

REPRESENTATION OF LIBRARIAN AND LIBRARY USERS IN THE MOVIE "HEARTBREAK LIBRARY"

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Abstract. Film serves as a medium that effectively conveys topics or messages in a widespread yet accessible manner, ensuring ease of comprehension for its audience. "Heartbreak Library," in particular, addresses the predicament of Eun Soo (Kim Eugene), a librarian who apprehends a man named Kim Joon Oh (Lee Dong Wook) for his disruptive behavior towards books. The central research focus revolves around the attitudes of both library users and librarians. This study aims to analyze the portrayal of the library, delving into the depictions of librarians and patrons within the film. Employing a qualitative research approach, this investigation utilizes Roland Barthes' semiotic analysis method. The findings reveal that the librarian's demeanor adheres to professional standards, whereas some library users exhibit a lack of familiarity with library regulations, engaging in practices such as tearing books, hiding them on shelves, and causing disturbances within the library environment.

Keywords: semiotic analysis; film; librarian; library user; representation

I. INTRODUCTION

The cinematic landscape has experienced a significant evolution, propelled by the rapid advancements in technology. Indonesia, for instance, has embraced various genre concepts that have been meticulously crafted into films. As an auditory medium, films possess the remarkable ability to evoke emotional responses within individuals. Often, films serve as a platform for their creators to convey implicit moral messages to the audience. Specific messages encoded within a film are communicated, read, or decoded by viewers, subsequently influencing individual comprehension [1]. Film, as a medium, presents topics or messages in a comprehensive yet easily digestible manner for viewers. It boasts an extensive reach, spanning across global audiences and simultaneous timeframes. Consequently, films have become a potent tool for disseminating messages and addressing pertinent issues. In essence, films serve as vessels for promoting values and socializing specific societal norms within communities [2]. A film comprises moving images captured through camera recordings of human beings or objects, including animated formats like cartoons [3]. Indeed, the contemporary society's fabric is intertwined with films, as the depicted content yields communicative effects on the populace. The film audience, which encompasses a wide and diverse range, bears testimony to the pervasive impact of this medium [4]. Several previous studies have already explored the representation of libraries in films. For instance, Arief Hermawan conducted an analysis of the Library Concept in the film "HeartBreak Library," a romance-themed production released in 2017. This study employed a qualitative approach and semiotic methodology. The findings revealed that the library concept in "HeartBreak

Library" is portrayed as an institution that undergoes development and innovation, both in terms of facilities and services, driven by ideas from librarians [5].

Additionally, Rahmat Fadhli depicted the representation of libraries and librarians in the film "Night At The Museum 3." Employing semiotic analysis, the researcher examined the relationship between signs, objects, and interpretants. The analytical unit encompassed a system of signs, namely costume, gestures, environment, expressions, behavior, and camera techniques used within "The Night at The Museum 3" [6]. The outcomes of the study unveiled that the portrayal of libraries in "The Night at The Museum 3" shifted from the conventional gloomy or antiquated depiction to a representation where libraries are depicted as accurate sources of information. While librarians are still often presented as elderly women with glasses, the film also introduces the notion that librarians are intelligent figures in the eyes of the audience. Despite their advanced age, the librarian character in the film is portrayed as technologically savvy, demonstrated through playing the popular computer game "Candy Crush Saga," a reflection of the prevailing technology trends of the time. Notably, certain scenes in the film indirectly encourage the public to utilize libraries to seek information for research purposes, extending beyond the realm of students, scholars, and researchers to encompass the broader community, as exemplified by the character of Larry, the security guard [7].

This study constitutes a continuation of previous research endeavors concerning the representation of libraries and librarianship, employing distinct analytical methods, namely the connotation and denotation analysis proposed by

Barthes [8]. The significance of analyzing the film "HeartBreak Library" lies in its exploration of the attitudes of both library users and librarians within the library setting. The demeanor of librarians can directly or indirectly influence users' perceptions. Librarians are tasked with serving patrons to the best of their abilities, thus requiring them to accommodate patrons' needs effectively [9]. Librarians guide, assist, and steer users toward finding accurate and relevant information. This aligns with the teachings of the Quran, as mentioned in Surah Al-Ma'idah (5):2, which states:

...وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ وَلَا تَعَاوَنُوا عَلَى الْإِثْمِ وَالْعُدْوَانِ وَاتَّقُوا اللَّهَ إِنَّ اللَّهَ شَدِيدُ الْعِقَابِ

Meaning: "and cooperate in righteousness and piety, but do not cooperate in sin and aggression."

The act of mutual assistance is one of the virtues that enhances devotion to Allah SWT. This principle aligns well with the role of librarians, where they provide services to patrons. Librarians exhibit care, responsiveness, and attentiveness to users' needs. The positive demeanor of librarians profoundly impacts patrons, fostering their contentment and frequent visits to the library to avail its services. The attitude of librarians significantly influences library service performance and patron satisfaction [8]. Therefore, the purpose of this research is to analyze the representation of the library in the film "HeartBreak Library". The focus of this study revolves around portraying the attitudes of librarians and patrons within the film. Through this study, it is anticipated that both librarians and patrons will uphold the established norms within the library setting. Hence, the objective of this research is to analyze the portrayal of the library in the film "HeartBreak Library". This study zeroes in on depicting the attitudes of librarians and patrons within the film. Through the insights gained from this research, it is envisaged that librarians and patrons will adopt behaviors consistent with the prevailing regulations within the library context.

II. RESEARCH METHODS

This study employs a qualitative approach, whereby the findings will be elaborately described and subsequently critically reviewed [10]. The purpose of this research is to provide a more profound overview and explanation, grounded in comprehensive research, which pertains to various scenes depicted in the "HeartBreak Library" film. The semiotic theory employed in this study is rooted in Roland Barthes' semiotic concepts. According to Barthes' conceptual framework, the levels of meaning are divided into two categories: Denotation and Connotation [11].

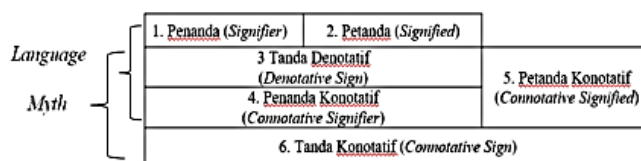


Figure 1. Illustration of Roland Barthes' Semiotic System. Source: (Santosa, 2022).

III. RESULTS AND DISCUSSION

The film "HeartBreak Library" is one of the Korean films released in 2008. Directed by Kim Jung Kwon, this romantic drama film has a duration of 137 minutes. "HeartBreak Library" revolves around the issue of Eun Soo (Kim Eugene), a librarian who apprehends a man named Kim Joon Oh (Lee Dong Wook) for damaging books. The incident unfolds as Eun Soo engages in a conversation with an intern and hears the sound of a torn book page. They subsequently catch Joon Oh in the act and alert the authorities. Eun Soo becomes intrigued by Joon Oh's consistent act of tearing page 198 of various books. It turns out that Joon Oh's former lover had left a message urging him to "look at page 198." After the incident, Joon Oh assists a visitor who suffers from asthma, leading to a closer connection between them. Eun Soo agrees to help Joon Oh decipher the meaning behind his lover's message. Locating the specific book referred to by Joon Oh's lover proves to be a challenging task, as nearly 1000 books were borrowed from the library. Eventually, Eun Soo decides to visit Joon Oh's lover's home. During a conversation with Joon Oh's lover's mother, the truth about Joon Oh emerges. He is a chef who suffered a car accident, resulting in partial memory loss. Gradually, Eun Soo aids Joon Oh in recovering his memories. To aid his recollection, Eun Soo takes Joon Oh to a temple named Cheong Pyeong, where he discovers an inscription revealing that Min Kyun has passed away. Despite this revelation, Joon Oh slowly overcomes his past feelings and eventually forms a romantic relationship with Eun Soo [12].

Scene 1



Figure 2. HeartBreak Library Scene at 5:11 (Loklok, 2023).

Denotation: The head librarian will utilize the empty space on the 2nd floor with librarian ideas and will provide rewards when the idea is selected.

Connotation: It signifies that the library highly values the comfort and needs of library users, aiming to utilize the vacant space to create a room that benefits readers. The library's service provision greatly relies on the availability of existing facilities, as having adequate facilities in the library can enhance the performance of library staff and significantly contribute to providing optimal services to users [2]. Effective library management is supported by the provision of adequate facilities to assist library staff in fulfilling their main duty of delivering optimal services to library users [13].

Scene 2

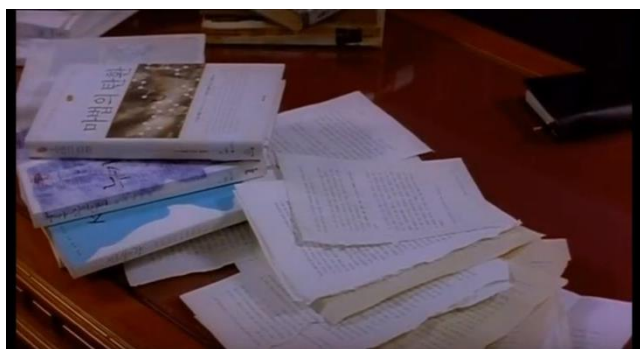


Figure 3. HeartBreak Library, Duration 7:24 – 8:35 (Loklok, 2023).

Denotation: This scene depicts the moment when Joon Oh is caught tearing a book, and Eun So calls the authorities. Surprisingly, the authorities blame Eun So for reporting such a trivial issue. Eun So is not content with this, as she considers books to be a source of intellectual wealth, and deems it unethical to damage them, especially since the publication of the book will cease to exist. Joon Oh is only asked to photocopy the book and is not subjected to any punishment.

Connotation: This scene highlights a lack of awareness about the importance of library collections, as the authorities dismiss the act of tearing a book. It underscores the awareness within library users regarding the use of information in the library as a shared resource. Users might not realize that the information or library material they are seeking could be misused, thereby hindering other users from accessing the same information. Such actions fall within the

category of misusing library collections. According to Syaikhu and Ginting [13], this can involve tearing, cutting, or removing articles/illustrations from journals, magazines, or encyclopedias, done either without tools or using aids [13].

Scene 3



Figure 4. HeartBreak Library, Duration 33:00 (Loklok, 2023).

Denotation: Intern and Eun So retrieve a library book from a hidden spot on the shelf, puzzling the intern as to how this could occur.

Connotation: In this scene, it reflects the lack of awareness among patrons regarding the library's collection [14]. Eun So remarks that this kind of incident happens frequently, indicating that such occurrences have become commonplace. This reveals that patrons may not be utilizing the library's collection effectively, leading to the loss or damage of library materials [3].

Collection is the most crucial aspect of a library, encompassing both print and non-print resources. Patrons who utilize the library's collection but do not adhere to procedures or cause damage to library materials can be considered as engaging in collection misuse [10]. Damage to library collections arising from patrons' misuse behaviour's, as outlined by Obiagwu [15], can be categorized into four types: theft, mutilation, unauthorized borrowing, and vandalism [15].

Scene 4



Figure 5. HeartBreak Library, duration 6:00 (Loklok, 2023).

Denotation: Eun So reprimands and scolds an intern who is relaxing during work hours and emphasizes that we, as patrons, should provide service willingly.

Connotation: When Eun So mentions that we should offer services voluntarily while working, it highlights the expectation for librarians to provide the best assistance to

patrons. Librarians must offer optimal services to every visitor and remain attentive to their needs at all times.

The satisfaction with library services serves as a gauge of the library's success, as fundamentally, the library is an institution that provides service. Therefore, measuring this success is essential, as patron satisfaction levels naturally vary based on individual needs, desires, and interests. By enhancing the quality of library services, it is anticipated that the library can address a wider range of patron needs, ultimately leading to increased patron satisfaction. The fulfillment of patron needs is expected to elevate the library's reputation and foster greater interest in reading among patrons. The enhancement of service quality is a crucial undertaking, particularly with the active involvement of librarians. Librarians, being a pivotal part of the library's operation, play a significant role in ensuring the improvement of service quality [16].

Scene 5



Figure 6. HeartBreak Library, Duration: 20:33 (Loklok, 2023).

Denotation: Eun So assists Joon Oh in searching for every book on page 198.

Connotation: The librarian aids and delivers prompt and accurate services to the library users.

Scene 6



Figure 7. HeartBreak Library Duration: 35:21 (Loklok, 2023).

Denotation: Eun So assists Joon Oh in registering as a library member and lending a book.

Connotation: This showcases the librarians' care for the patrons, demonstrated through aiding in finding the

needed information promptly and effectively, resulting in the patrons' contentment with the library staff's provided service.

Scene 7



Figure 9. HeartBreak Library Duration 38:11 (Loklok, 2023).

Denotation: The scene is set in a mobile library, where Eun Soo reprimands noisy children in the library, urging them to maintain quietness.

Connotation: Libraries are required to maintain an atmosphere of tranquility, far from any noisy disturbances, to ensure the comfort of other visitors. This signifies that the library is meant to be a serene space.

Scene 8



Figure 9. HeartBreak Library Duration 1:14:12 (Loklok, 2023).

Denotation: In this scene, an intern makes a call to someone who returned a book late. The intern scolds the person for the late book return. Upon hearing this, Eun Soo strikes and scolds the intern.

Connotation: This scene depicts Eun Soo, as a librarian, feeling angry as the intern fails to exhibit the professional demeanor expected of a librarian. Librarians should not coerce or behave impolitely towards patrons. Patrons may feel uncomfortable if treated harshly by librarians. When patrons feel uncomfortable, they are less likely to revisit the library. Patrons tend to prefer librarians who display friendly behaviour.

IV. CONCLUSION

Based on the research findings, the author concludes that the development of film has rapidly progressed alongside advanced technology. From various scenes observed, the

author has extracted portrayals of librarian and patron characters as material for representation in service provision. The librarian's portrayal in the film adheres well to the standards of a librarian. The librarian exhibits loyalty to their tasks and responsibilities, striving to provide the best possible service to the patrons. Conversely, the patrons in the film present a contrasting picture. Some patrons are depicted as unfamiliar with the library's rules and regulations, engaging in activities like tearing books, hiding books on shelves, and creating noise within the library. The lack of understanding among patrons regarding library regulations leads to such behavior.

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