

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is an action taken by humans to convey ideas, express feelings and share information with other people or groups of people. Communication is an important part of human life as a social being. Every human being will be involved in communication, when communicating there are at least two people involved in it as the sender of the message and the recipient of the message. In communicating people use language. Language has an important role in every communication between one to another. Without language, humans may difficult to express ideas, opinions, and information and interact with other people. According to Wibowo (2001: 3) language is a system that has important symbols that articulate the sounds used by a human society to create an idea. To convey the message correctly, the words and sentences used must be well reached by the listener. In the field of linguistics, the construction of meaning in words or sentences used is called semantics.

Semantics is defined by Yule (1996: 4) as the study into the relationship between linguistic forms and physical entities in the world, or how words are physically connected to objects. Semantics is a part of linguistics, and the study of semantics includes various other branches, one of which is semiotics. According to Hoed (2011: 3), semiotics is the study of signs in people's lives. Semiotics is the study of the sign system that regulates how to dig up words that produce sign meaning. According to Saussure (1983), a signified and a signifier are both required

components of a sign. In the study of semiotics every sign has a signifier or signified. In semiotics there are verbal and non-verbal signs. Verbal signs are signs where something has to do with words or texts. To convey a message can be through verbal signs spoken or written. Non-verbal signs are signs that are used to convey messages indirectly by using managers. Non-verbal signs describe the logo or product of a company or a business in this case non-verbal signs are expressed with images, shapes, symbols, colors, and so on. Semiotic indicators, both verbal and non-verbal, can be found in a variety of media, including movie posters.

Movie which is also known as “moving picture” is a visual communication that is told through images that are displayed with various sounds that have been arranged in a scenario. Movies are a thing for most people who watch for the entertainment of their minds from their respective busy lives. According to Hornby (2006) movie means a series of moving picture recorded with sound that tells a story, shown at cinema/movie. Movies can be watched at home, in theaters, and anywhere else, people can watch movies at home because movies are shown on cable television programs or pay television, and are also sold on DVD. Movies shown in theaters are usually shown within a predetermined period of time, for example several weeks or months. In modern times like now movies can also be downloaded or streamed.

Pollick (2022) stated movie studios develop movie posters as promotional pieces to promote feature movies. 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. Movie poster is made as attractive as possible by

containing pictures that are similar to movie players accompanied by text. The text in the posters usually contains the title of the movie in large letters and also the names of the main actors in the movie. The poster aims to inform potential audiences about the movie that which release about the name of the character, the name of the director, the tagline and the release date of the movie.

Scream movie is a horror genre film which is included in one of the most popular movies in the world. The first, second, third and fourth *Scream* movies were directed by Wes Craven. The first *Scream* movie was released on December 20, 1996, the second, third, and fourth *Scream* movies were released respectively in 1997, 2000, and 2011. The fourth installment of this movie was the last *Scream* movie directed by Wes Craven as he died in 2015. *Scream 5*, released on January 14, 2022, it was a Hollywood horror movie directed by Tyler Gilett with Matt Bettinelli Olpin. By writer Guy Busick with James Vanderbilt. The theme of the movie *Scream 5* was about the terrorist and mysterious killer Ghostface with a black robe and white mask. *Scream* movie had two posters in each year it released.

Based on the description that had been stated above, and then this research analyzed An Analysis of Verbal and Non-Verbal Signs in *Scream* Movie Poster. Movie posters can provide information to potential viewers about the movie to be released about the name of the character, the name of the director, tagline and the release date of the movie. Therefore, this research was interesting to analyze the verbal and non-verbal signs contained in the *Scream* movie poster. This study used the *Scream* movie poster as the object of this research because in the movie poster

there were many verbal and non-verbal signs contain hidden meaning that are interesting to be analyzed.

1.2 Problems of the Study

The following problems of the study were formulated in consideration of the study's background:

1. What are the verbal and non-verbal signs found in *Scream* movie posters?
2. What are the meaning of verbal and non-verbal signs found in *Scream* movie posters?

1.3 Objectives of the Study

The aims in this proposal were based on the study's problem:

1. To find out the verbal and non-verbal signs in *Scream* movie posters.
2. To analyze the meaning of verbal and non-verbal signs in *Scream* movie posters.

1.4 Limitation of the Study

Since the scope of this work covers a wide variety of topics, in order to limit overlapping discussions, it was important to limit the discussion to specific areas. The limitation of this research that was the researcher focused on the analysis of verbal and non-verbal signs contained in the *Scream* movie posters. The limitation of this discussion focuses on the analysis of the meaning contained in the verbal and non-verbal signs found in the *Scream* movie posters.

1.5 Significance of the Study

Based on the research objective was important for some reasons to know the significances of the research. It gives benefits as follow.

1.5.1 Theoretical Significance

The results of this research were expected to help and provide information about knowledge the signs contained in *Scream* movie posters and their meaning to the readers. And the reader was expected to achieve a better knowledge of the role of semiotic studies in analyzing semiotic signs found in movie posters as results of this research.

1.5.2 Practical Significance

The focus of this research was to provide inspiration, information and references to the reader if later the reader conducted research on the same topic. In addition, the results of this research were expected to help readers understand the verbal and non-verbal signs used in movie posters. And the researcher hopes that in the future this research can used as a reference in understanding semiotic signs and meaning contained in movie posters.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORETICAL FRAMEWORK

There were three sub-chapters in this chapter, the first sub-chapter explains about several studies and the related to study which being discussed. Then the second was discussed about the concepts, and the last sub-chapter was the theories which used to analyze the data source.

2.1 Review of Related Literature

The researcher presented various theses in this study which all have the same topic. Here are some examples of research and information on the study of verbal and non-verbal signs described below:

First, the researcher used a thesis from Jasmine (2020) entitled "Verbal and Non-Verbal Signs in Insidious Film Poster". The researcher decided to choose Insidious movie as the object of her research because Insidious movie is one of succeed horror movie and has many enthusiasts around the world. The result of the study shows verbal signs were more dominant rather than non-verbal signs, they were four non-verbal and three verbal signs in Insidious Chapter 2 movie poster, and has (4) four verbal signs and (4) four non-verbal signs in Insidious movie Chapter 3 and Insidious the Last Key movie posters. The similarities between this study and the previous study were both studies used horror movie posters as data source and the data were collected by qualitative approach. Meanwhile, the difference between both studies was the previous study analyzed verbal and non-

verbal signs, the meaning and also discussed the myth in the movie posters. Meanwhile, this study was only focused on the analyzing of verbal and non-verbal signs and also the meaning of verbal and non-verbal signs in *Scream* movie posters.

The second thesis was from Yasin (2011), entitled “A Semiotic Analysis on Education Advertisement on Campus Magazine”. The research aimed to analysis the semiotic sign on education advertisement in campus magazine. The previous study applied a triadic-concepts of Charles Pierce. Based on the theory of Charles Pierce, a sign consists of representamen, a first stands in such a genuine triadic relation to a second was the object, as to be determining a third was the interpretant. The similarities between both studies were focused on analyze semiotic signs and both writers used descriptive analysis technique to analyze the data. Meanwhile, the differences seen in the data sources; the previous study used a commercial advertisement which appeared on seven campus magazines. However, the data was used in this study were five *Scream* movie posters.

The third is an article written by Devi, Beratha, and Netra (2017), entitled “Verbal and Non-Verbal Signs of “Zootopia” Movie Poster”. The theories applied in this research is the theory of semiotic by Saussure (1983), theory verbal and non-verbal sign by Dyer (1993), the theory of color term by Wierzbicka (1996) and color meaning from Chapman (2010). The both studies focused on analyzing verbal and non-verbal signs in movie posters and the data source were gather from websites on the internet. Other similarities also found on the method used to analyze the data, both of studies used a qualitative descriptive method. Meanwhile, the differences are appeared on the theories used, the previous study applied theory of semiotics by

Saussure (1983), the theory of verbal and non-verbal signs by Dyer (1993), supported by color terms theory by Wierzbicka (1996) and meaning of color by Chapman (2010). However, this study used only three theories, they were theory of semiotics by Saussure (1983), theory of meaning by Barthes (1964), and theory by Cerrato (2012) in his book entitled *The Meaning of Colors*. The data of previous study used colorful posters; however, the data source of this study were poster movies which more dominant with dark color, such as black, red, dark blue.

The related literature used in this research has the similarities and the differences. The similarity between this research and the previous study in the review of related literature is their discussed about verbal and non-verbal signs, as well as the meaning of the verbal and non-verbal signs, and this research also discussed that problems. Meanwhile, the difference between this research and the previous study is the theory used. This research applied a theory by Saussure (1983), Barthes (1964), and Cerrato (2012).

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2.2 Concepts

Scientific writing is very various with concepts. This can help both the researcher and the reader in understanding the subject completely. The concepts listed below was used to support the overall knowledge of the topic at hand. This research was divided into four concepts namely is verbal sign, non-verbal sign, movie poster, and *Scream* movie.

2.2.1 Verbal Sign

According to Chandler (2001) defines a verbal sign as "anything that interacts with text and word". The verbal sign was used in the delivery of the message, either spoken or written. Linguistic traits such as the prominent usage of verb and adjective in lexical choice are examples of verbal signs.

2.2.2 Non-Verbal Sign

The term "non-verbal sign" refers to images or movements that are not spoken but still can communicate meaning. Chandler (2001) stated non-verbal signs are gestures or pictures that are not spoken but still have the meaning conveyed. Non-verbal signs are signs that were used to convey messages indirectly in the sense of using clues. In this case what was meant is to use an image, product, shape, symbol as an intermediary. Non-verbal signs contained in a media will convey messages indirectly to the audience.

2.2.3 Movie Poster

A movie poster is a print with artwork or graphic design used as a promotional medium for a movie to be shown in a hall or cinema. Pollick (2022) stated movie studios develop movie posters as promotional pieces to promote feature movies. Movie posters are anticipated to be used in backdrop recreation and play a significant role in the manipulative presentation of the message in the movie. Movie posters are made so that readers are interested in the promotions that are made and can be enjoyed en masse. In movie posters, there are usually many signs that serve to represent the film itself. Usually applied by sticking to a wall or other flat surface.

2.2.4 Scream Movie

The first *Scream* movie, which was released on December 20, 1996. The second *Scream* movie, released in 1997, is set two years later after the first murder incident occurred here, it was told that the Ghostface terror emerged just as Sidney Prescott and Randy went to Windsor College and left Woodsboro. The third *Scream* movie was released in 2000 which tells about the chain murders again looking to terrorize many people. After Sidney, Gale, and Dewey realize they are aware of an incident being reunited in Hollywood they realize they were dealing with a trilogy. Meanwhile, the fourth *Scream* movie in 2011 tells the story of Sidney Prescott who has become a successful writer and returns to Woodsboro. With Sidney's return to Woodsboro, it triggers the return of Ghostface, this causes the entire population of the town of Woodsboro to return to danger. This fourth series was the last *Scream* movie directed by Wes Craven before he died in 2015. And the latest *Scream 5* movie was released on January 14, 2022, directed by Tyler Gilett and Matt Bettinelli Olpin. With the same theme, namely the terrorist and mysterious killer Ghostface in a black robe and white mask.

2.3 Theories

The researcher employed three theories to find the verbal and non-verbal signs to analyze the data from this research. The first was the theory semiotic by Saussure (1983) used to discover the verbal and non-verbal signs found in *Scream* movie posters. The second theory was a theory from Barthes (1964) to analyze the

meaning of verbal and non-verbal signs consist in *Scream* movie posters. And the third was a theory of color by Cerrato (2012).

2.3.1 Semiotic

According to Saussure (1983: 65), language is a system of signals that have meaning because of their relationship to one another. Every human language is a wonderful combination of the relationships between linguistic signs at various levels of language organization. In Saussure's explanation, a "sign" is not a single entity. The signs can also be divided into verbal and nonverbal signs. The verbal sign is indicated by the textual dialog or something that interacts with text and word while the picture or the drawing generally represents the nonverbal. The signifiers and signified of verbal and nonverbal signs in *Scream* movie poster will be analyzed using Saussure's semiotic theory.

A signifier is the physical part of a sign, or the shape it takes. It refers to the shape that the sign takes to symbolize the concepts or messages that need to be transmitted or delivered. The physical form of signs that can be seen, touched, smelled, or heard is referred to as a signifier. The meaning or concept of the signifier that is expressed is then signified, which people can examine using their sensitivity, cultural experiences, or the environment they are in. In other terms, a signified is a concept of meaning that is abstractly represented by a sign. According to Barthes sign as composed of the following elements:

- 1) A "Signifier" is an object seen in a sign. Material signs in a language that requires physical reality, such as letters, sounds, and actual symbols used to

represent what the speaker wants to communicate or what the speaker or writer wants to convey.

- 2) A “Signified” represents the concept, idea, or meaning of a signifier. This is meant by how so that it can be understood by the viewer. It is an abstract concept not of a material object but of what the signifier is meant to be.

There must be signifier and signified in a sign. A sign cannot exist if the signifier is utterly meaningless or the signified is fully formless. It should be compatible with the sign's material and concept. The figure below shows Saussure model of signs which is called as Dyadic Diagram:

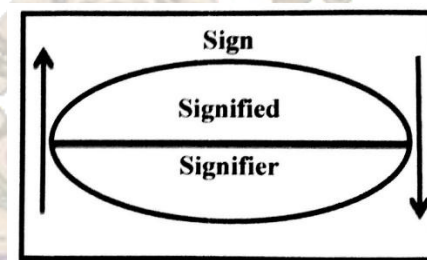


Figure 2.1 Dyadic Diagrams by Saussure

- Signifier: The word “Staff only”.
- Signified: The “Staff only” represents the room or area can be entered by only concerned people or employees who works under the auspices of the company and requires official permission to enter.

Saussure (1983) stated that signifiers (sound patterns) and signified (concepts) are "psychological". The signifier is the physical form of a sign or the shape it takes. Meanwhile a signified is a concept or meaning to which the signifier refers. There can be no signified without a signifier.

2.3.2 Theory of Meaning

The study of meaning is known as semantic. Understanding the meaning of a sign is necessary when analyzing it. In Barthes's (1964) book on semiotics in his book, he emphasized the signifier and the signified into the meaning of denotative and connotative. Denotative is the meaning contained in something whose meaning is explained as the literal meaning of something or the meaning explained based on a dictionary definition. According to Barthes (1964), denotative is the process of marking, which is related to the literal, definitive, and clear similarity of the sign's meaning. Connotative is another meaning described by Barthes in the book Elements of Semiology. Connotative is the implied meaning and secondary meaning of something and connotation also had a broader meaning than denotation. According to Barthes (1964: 91), the connotation is a system that consists of the signifier, the signified, and the process that connects the two.

Barthes (1964: 89) also makes a pattern which states that in every marking system, there is a sign called expression (E), and what is marked is called content (C), and the significance coincides with the relationship (R) between the two fields, namely (E - R - C). The book Philosophy of Semiotics shows how the use of denotation and connotation are stated based on the picture below. Here is the pattern of significance by Barthes:

Signifier	Signified
Sign (Denotation)	
Signifier	Signified
Sign (Connotation)	

From the pattern above demonstrates that relation (R) between expression (E) or signifier and content (C), which can be explained with a signifier or expression (E), are the words used in something. Signified or content (C) is a picture that has a literal or real meaning. While relation (R) is the relationship between E and C to be able to find the meaning of the second order. With this concept developed into a theory of meaning put forward by Barthes in a book entitled "Elements of Semiology".

2.3.3 Meaning of Colors

In addition to the two main theories, the researcher used a supporting theory from Cerrato's (2012) book "*The Meaning of Colors*". In this book he explained the meaning of each color. This theory was used to the analysis of the poster *Scream* movie in this research.

1. Red

According to Cerrato (2012: 04), red is the color of blood and fire, and it is also associated with strength, war, desire, resolve, energy, danger, passion, power, and love. Red is a powerful and evocative hue. Because the color red has such a high visibility, it is commonly employed as the color of traffic lights, stop signs, and firefighting equipment. The color red is associated with courage, and it may be found on many national flags. Furthermore, the color red is frequently used to signal a potentially dangerous situation (such as high voltage signs, traffic lights, and so on). The color red is also connected with vigor and is frequently used to promote energy drinks, automobiles, video games, and other goods related to high-intensity exercise and physical activity. The color red has a tendency to draw attention.

2. Orange

Orange is a combination of red and yellow which symbolizes energy and happiness (Cerrato, 2012: 06). Orange represents joy, sunshine, tropics, and represents enthusiasm, creativity, attraction, success, drive, stimulation and interest or will. The orange color symbolizes endurance and strength. Because orange is highly visible, it can draw attention. In psychology, the color orange is connected with adventure, optimism, confidence, and hope. The color orange animations, motivates, and produces biologically.

3. Yellow

According Cerrato (2012: 07) the color yellow is associated with the sunshine. It's associated with feelings of fun, vitality, intelligence and happiness. The color yellow is a pleasant color that promotes enhances cerebral activity, happiness, and increases muscle vitality. Yellow shows an effective symbol of honor and loyalty, yellow is very attention-grabbing. Yellow can also evoke pleasant and cheerful feelings. Yellow can increase a sense of optimism about something, uplifting and brightening one's soul.

4. Green

Green is synonymous with nature. Green is symbolized by harmony, growth, fertility, coolness, and freshness (Cerrato, 2012: 09). Green seems to have a strong emotional association regarding stability. This color is also the calmest color to the human eye. Green indicates ability and endurance and can improve eyesight. This color also shows hope and growth, green itself is also associated with humility, heart, and fertility. Green is associated with psychological balance and harmony of

body, mind, and emotions. Balances one's emotions and provides a sensation of relaxation automatically.

5. Blue

According to Cerrato (2012: 11) the color blue is typically connected with depth and stability because it is the color of the skies and the ocean. This color symbolizes loyalty, intelligence, heaven, and belief. Blue usually good for both the intellect and the body, can provide a calming effect for humans. Blue is associated with the symbol of purity, serenity, and sincerity. This color can also indicate trust, reliability, and responsibility. Blue is the color of peace and can reduce the level of stress and human fear.

6. Purple

According to Cerrato (2012: 13) purple is a color that blends the solidity of blue with the energy of red. The purple color is the color of royalty. It is a sign of aristocracy, authority, aspiration and wealth. It exudes riches and opulence. Purple often connected to knowledge, independence, mystery, dignity, creativity, and enchantment. Approximately 75% of children favor purple rather than all other colors. Purple seems to be a very unique color in natural, and some people believe it must have been created by humans.

7. White

White color symbolizes goodness, light, security, purity, and cleanliness, white is considered the color of perfection (Cerrato, 2012: 14). In contrast to black, white is connoted with a positive meaning and white is believed to represent the beginning of a success. White symbolizes purity and faith.

8. Black

According to Cerrato (2012: 15) black usually related with death, evil, suffering, formality, and mystery. Fear and ignorance are associated with the color black (black holes). Black is often interpreted with negative things, black is a symbol of the surroundings. Black is a color with strong emotions and can increase self-confidence.

9. Pink

According to Cerrato (2012: 17) pink is associated with love, compassion, romance, and nurturing in psychology. Pink is a color that in milder tones represents feminism and youth, while in darker tones it conveys inspiration and vigor. Physiologically the color pink has the meaning of being able to provide calm, reduce emotional energy in our bodies, eliminate anger, hatred, aggression, and revenge. Pink is used in businesses that are usually related to the women's market, namely cosmetics, fashion, beauty, and romance.

10. Gold

The color gold is associated with inner wisdom, quality, and riches in psychology (Cerrato, 2012: 18). This color is associated with luxury, material wealth, and prestige which indicates that the products, goods, or services being sold are expensive and exclusive. Physiologically, the gold color can cause happiness or vice versa, namely feeling fear and deep anxiety. The color gold implies passion, generosity, time and money. The gold color is the color of victory where gold is used as a medal for the winners.

11. Brown

Brown is an attractive color for men because it has strength, reliability, durability and practicality in hiding dirt (Cerrato, 2012: 20). Usually the color brown is not well received unless they are by women engaged in outdoor activities or farming. Brown is a color with its more natural connection and grounded activity, this color is suitable for promoting a product business. Light brown symbolizes neatness, approachability, openness, and friendliness. This color is also associated with nature, healthy food, and agricultural products.

