ABSTRACT

Darmayanti., Made Mei. 2023. **AN ANALYSIS OF VERBAL AND NON-VERBAL SIGNS FOUND IN THREE DIFFERENT GENRES OF MOVIE POSTERS.** English Study Program. Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Putu Nur Ayomi, S.S., M.Hum; Co Supervisor: I Made Yogi Marantika, S.Pd., M.Hum.

This study focuses on the analysis kind and meaning of verbal and non-verbal signs found in three different genres of movie posters. This study aims to find out verbal and non-verbal signs and to analyze the meaning of those verbal and non-verbal signs contained in three different genres of movie posters. The data of this study were collected from the elements of six movie posters from three different genres such as romance, adventure, and horror. This study used. The data were analyzed by descriptive qualitative method. The data were collected by conducting the observation method. The finding of data analysis was presented in formal and informal methods. The data were analyzed using the theory from Barthes's (1964) semiotic theory to analyze verbal and non-verbal signs and the meaning of those movie posters and used the theory of color by Cerrato (2012) as supporting theory. The result show there were twenty-three verbal signs and twenty non-verbal signs from the whole posters. The verbal signs found in the data are used as a medium to give information and a positive message to the viewers in written form. Whereas, non-verbal signs are supported by verbal signs to attract the audience. This study also shows that each genre has different characteristics, seen from the selection of colors and placement of other elements. From this study, it can be seen that the romance genre usually has a colorful background and the selection of images of couples who are close together, the adventure genre usually has natural shades and the characters made are usually firm. Meanwhile, the horror genre usually has dark colors and added elements of blood or something creepy.

Keywords: *verbal signs, non-verbal signs, meaning, movie poster, genre*