CHAPTER I

INTRODUCTION

1.1 Background of the Study

Signs can be found in many aspects of life and often represents specific concepts or meanings. Saussure (as cited in Yakin, 2014) stated that a sign is created when an idea is expressed in a language code, that is known by the people involved in the conversation or communication. A sign is a symbol that is used to communicate a certain meaning between people with the same language knowledge (Chandler, 2007). It can be difficult to determine the specific meaning of a sign without knowing more about the individual who is using it. Semiology can examine signs and meaning in language, art, and mass media using structuralism. Semiotics is the study of the signs used in communication.

Semiotics is a science that learns the sign, objects, and their meaning. In Semiotics, there are the signifier and the signified, the signifier refers to the sign and the signified refers to something that is signified. According to Saussure (1983), a signified and a signifier are both required components of a sign.

Barthes (1964) distinguished two components of a sign that need to be highlighted, such as (a) Verbal signs, which can be studied orally or in writing. A poster typically contains text in the form of a name or slogan, information about something, a sentence of persuasion, or any other type of language; (b) non-verbal signs can take the shape of color, music or sound, animation, or a picture. The non-verbal signs are utilized to highlight the verbal cues and add interest to the posters.

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Meanwhile, Cerrato (2012) claimed that in nonverbal signs such as images and color choice, which vary depending on the reader's culture, different colors give different meanings to the posters themselves.

Barthes uses the denotative and connotative *'levels of meanings'* to analyze the signs in the visual object. Barthes (1964) stated that 'denotation' tends to be described as the definitional, literal, obvious, or common-sense meaning of a sign. Barthes (1964) stated that Connotation is a term used to describe an ideological and emotional social-cultural and personal association derived from a sign.

The phenomenon of verbal and non-verbal signs is usually found in promoting a product through an advertisement to attract people's attention. Dyer (1982) stated that the term *'advertising'* means drawing attention to something, notifying, or informing somebody of something. That phenomenon is usually found in a poster to make people interested in reading the poster to get the information and to promote the movie itself. A poster is a message consisting of an image displayed in a public place (Pucacicua, 2014). A poster provides clear information, which makes it easier for the reader to understand the message the poster is trying to express. Movie posters are a particular kind of poster that is used to advertise movies that make people interested in watching them. Posters are made as creatively as possible, by providing attractive colors, visuals, and layouts. However, sometimes people often see posters that have visuals that are excessive or unsustainable for the movie or the genre of the movie, which causes the audience to be unable to understand or confused about the meaning conveyed in the poster. Based on that phenomenon, this study analyzed some movie posters from various

genres to give information about the unique characteristics of each genre and avoid misunderstanding. Barthes' semiotics theory was used, which analyzes the sign and its significance in the picture or image, in this study.

Three different genres of movie posters were analyzed in this study. They were romance, adventure, and horror. It was interesting to analyze the movie poster from different genres to compare the verbal and non-verbal signs in each movie poster. "Titanic and Romeo and Juliet" movie posters were chosen for the romance genre. This study used "Jungle Cruise and Jumanji the Next Level" movie posters in the adventure genre, and "Ready or Not and Cult of Chucky" movie posters in the horror genre.

There are several reasons why this study concentrated on movie posters. Aside from being posters from famous movies, those posters also have a combination of colors, images, and backgrounds that pique our interest in the story. Aside from that, the poster contains a lot of verbal and non-verbal signs. Analysis of movie posters is an interesting topic to discuss because it is expected that analyzing the movie posters can help people understand the meanings or messages of the signs in the movie posters appropriately. Furthermore, it helps to avoid people misinterpreting those signs.

1.2 Problems of the Study

Based on the background of the study, there are some problems discussed in this study. Those problems can be formulated as follows:

1. What kinds of verbal and non-verbal signs are found in the three different genres of movie posters?

2. What are the meaning of the verbal and non-verbal signs found in the three different genres of movie posters?

1.3 Objectives of the Study

Based on the problem, there are two specific objectives of this study. These objectives can be seen below:

1. To find out the kinds of verbal and non-verbal signs found in three different genres of movie posters

2. To analyze the meaning of verbal and non-verbal signs found in three different genres of movie posters

1.4 Limitations of the Study

This study focuses on the kinds of verbal and non-verbal signs found in three different genres of movies. The data were analyzed using the theory of semiotics by Barthes (1964) and the supporting theory of color proposed by Cerrato (2012). Different genre movie posters were chosen as the object because it was interesting to compare the signs that appear on each poster to make it easier for the audience to understand the movie and avoid misunderstandings before the audience started to watch those movies.

1.5 Significance of the Study

This study is expected to be able to give contribution both theoretically and practically. It gives benefits as follows:

1.5.1 Theoretical Significance

This analysis is performed to broaden the understanding of semiotic analysis, and the study's findings are expected to contribute to the addition of references and sources for semiotic analysis, particularly regarding verbal and nonverbal signs and their meaning in those movie posters. The analysis of this study can give information to people who want to know more about the verbal and non-verbal signs behind the movie they want to watch.

1.5.2 Practical Significance

The result of this study analysis is expected to give a deeper understanding to the readers of the semiotic analysis in movie posters with a different genre, and also the semiotic study is very important to the reader not only to create a good poster but also to understand the meaning of the sign in the poster delivered. It is hoped that understanding the meaning of signs in posters can avoid any misunderstanding in society.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter included three subchapters which are a review of related literature, concepts, and theoretical frameworks. To complete this study, a review of related literature from recent studies is needed as a reference. Meanwhile, concepts defined some terms used. Theoretical frameworks would be explained the theory to solve the research problem.

2.1 Review of Related Literature

After searching for related theories as a reference, several articles and a thesis were found that are related to this study. The first thesis is entitled "Verbal and Non-Verbal Sign in Insidious Film Poster" by Jasmine (2020). Her study aims to know the verbal and non-verbal signs in "Insidious" film posters and to know the meaning of the verbal and non-verbal signs in "Insidious" film posters. To know the types of verbal and non-verbal signs and the meaning of verbal and non-verbal signs in "Insidious" film posters, Barthes's semiotic theory are used. This study applied descriptive-qualitative method analysis in which the data of this study was taken from an "Insidious" film poster. The data found in the movie poster consists of four posters released in 2011, 2013, 2015, and 2018. The result shows verbal signs are more dominant than non-verbal signs, but the differences are not significant. The "Insidious" producer informs both verbal and non-verbal, which makes the poster clearer and more interesting. And also the myth formed by the denotative and connotative meanings. The current study has similarities with the

previous study, in that both analyze the types and meanings of verbal and non-verbal signs in movie posters with Barthe's semiotic theory. The differences are the previous study used "Insidious" film posters as the data, meanwhile, the current study used some movie posters from three different genres as the data.

The second related study was a thesis written by Rahmah (2019) entitled "Semiotic Signs In Walt Disney's Selected Movie Posters In 2018". This thesis aimed to know the semiotic sign on the poster, know the meaning of the signs on movie posters, and also to know the correlation between visual and verbal signs found on posters. The selected posters chosen as the data source are "Avenger Infinity War, Christoper Robin, Marry Poppins Returns, The Black Panther, The Incredibles 2, The Nut Cracker, and The Four Realms". Theories from Pierce were used to know the classification of signs, the theory of Barthes to know the meaning of semiotic signs, and then the theory of Dyer to know the correlation between visual and verbal signs. This study used the qualitative-descriptive method and also uses the comparative method to compare the diversity in the posters in the conclusion. The result of this study shows the classification of signs including represented; qualisign, sinsign, and legisign. Object; icon, index, and symbol. Interpretant; dyme, dicent, and argument. The meanings are including denotative, connotative, and myth. This study also found the correlation between visual and verbal signs in those six posters is complete each other to make the poster easy to understand and persuade the consumers with an attractive appearance. The similarities between the previous study and the current study are both analyze used Barthes's semiotic theory to know the type and meaning of the verbal and non-

verbal signs in the movie poster. The differences are the previous study used the theory of Pierce, and Dyer, meanwhile the current study used the theory from Barthes to know the types and meaning of the verbal and non-verbal signs and the theory from Cerrato (2012) in analyzing the meaning of color. The previous study used "Avenger Infinity War, Christoper Robin, Marry Poppins Returns, The Black Panther, The Incredibles 2, The Nut Cracker, and The Four Realms" movie posters as the data. Meanwhile, the current study used "Titanic, Romeo and Juliet, Jumanji the Next Level, Jungle Cruise, Ready or Not, and Chucky" movie posters as the data.

The third study related to this study was an article with the title "Verbal and Non-Verbal signs of Moana" Movie Poster by Dhananjaya (2019). His study aims to identify the types and explain the meaning of verbal and non-verbal signs found in the "Moana" movie poster. The data of this study is "Moana" movie posters were taken from the websites. The qualitative-descriptive method was used in this study. The theory of semiotics proposed by Saussure and the theory of verbal and non-verbal signs proposed by Dyer were used in this study and used supporting theory of color terms proposed by Wierzbicka and the theory of color meaning proposed by Eisman. The result of this study shows verbal and non-verbal signs in the "Moana" movie poster. Those verbal signs provide information about the title, release date, movie quality, the information of actor and actress as voices over, information on the soundtrack of the movie, as well as the company and creator that produced the movie. Then, the non-verbal signs consist of shape, appearance, manner activity, background, and color. The similarities between the previous study

and the current study are both analyze the type and meaning of the verbal and non-verbal signs in movie posters. The differences are the previous study used theory from Saussure, Dyer's semiotics theory, and was supported by the theory of color terms proposed by Wierzbicka and the theory of color meaning proposed by Eisman, meanwhile the current study uses theory from Barthes's semiotics theory and theory meaning of color proposed by Cerrato. The previous study used "Moana" movie posters as the data. Meanwhile, the current study used "Titanic, Romeo and Juliet, Jumanji the Next Level, Jungle Cruise, Ready or Not, and Chucky" movie posters as the data.

The next study related to this study is an article written by Suardani et al (2022) entitled "An Analysis of Verbal and Visual Signs Found in the Posters of Korean Pop Idol". Her study aimed to find verbal and nonverbal signs in "Korean pop idol" posters and to also determine their meaning. The data was collected from ten posters of "Korean pop idols" on the internet. This study used the descriptive qualitative method by applying the theory from Barthes (1968) to find out the meaning of verbal and visual signs in the posters of "Korean pop idol", and used the theory from Saussure (1983) to find out the verbal and non-verbal signs and theory meaning. The result of this study is those ten posters of "Korean pop idol" show the verbal and visual signs that support the agencies to promote their idols in the posters for the "Korean idol" show album and concert, most of them convey connotative meaning. Almost all "Korean idol" posters use the member of the idol group as their model. The similarities between the previous study and the current study are both analyze the type and meaning of the verbal and non-verbal signs in

posters using the theory from Barthes. The differences are the previous study used supported theory from Saussure, and the current study used the theory of color meaning proposed by Cerrato. The previous study used a poster of "Korean Pop Idol" as the data. Meanwhile, the current study used used "Titanic, Romeo and Juliet, Jumanji the Next Level, Jungle Cruise, Ready or Not, and Chucky" movie posters as the data.

The latest study related to this study is an article by Simarmata et al (2022) entitled "A Verbal and Non-Verbal Signs of Walt Disney Posters". The purpose of this study is to identify the verbal and non-verbal signals found in "Walt Disney" posters and determine their meanings. The descriptive qualitative method was used in this study, and it used the theory from Saussure in Chandler (2007) to analyze verbal and nonverbal signs. To analyze the meaning of signs this study used the theory from Barthes (1977), and the supporting theory from Cerrato (2012) to analyze color terms. The data of this study is a "Walt Disney" movie poster downloaded from Pinterest. There were found that six verbal signs and 6 non-verbal signs were common in "Walt Disney" posters. The five denotative meanings of the symbols in the poster are clear. However, the nine connotative meanings are more complex and may depend on the reader's interpretation of the story. The meanings found in "Walt Disney" posters can be seen in the words and pictures themselves. The similarities between the previous study and the current study can be seen in the theories used. both use theories from Barthes and Cerrato to analyze signs and colors. The differences are the previous study used supported theory from Chandler, and the current study used the theory of color meaning proposed by Cerrato. The

previous study used a poster of a "Walt Disney" movie as the data. Meanwhile, the current study used used "Titanic, Romeo and Juliet, Jumanji the Next Level, Jungle Cruise, Ready or Not, and Chucky" movie posters as the data.

In conclusion, the current study has differences from the previous study. The previous study analyzed verbal and non-verbal signs specific to one type of movie genre. The current study provides an analysis of the tendencies found in three movie genres. The tendency is seen from the different colors that appear from each genre, and how the characteristics of each movie are seen from the poster.

2.2 Concepts

In doing this study, verbal signs, nonverbal signs, posters, movies, and genre are the three concepts that were used in the development of this study because those can enhance comprehension of the semiotic study. Below is an explanation of the concepts related to this study.

2.2.1 Verbal Sign

The verbal sign is the text on the advertisement, it is to describe the advertisement to viewers. Almost all advertisements contain text in the form of phrases, idioms, words, and sentences. Barthes states verbal sign is the sign that is indicated by spoken and written language. Dyer (1993) proposed words also bring the idea to mind, not only describe things, and communicate feelings, associations, and attitudes. It can be concluded that verbal signs are signs shown by sentences or writing that not only describe something but also carry ideas in the mind to communicate a message.

2.2.2 Non-Verbal Sign

Barthes (1964) stated non-verbal sign is a sign that is indicated indirectly and deals with the meaning of the sign that supports the verbal part to make it more interesting. Dyer (1993) states that images convey meaning more effectively and easily than words, and they frequently provide more space for conveying enthusiasm, mood, and creativity. The point of a non-verbal sign is a sign that is shown indirectly or conveyed by an image. this non-verbal sign is made to support verbal signs to make it more interesting and easier to understand.

2.2.3 Poster

Sutjipto (2011) states that posters are an effective communication medium to convey short, dense, and impressive messages, because of their relatively large size. A poster is a large notice with pictures that are displayed in public places (Pucacicua, 2014). A poster is a great medium to be used for mass promotion and marketing tools. A movie is one product that needs a poster to promote on its own. A movie poster is a tool that grabs the reader's attention and encourages them to watch a movie through a visually tempting design. Even though posters are usually just images, graphics or completely text only, posters also have a deep message to convey to the readers. The point of the poster is to deliver a statement on an issue and to encourage society to respond to the statement that they give.

2.2.4 Movie

According to Hornby (2006:950), a movie is a collection of moving pictures and sounds that tell a story that is shown in a movie theater. The movie is a highly

efficient tool for expressing drama and, most importantly, creating emotion. A movie, often known as a motion picture or movie, is a collection of still images from the movie that are quickly projected onto a screen using light.

2.2.5 Genre

Dauenhauer et al (2014) stated that the movie industry is a multibillion-dollar industry that is always reflective of the major events happening in society. Movies can be broadly grouped into a variety of genres, and understanding the entertainment industry requires knowledge of these genres. By categorizing movies into specific genres like action, comedy, or drama, people can better appreciate the workmanship and intent of the moviemakers. Genres are important in understanding the story people will see on the screen.

2.3 Theories

Two theories were used to analyze the problems of the study. This study used theory from Barthes in his books, *Elements of Semiology (1964) and Mythologies (1991)* to analyze the signs and their meaning. Theory about the meaning of color as the supporting theory from Cerrato (2012) to analyze the data.

2.3.1 Semiotic Theory by Roland Barthes (1964)

Barthes (1964) was a French literary critic, literary and social theorist philosopher, and semiotician who was influenced by Saussure. In areas where semiological theory has not yet been fully established, Barthes frequently draws on linguistics as the ancestor of semiology to inform his study. According to Barthes (1964), a sign is the compound of a signifier and a signified. As Barthes followed most of the theory of Saussure, his understanding of signifier and signified is quite

similar to Saussure's. For Barthes, a signifier is always a material substance that can be in the form of sounds, objects, or images. Meanwhile, the signified is a mental representation of a thing. For Saussure, a sign must have both a signifier and a signified. There is no possibility to have a meaningless signifier or a completely formless signifier. On the other hand, Barthes said there must be a *relation (R)* between *expression (E)* and *content (C)* to create a sign.

According to Barthes, the signification process can be viewed as an action that connects the signifier and signified and produces a sign. Two aspects of a sign are connected during the process of signification: the signified is represented by a signifier, and the signifier is represented by the signified. The word *cat* can be used to describe both a feline animal and a tool used to clean things. The language of the semiotic *cat* emerges when we combine the signifier *cat* with the tetrapod of the meadow signifier. The process of signification or a signification system is what allows us to understand the meaning of words and symbols.

In analyzing an advertisement, Barthes distinguished two parts of the sign that must be highlighted those are the verbal and non-verbal signs. This distinguishing sign is used to avoid misunderstanding while the readers read the advertisement.

2.3.1.1 Verbal Sign

A verbal sign is a sign that is indicated by spoken and written language, which contains linguistic symbols such as sentences, words, phrases, and letters. A verbal sign is determined as something that deals with the text and word. Word as one of the forms of text has an important role. It usually refers to messages that can

support the product, for example, the name of the product and the advantages of the product itself.

2.3.1.2 Non-Verbal Sign

A non-verbal sign is a sign that is indicated indirectly and deals with the meaning of the sign. Usually, it refers to an image in general. The picture itself that is used in commercial advertisement can persuade people interested in the product. A nonverbal sign in an advertisement can be defined as a picture, which represented what kind of product, color, logo company, music, and others.

There are two levels of interpretation in Barthes' theory. The primary level consists of a primer (denotation), while the secondary level progresses into metalanguage and connotation.

a.   Denotation

According to Barthes, 1964 (as cited in Chandler's book entitled *Semiotics: The Basics*, 2007:137), 'denotation' tends to be described as the definitional, literal, obvious, or common-sense meaning of a sign. In the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide and has a purpose to be understood by the people to obtain the correct meaning. According to Barthes (as cited in Piling, 1999) the denotative is the relationship that produces the direct and definite meaning between the signifier and the signified.

Simply, the denotation meaning is the meaning that does not consist of additional feelings. It can also be called conceptual meaning, ideational meaning, or referential meaning.

b. Connotation

According to Barthes (1964), defined is a term that is taken from a sign and is used to describe ideological and emotional social-cultural, and personal associations. In other words, the connotation is typically related to the interprets age, class, ethnicity, and so on as it is related to context-dependent. Connotation is the second word used to express an idea, quality, or feeling in association with its literal meaning. Connotation describes the thing that we can observe from those words or pictures.

For Barthes, connotative meaning is associated with psychological aspects such as feelings, emotions, or beliefs. This made connotative meaning has a broad interpretation. The feelings, emotions, or beliefs of the reader would affect his or her interpretation of a sign on a certain object.

For example, the word chair. If in denotative meaning, the chair is a place to sit meanwhile in connotative meaning, the chair can be defined as the position of functionary. For some people such as government people, the chair can be connoted as a position to get more money. This happened because many people work in government to get more money instead of protecting society (Ariyadi, 2014: 26).

2.3.2   Types of Color and the Meaning from Cerrato (2012)

To make the information being presented or promoted by posters clear, color can represent or convey something more strongly than usual. It can also encourage viewers to read the message. Color is a form of non-verbal communication. Cerrato (2012) explains that different colors give off different frequencies of wavelengths,

and these different frequencies have different effects on us. In Cerrato, there are
many kinds of color meanings they are:

a. Red Color

The red color expresses strong masculine energy. Red is the color that
represents passion, strength, energy, fire, love, excitement, speed, and heat
leadership. The resolution, war, communism, summer, and respect. Red is best used
as an accent color as too much red can overwhelm. Red is encourage buyers to take
action and make a purchase (Cerrato, 2012)

b. Gold Color

Cerrato (2012) asserts that the meaning of gold color can be positive or
negative. Value, quality, opulence, expensiveness, and other positive connotations
are all included. As a result, negative connotations are potent and overwhelming.

c. Purple Color

Purple relates to imagination and spirituality. Purple is usually associated
with royalty and symbolizes power, luxury, and ambition. In positive meaning,
color is unusual and individual, creative and inventive, humanitarian, and selfless.
Thus, negative meanings are maturity, impractical, and arrogance. Purple is also a
color that represents sensuality, loyalty, mystery, wisdom, confusion, and romance
(Cerrato, 2012).

d. White Color

Cerrato (2012) stated that white is associated with light, goodness,
innocence, and purity. White color is the color of perfection. White color can
represent a successful, revenge, purity, snow, peace, humility, surrender, death, or

coldness. In positive color meanings are innocence, purity, cleanliness, and equality. Thus, negative meanings are sterile, stark, fastidious, and empty.

e. Black Color

Cerrato (2012) mentioned black is a serious color that evokes strong emotions. There are positive meanings (authority, power, control, protection) and negative meanings (aloof, depressing, and pessimistic).

f. Blue Color

According to Cerrato (2012), Blue is the color that is most popular across the board and is also the safest to use. It has to do with reliability, honesty, and trust. Blue is calming, reducing tension and fear and too much blue can encourage boredom, manipulation, or a rigid outlook. Positive color meanings are loyalty, trust, integrity, etc. Negative color meanings are rigid, deceitful, and spiteful.

g. Green Color

Green is an ideal color to promote natural, safe, organic products. Green is the color of growth, spring, renewal, and rebirth. Physiologically green relates to balance and harmony of mind, body, and emotions. Positive color means nature lover and family-oriented, practical, and down-to-earth (Cerrato, 2012)

h. Yellow Color

According to Cerrato (2012), yellow is the color that represents cheerfulness, happiness, playfulness, fun, optimism, sociability, and friendship. Yellow is a great color for children's products or cartoon movie posters. Particularly combined with other bright primary or secondary colors. It is stimulating for their mind and their creativity.

i. Orange Color

Cerrato (2012) talked about physiologically, orange vitalizes, inspires, and creates enthusiasm but too much orange can suggest cheapness. The color orange has both positive and negative connotations—adventurous, risk-taking, vibrant flamboyance, affordability, and creative flair—in terms of its meaning.

j. Pink Color

According to Cerrato (2012), positive meanings of pink color are romantic love, warmth, hope, calmness, and sweetness. Negative connotations are therefore to have emotional needs or unrealistic expectations, be immature, to be girlish.

k. Brown Color

Brown is a natural color that evolves a sense of strength and reliability. Brown also represents naturalness, simplicity, and down-to-earth. Durability and credibility as well as homely and comfortable are positive messages given by the use of brown color. Cerrato (2012) stated that light brown implies genuineness while dark brown is similar to wood or leather.