

## ABSTRACT

Handayani, Ni Putu Mirah, 2022. **An Analysis of Verbal and Non-Verbal Signs in Scream Movie Posters**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M. Hum. Co-Supervisor: I Gusti Ayu Vina Widiadnya Putri, S.S., M. Hum.

Movie poster is one of the promotional media or advertise a movie in order to influence and attract public interest to visit the cinema to watch the movie they choose. The poster aims to inform potential audiences about the movie that released about the name of the character, the name of the director, the tagline and the release date of the movie. This study aims to find out verbal and non-verbal signs as well as explain the meaning of those verbal and non-verbal signs contained in Scream movie posters. The data were taken from 5 Scream movie posters that were uploaded in <https://m.imdb.com>. This study used semiotic theory by Saussure (1983) to analyze verbal and non-verbal signs, then the meaning in this study was analyzed used theory of meaning stated by Barthes (1964) and supported by theory of color by Cerrato (2012). In this study, the data was analyzed by qualitative method. Based on the analysis, it can be seen that verbal and non-verbal signs are related. The meaning of the non-verbal signs on the Scream movie poster is conveyed through the attractive images and colors of each poster. The verbal signs have creative languages or simple structures that can easily attracting someone's attention so that the audience can understand it easily. In this study, the writer revealed there were 20 verbal and 18 non-verbal signs from the whole posters. The verbal sign found in the data was used as a medium to encourage, emphasize, give advice, and positive message toward the viewers. Whereas, the non-verbal signs are supported the verbal signs in the posters to attract the audiences. In this study these posters used more literal meanings than hidden meaning to convey messages to the audience, denotative meaning dominated than connotative meaning.

Keywords: *verbal sign, non-verbal sign, meaning, Scream movie poster.*