiotik angsa sebagai simbol kesetiaan dalam perkawinan. Semiotik dalam fungsinya sebagai teori, pendekatan atau metode, yang dapat digunakan untuk memperoleh pemahaman yang komprehensif tentang tanda-tanda termasuk simbol angsa dalam perkawinan yang bersifat universal dan juga signifikan. Tujuan dari penelitian ini adalah untuk memberikan perspektif lain tentang simbol angsa melalui penggunaan alat analisis semiotik. Sumber penelitian ini adalah berbagai jenis Sejarah dan teks yang membahas simbol angsa dalam perkawinan, baik secara denotatif yang menghadirkan angsa sebagai burung, konotatif dimana angsa sebagai hewan yang setia dan harmonis digunakan dalam ikatan perkawinan dan mitos yang menghadirkan angsa dalam kisah Zeus dan Leda dengan memberikan kesan keharmonisan dalam perkawinan yang diterima dengan baik oleh Masyarakat. Temuan-temuan ini mengungkap angsa sebagai tanda budaya, memperkuat cita-cita Masyarakat tentang kesetiaan dan hubungan yang harmonis dalam perkawinan, dan menjadikannya simbol yang kuat lintas waktu dan budaya.

Kata Kunci: Konotatif, Denotatif, Mitos, Simbol, Cinta, Angsa.

INTRODUCTION

Symbols play an important role in human communication, representing complex ideas and emotions through images embedded in the culture of society. Among them are symbols of animals that contain deep meanings such as swans that appear in literature as mythology and religious narratives that are often associated with purity, elegance, and prominent loyalty. In the lives we live, it has appeared in various ways, both in the form of images, images, signs, and others. Barthes' works appear as a semiotic convention that has never been used before that allows the investigation of the sign framework to show how an image can speak to something vague. especially from Roland Barthes' perspective. His approach considers semiotics with a soul that has never been used in the message/image that appears to be addressed to the beneficiary.

This semiotic analysis aims to explore the swan in the symbol of loyalty in marriage by examining how the symbol is represented in various cultural concepts. In Roland Barthes' semiotic study of the symbol of the swan in cultural texts, he explores the image of the swan in the context of marriage which serves to strengthen the ideals of society regarding trust and loyalty to the swan through connotations and myths in which it becomes a marker of cultural values that can be accepted and immortalized through several rituals and media that are carried out repeatedly.

Signs are objects of study that can be something that has been interpreted holistically as a style, form or genre in the study of literary culture. In semiotics, signs can represent a series of coherent markers (Thomas 2003). The swan is considered a monogamous animal that is famous for its habit of uniting its head with its partner and forming a heart where it only has one partner in its entire life and if one of them dies it will only mourn the death of its partner.

Not only does it have the value of loyalty, the swan also has eternal love and is considered to have harmony in a marriage, in other words, the swan forms a strong pair bond that is able to reflect cooperation and provide support in marriage. The purpose of writing this journal is intended so that we can find out what meaning is hidden in the media that makes it a culture that is carried out repeatedly.

In the spiritual or mythical concept of the swan animal, it is also mentioned by Joseph Campbell, 1968; Ajit Mookerjee, 2002; David Gordon White, 2012; Anita Ganeri, 2015; Devdutt Pattanaik, 2018 an American mythologist who associates the swan with the gods as spiritual animals that have a form in the form of purity, wisdom and loyalty in Hinduism and its .Psychologically swans can be seen in the representation of the idealism of harmonious love in marriage which helps strengthen the psychology of couples for long-term loyalty and swans also provide a symbol of hope and Roland Barthes in mythologies (1957) represents symbols such as swans in culture as values that are harmonious and balanced within them. high commitment to a harmonious relationship, full of love and loyalty. Swans are considered animals that symbolize endless love which makes them a hope in the bonds of marriage.

Using semiotic theory, which studies symbols and signs how they are conveyed, this study focuses on the role of swans in historical and contemporary contexts. The association of this symbol is found in various cultural and religious traditions, one of which is Greek mythology which is very close to the symbol of the swan with the values of marital loyalty and harmony in it. The purpose of this study is to understand the image of birds used to convey values around marital loyalty. This study also clarifies how modern interpretations of various symbols have developed. And whether traditional associations are still relevant to use in today's discourse. Through a combination of semiotic analysis and cultural studies, it contributes to a deeper understanding of animal symbols, especially swans, which act as a powerful communication tool to describe human values.

RESEARCH METHODS

This research method uses a qualitative research method with descriptive analysis. Qualitative research is a study consisting of cases, stories about life, interviews, history and cultural texts that are passed down from generation to generation or any text that can be seen, especially those that explain life and problems related to everyday life (Denzin & Lincoln, 2000:12) Qualitative research using a collection method in the form of a Literature Review, namely from online sources in the form of readings from an article, Wikipedia and Google. In addition, also from the text analysis in the form of a symbolic pattern of swans as loyal and harmonious animals with analysis in ancient European literature and mythology, swans are more often considered as eternal and loyal love because they are known to pair up for life.

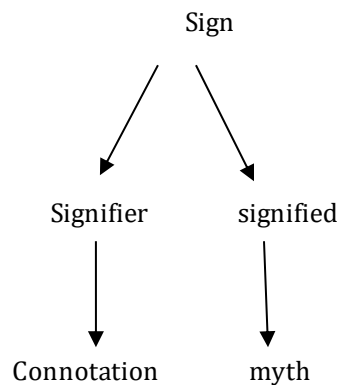
The data collection is also in the form of Oral Analysis which includes folk tales, for example Greek mythology folk tales entitled Zeus and Leda which are also discussed by Joan Relke, 2007; Alice Loxton's, 2022 which describes the swan as a loyal animal in this story Zeus turns into a swan to approach Leda who is a beautiful woman with a different context Greek mythology associates swans with beauty and love because of their association with the goddess of love, Aphrodite. Robert Graves, 1955 represents Greek mythology in the form of the story of Zeus and Leda. He shows that the symbol of the swan animal is often associated with fertility, love, and divine relationships in myths that can strengthen the role of the swan as a symbol of love in Greek mythology.

Observation of culture and tradition of ceremonies, namely data collection in the form of cultural observations where the occurrence of heritage is carried out repeatedly which makes it a ritual practiced by the surrounding community to strengthen the mythology of the symbol of the swan as a loyal animal, and the connection between harmonious relationships and symbols of love in it, for example in a wedding a towel is made with two swan heads that are joined together as a symbol of loyalty to their partner and also the fertility of love in it, as another example, several invitations are designed with pictures of swans which strengthen the mythology of the meaning of the swan symbol in the story of Zeus and Leda.

RESULTS AND DISCUSSION

Swans form lifelong bonds with their partners, and their behavior is reflected in cultural symbols, with swans representing commitment and unity in a relationship. Swans are often protective and cooperative, which is seen in their social interactions, further reinforcing the idea of them supporting each other in marriage. The image of two swans forming a heart with their necks is a common symbol of romantic love and fidelity in wedding decorations and traditions. In his semiological approach Barthes considered the investigation of concrete sign vehicles—text and pictures—as vehicles of culture and philosophy or myth, Barthes recognized a myth as a sort of discourse but of course not any sort since 'language needs extraordinary conditions in order to end up a myth' (Roland Barthes 1972). For Barthes a myth may be a message that has a place in the communicative framework, he considered it as a mode of importance. With knowledge of the past, able to say that a myth speaks to the moment arrange-

meaning of the meant whereas essence is the second-order of meaning of the signifier as appeared within the taking after drawing:



a. Signification/ Denotation

Signification the primary level of meaning, it implies the changeless sense of a word barring all subjective assessments (dictionnaire de la langue Francaise 1993), it portrays the strict or self-evident meaning of the sign, hence , indication of the visual picture alludes to what all individuals see without affiliation to their culture , belief system or society . Roland Barthes communicated that the indicated message bears analogical properties and it is primary to essence within the handle of meaning. In this level of signification, we deal with the sign as the fundamental meaning that's free of setting and subjective elucidations as in implication, for illustration , the picture of dawn signified as the starting of the day , and the conclusion of night, whereas in implication the dawn can be depicted in the event that a modern day full of trust ,the conclusion of obscurity and numerous other translations.

This meaning is based on a sign that can be seen as a swan which is interpreted as a bird with the ability to fly and swim. In this context, the swan is only seen as a graceful bird with white feathers covering its body which literally, the swan has no meaning other than its own identity as an animal that can swim and fly and its physical form which is known to be very luxurious.

b. Connotation

Intention is an thought recommended by a word in expansion to its essential meaning (Oxford Progressed Learner's Word reference 2000). Implication is the suggestion caused by words or explanations and the picture of what they really symbolize. In expansion, connotative signs can be individual or common and widespread (J.A. Cuddon 1998). Essence could be a

term utilized by Roland Barthes to clarify how signs work, to be specific portraying the interaction that happens when signs meet the emotions or feelings of clients and their social values (John Fisk 1992). In this sense, essence is impacted by subjective components that open up more translations of the content. He contends that 'connotation itself may be a framework comprising of a signifier, a meant, and the method that unites the previous with the last mentioned (signification)' (Roland Barthes 1968).

The Barthesian approach does not recognize the solidarity of meaning since the content has to be examined profoundly to uncover the different implications that turn into an boundless number of connotations, therefore, the content in this sense gets to be a huge linguistic body related to importance. For Barthes 'connotation depends on the past presence of signification, it continuously works within the borrowed region of the denotated' (Harry Jamieson 2007). Ready to say that essence is built on signification, and is the item of the mental workforce mindful for perusing between the lines. This meaning is an additional or subjective meaning that is influenced by elements of cultural values and also personal perceptions in it. The swan is associated with its nature as a monogamous animal, loyal to its partner, so that it becomes a symbol of loyalty and purity in marriage in other words the connotation is that the swan symbolizes loyalty, lasting love in a relationship. The swan is also considered a symbol of elegance and purity, especially in its white and graceful appearance. In this connotation, swans are also often used in marriages to reflect their partner's promise to be faithful forever and for life together.

c. Myth

This meaning is interpreted as a sign system that changes connotation into something natural in a culture that strengthens social norms or ideology. In the context of existing culture, the swan becomes a universal symbol of eternal love and harmony in marriage, as if this value has a natural nature in society. At this stage, the swan as a symbol of loyalty and eternal love in marriage becomes part of the cultural myth. In society, the image of the swan as a representation of pure and eternal love is accepted naturally without question. This myth strengthens the traditional view that marriage should be based on loyalty and harmony. This symbol continues to be used in various aspects of life, such as wedding decorations, art and literature, as an ideal symbol of marriage in society. The image of two swans forming a heart with their necks is a common symbol of romantic love and fidelity in wedding decorations and

traditions. The symbolism of swans in marriage includes loyalty and simplicity, where these animals often choose their life partners and will stay with them throughout their lives, making swans a powerful symbol for marriage. The beauty of this animal is seen as a graceful creature that reflects the beauty of the relationship and deep love.

Swans have long held a put in social creative ability as insignias of devotion, solidarity, and sentimental cherish. This is often exemplified through their natural behavior, where swans are known to create deep rooted monogamous bonds with their accomplices. Such devotion isn't as it were a organic reality but has been saturated into different shapes of imagery over societies, particularly as representations of marriage and enduring cherish. The delineation of two swans shaping a heart shape with their necks has gotten to be a all inclusive symbol of sentimental commitment, unmistakably highlighted in wedding themes and beautifications.

Denotative Level In a simply denotative sense a swan is distinguished as a winged creature that has both the capacity to fly and swim. It is recognized by its extravagant white plumes and agile shape. At this organize, the swan's meaning is restricted to its physical characteristics and character as an creature, void of any socially relegated centrality, and then connotative Level Past its exacting meaning, The implication of swans joins components of human feeling and social esteem. The swan, recognized for its monogamous behavior, encapsulates subjects of devotion and persevering adore. These traits, reflected in human culture, position the swan as a image of commitment and constancy inside the setting of marriage. The tastefulness of the swan's appearance and the purity suggested by its white plumes contribute assist to its association with elegance and virtue. In weddings, swans are symbolic of the couple's shared promise to deep rooted dedication. In his investigation of semiotics, Roland Barthes (1972) recommends that essence includes the interaction of a signifier with social values, which leads to assorted elucidations impacted by subjective discernments. Barthes sets that 'connotation itself may be a framework comprising of a signifier, a meant, and the method that joins together the previous with the latter' (1968). The swan, in this system, gets to be more than an creature.

CONCLUSION

The semiotic analysis of the swan as a symbol of marital fidelity highlights the deeper cultural and mythological traditions of the swan. Through its lifelong binding nature and

behavior, the swan has become a universal symbol of fidelity, love, and harmony in relationships. Using Roland Barthes' framework, we can see that the decomposition of this symbol consists of the denotative meaning of the swan as a bird transformed into a connotative layer of fidelity and commitment. Over time, this connotation becomes stronger in a myth, which strengthens society's ideals of love and fidelity in the bonds of marriage carried out by humans and makes it a culture in society.

The semiotic study of the swan as a depiction of marital fidelity highlights the deeper social conventions and legends of the swan. Through its deeply rooted formal nature and behavior, the swan has become an all-encompassing depiction of steadfastness, affection, and harmony in relationships. Using Roland Barthes' system, it can be seen that the degeneration of the image consists of the denotative meaning of the swan as a feathered creature transformed into a connotative layer of devotion and commitment. As time went by, this essence eventually became more grounded in a myth, which strengthened people's beliefs about affection and devotion in the bonds of marriage carried out by humans and made it a culture in society.

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