

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a medium for humans as members of social groups can express themselves in the form of verbal, manual (signed), or written symbols. The use of language aims to communicate with other members of social groups and express feelings and emotions. One of the sciences that studies language is semantics. Kreidler (1998:3) defines semantics as the study of systematic meaning as well as the arrangement and expression of meaning in language. It means that we must be capable to realize how meaning can be arranged and expressed by language. According to Fromkin et al (2011: 296) human languages without exception are absolutely expressive, complete, and logical, as a lot as they had been two hundred or two thousand years ago. When an overall set of stages is implemented over many years, the language design can look better (Yule, 2010: 247).

However, language is not the only means to communicate. Semiotics study everything that can be used as a sign, such as images, gestures, sounds, and physical items. According to Saussure (1983:65), semiotics is a science which study symbol that particularly transmits something verbally and unspokenly.

According to Kreidler (1998:3), semiotics is very crucial to employ when interpreting a sign's meaning or information. Linguistic semantics is the systematic study of that means, and linguistic semantics is the study of how languages prepare

explicit meanings. The verbal sign is the sign that is communicated through spoken and written language, which includes sentences, words, phrases, and letters. A verbal sign is defined as something that provides text and words. Word, as one type of textual content, plays an important role. It generally refers to messages that could benefit the product, such as the product's call and the blessings of the product itself. The non-verbal sign is a sign that is indicated indirectly and offers services through that means. The use of both verbal and non-verbal cues can be seen in movie posters.

There are many type of signs are employed in a movie poster, both verbal and non-verbal signs, as well as meanings and messages. The texts that are provided on the movie poster are the verbal signs, while the images and colors are the non-verbal signs. A movie poster is a poster that advertises a movie. Additionally, it serves as a vehicle for the promotion of movies with specific objectives in the props used to convey the storyline. Additionally, the poster may contain crucial details regarding the circumstances behind the film's development.

The movie poster plays a crucial role in educating and enticing people to see the movies. It undoubtedly becomes the suitable medium to pique people's curiosity and the popularize a movie. Additionally, it might provide key details about the movie. The poster features numerous signs, including verbal and nonverbal signs. Each item on the poster conveys significance to the reader, who serves as the interpreter. In various instances, some individuals may comprehend the messages in a suitable way. The others, might not comprehend the messages or misinterpret

the signs in some way. Semiotic techniques may be used to decipher the hidden meaning of the symbol on the movie posters by analyzing its interpretation.

Nowadays, there are many movies that are worth watching in theaters and can be watched by people of all ages. There are several genres such as romance, fable, comedy, horror, and some of them. There are so many people who are interested in watching movies because there are many genres of films. Movie genres can also be seen through movie posters. If the genre is horror, posters are sometimes associated with dark and haunted backgrounds. Analyzing horror movie posters is quite intriguing since there are numerous signs that the audience doesn't understand. One way that we can understand the meaning of the sign is to analyze it with semiotic analysis. The study will take *The Doll* movie poster for analysis. The doll is an Indonesian horror movie that tells of a mystical doll that has a spirit. This movie is in great demand by the public and is quite binding on the attraction of people to watch it.

This research was expected to contribute to our understanding and interpretation of the movie poster for *The Doll* utilizing semiotics theory. Additionally, this research aimed to enhance understanding of semiotic theory through the examination of movie posters. Theoretically, it was predicted that this research could shed more light on the study of semiotics, especially in relation to how to apply semiotic theory to the analysis of movie posters. It was expected that this study can serve as a practical manual for anyone wanting to conduct perform of a similar kind.

The current research analyzed the poster of *The Doll* movie using the semiotic theory of (Saussure) analyzing Verbal and Non verbal signs. Verbal signs that analyzed were in the form of writing on the poster such as titles on movie posters, characters, and others. While non-verbal signs in the form of expressions, hairstyles, clothing, and others.

1.2 Problems of Study

Related to the background of the study described above, the problem of the study are stated as follow :

1. What verbal and non-verbal signs are employed in the movie posters of *The Doll*?
2. How are the meaning of signs that can be interprete in movie posters of *The Doll*?

1.3 Objectives of the Study

The objectives of the study are as follows:

1. To identify the types of signs found in movie posters of *The Doll*.
2. To describe the meaning of signs in movie posters of *The Doll*.

1.4 Limitation of Study

To limit the scope of this research the study focused on the significance of verbal and non-verbal signs in the movie poster *The doll*. Meanwhile, in analyzing data used the theory of meaning proposed by Barthes (1964), the semiotic theory

of Saussure (1959) about signifier and signified and supporting theory from Cerrato (2012) to analyze the color terms.

1.5 Significances of the Study

Theoretical significance and practical significance are relevant is separated into two categories in the study.

1.5.1 Theoretical Significance

Theoretically, this analysis was expected to provide insight and understanding of verbal and non-verbal signs in movie posters through semiotic analysis. This study can also be a resource for other academics who want to do research on English, especially in semiotic analysis.

1.5.2 Practical Significance

Based on the purpose of the study above, this study was expected to give and increase some information about the sign on the posters through the semiotic sign to the readers. In addition, it was expected will be beneficial to increase reader knowledge of semiotics in the future.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

In this chapter, several verbal and non-verbal communication related topics are presented and explained. This chapter discuss a review of relevant literature, concepts, and theories are included. This study used some of the previous work done by different students to create a review of the literature. There are six researches from previous undergraduates consist of three thesis and three articles.

2.1 Review of Related Literature

There are many studies that discussed semiotics, especially about the denotative and connotative meaning in movie posters. The first thesis topic was entitled *Verbal And Non-Verbal Signs In Insidious Film Posters* by Jasmine A,P (2020). The study focused on comprehending verbal and non-verbal signs as well as searching for myths and meanings in the *Insidious* movie poster. Qualitative analysis was used in this analysis. *Insidious (2011)*, *Insidious Chapter 2 (2013)*, *Insidious Chapter 3 (2015)*, and *Insidious The Last Key (2018)* were the films studied in this research. This analysis used Barthes theory and then identifies verbal and non-verbal signs in the film *Insidious*. In the movie *Insidious*, there are both verbal and nonverbal signs. On the *Insidious 2011* poster the writer found seven verbal and five non-verbal signs, on the *Insidious Chapter 2* poster the writer found three verbal and four non-verbal signs, on the *Insidious Chapter 3* poster the writer found four verbal and four non-verbal signs, and on the poster of *Insidious The Last*

Key the writer found four verbal signs and four non-verbal signs. The writer also found myths in all the film posters. The intended denotative meaning includes the title, actor's name, character, tagline, place, and all the elements shown in the movie poster. Meanwhile, the connotative meaning was like an old house, a boy, etc. And myths can be interpreted from the beliefs of people who believe in supernatural things.

Second is Niatur (2019) thesis entitled *Semiotic Sign in Selected Walt Disney's Movie Poster in 2018*. The posters analyzed in this thesis are *Avengers Infinity War*, *Christopher Robin*, *Marry Poppins*, *the Black Panther*, *the Incredibles 2*, *the Nut Cracker* and *Four Realms*. This study focuses on analyzing semiotic signs with the aim of knowing the classification of signs using Pierce's semiotic theory, and analyzing the meaning of signs using Barthes theory. Then analyze the relationship between visual and verbal signs using Dyer Gillian theory. Qualitative methods were used in this analysis. Based on the results of the analysis, the writer found visual and verbal signs and the writer also found the denotative and connotative meanings as well as the myths contained in the six posters. The author also employs a comparison procedure for each poster at the study's conclusion.

Third , in Dhania (2013) thesis entitled *A Semiotic Analysis On The Movie Posters Of Harry Potter And The Deathly Hallows*. This analysis focuses on analyzing the identification of signs found on posters and looking for semiotic signs contained in posters. This study uses a qualitative method, using the theory of connotative meaning by Chandler (2002) and the theory of qualification of sign forms by Pierce 1982. Based on the results of the analysis, the researcher finds

that the function of each poster is as an illustration and view of the film story. The color scheme depicts a genre.

Next, is an article entitled *Verbal and Non-Verbal Signs of "Moana" Movie Posters* by Dhananjaya (2019). This article focuses on analyzing verbal and nonverbal signs in the movie poster "*Moana*" and finding out the meaning of the signs. The website's data sources were used as the documentation method for the data that were gathered for this analysis. Then, the collected qualitative and descriptive data is then examined using Saussure's semiotic theories, Dyer's theory of verbal and non-verbal signs, Wierzbicka's theory of color terms, and Eisman's theory of color terms concerning the meaning of color, as well as Dyer's theory of verbal and non-verbal signs. Later, it was discovered that the "*Moana*" movie poster contained both verbal and non-verbal signs. Verbal signs can be used to convey information like the film's title, release date, quality, cast of characters, voice actors, music, production firm, and director. Then there are non-verbal signs, which include shape, look, style, activity, backdrop, and color.

Fourth is the article by Juliantari (2014) entitled *Semiotic Analysis of 'The Conjuring' Movie Poster Advertisement*. In this study, the analysis focused on the visual semiotic sign contained in *The Conjuring*. The movie poster's data was taken from the internet. In studying the data, this study used visual and verbal movie poster with proposed theory by Dyer's (1986) and the semiotic theory by Saussure (1974). To analyze the meaning of color term, the theory proposed by Wierzbicka (1966) was used. The study was conducted of qualitatively and descriptively based on the semiotic theory. In engaging in the current study, the previous study has

contributed a lot. This previous study assist the writer in understanding how to analyze the poster , which contains three different semiotic theories.

Lastly is the article by Pradnyanita et al (2022) entitled *The Analysis of Semiotic Signs in The Nude Eye Shadow Palette Advertisement by Maybelline New York*. The focus of this study is on Verbal and Visual signs used in Maybelline Nude Eye Shadow Palette Advertisement. This study aims to find the meaning of verbal and visual signs. The method used in this study is a qualitative method, and uses the theory of semiotics from Saussure (1983), the theory of meaning from Barthes (1976), and the theory of color support from Cerrato (2012). The results of this analysis, researchers found Verbal and Visual signs. Verbal Signs to provide brief explanations or mention main points, also help to support the appearance of these visual signs in the form of writing. Meanwhile, the use of visual signs cues provides an overview of the information mentioned during the advertisement. It also makes people interested when they see the advertisement.

The similarities between the current research and the previous research are in terms of research discussing the signifier and the signified. The different is the source of the data and the theory.

2.2 Concepts

This subchapter aimed to explain the key terms used to give the reader clear understanding of the study. Concept can be defined as the main idea of the research or study. There are several concepts used in this study they are semiotic ,verbal sign ,non-verbal sign , and movie poster.

2.2.1 Semiotic

According to Saussure, as reported by Danesi (2004: 3), the name semiotics or semiology is derived from the Greek word semeion, which means "a sign". Semiology would make clear what makes up signs and the rules that regulate them. According to Saussure in Chandler (2007:16), semiotics is the study of how signs function in social interaction. On the other hand, Peirce, an American philosopher, stated in Sobur (2009: 41) that a sign is anything that denotes something to someone in some way.

According to Sobur (2009:123), Ferdinand De Saussure (1983) defined semiotics as "the science review concerns signs" as a part of social existence. According to Roland Barthes, the study of form is on the opposing side. The importance that is distinct from the content is examined in this study. In addition to studying the signifier and signified, semiotics also examines the connections that tie them, making the sign an overall bond.

Based on the definition above, it can be concluded that Semiotic is the study of signs. Semiotics can help us to understand why certain signs. The thought that other people's opinions and other outside factors may have impacted how they see particular things is also encouraged. This stimulates individuals to investigate the meaning that is connected to various colors, images, sounds, and events.

2.2.2 Verbal Sign

A verbal sign, according to Chandler (2007:27), is something that involves text and words. People who communicate their feelings, ideas, and thoughts

verbally utilize it to convey their intentions and to achieve their goals. And according to Dyer (1993: 131), verbal signs are words that do more than only describe objects and express sentiments, associations, and attitudes; they also help us bring of ideas.

2.2.3 Non-Verbal Sign

According to Chandler (2002: 36), the non-verbal signs is generally refer to the picture that are resembling what they depict. According to Dyer (1993:133), nonverbal signs is a picture, and pictures are easier to understand and had more impact than words and they generally offer greater opportunity for the communication of excitement, mood , imagination.

2.1.1 Movie Poster

A poster is a temporary advertisement for an idea, product, or event that is displayed in a public place for widespread consumption. Posters are designed to be both eye-catching and informative. Poster is a great media to be used as a mass promotion. Posters may be used for many purposes. They are a popular technique for advertising (especially of events, musicians, and films), propagandists, demonstrators, and other groups attempting to transmit a message. A movie poster is a poster used to promote and advertise a film primarily to lure paying customers into a theater to see it. The same pictures may be found in the press book for the movie theater, as well as on websites, DVD (and formerly VHS) packaging, flyers, and other advertising materials.

2.3 Theories

The theories employed in this study include theory of semiotics by Saussure (1959), theory of meaning by Barthes (1964), and theory of color Cerrato (2012).

2.1.2 Semiotic

Semiotic is the study of signs or theories about giving signs. According to Saussure (1959:66), the linguistic sign connects a notion and a sound picture rather than an object and a name. The latter is not the actual sound, which is merely physical, but rather the psychological impression that the sound leaves on our senses. Saussure suggested using the term sign to denote the entirety and replacing idea and sound-image with signified (signifié) and signifier, respectively (signifiant). The graphic may then be used to depict the two-sided psychological entity that is the linguistic sign that can be represented by the drawing:



Figure 2.1 Saussure's linguistic sign (1959: 66)

The linguistic example, of the sign is the word *open* and *close* as the signifier, but it has several signified meaning:

- a. A signifier : The word “*Close*”
- b. A signified : The word “*Close*” represents that ‘the shop is close for business’

The signifier (the sound pattern) and the signified (the notion) were both simply "psychological" in Saussure's eyes. A mental idea of reference is signified. Regarding signified, most commentators who use Saussure's model continue to view it as a mental construct, even though they frequently do not view it as a thing in and of itself but rather as a part of a thing. It indicates that something has acquired a notion or meaning to which a signifier refers.

2.1.3 Theory of Meaning

French semiotician Roland Barthes contends that the idea of connotation must be developed in order to understand modern society because the language indicated alone is insufficient. It is the connotation that may tie together lengthy passages of speech relating to things. The process of connecting the signifier and signified of the sign is known as signification. First order of signification and second order of signification are the two halves of the signification. The link between the signifier and the signified or a sign is described by the first order of signification. The first order of signification, which relates to the many meanings of the sign, is referred to by Barthes as denotative, which refers to various meaning of the sign. The concept of signifier and signified from Barthes is same with Saussre.

Barthes stated that images, gestures, musical sounds, and objects are only a few examples of the various systems of signs that semiology tries to encompass (Barthes, 1964:43). Barthes uses the denotative and connotative levels of meaning to analyze the signs in visual object. Barthes distinguished the sign into two types that are verbal and non-verbal sign. Verbal sign is like the title, text and statement in the advertisement. The non-verbal sign are the images and icon of the advertisement. Based on the explanation above, denotation is the initial order of signification. A sign composed of a signifier and a signified exists at this level. The second tier of signification, the connotation, is indicated by the denotation sign (signified and signifier), which also functions as its signifier. The sign of how something appears is the initial order of signification denotation. The idea of what the sign describes to those who view it makes up the second tier of signification. People will become aware of the misconception that appears inside the sign in addition to understanding the sign's meaning.

2.3.2.1 Denotation

The first level of meaning is denotation. It describes the straightforward or literal connection between a sign and the terms signifier and signified (Barthes, 1964: 89). Denotation is a word's meaning; it mostly pertains to the actual word; this is frequently the definition that is provided in dictionaries. Denotation is a common-sense concept, or the sign's meaning. For instance, the majority of individuals agree that chairs are objects that allow people to sit down. Therefore, a chair merely serves as a place for individuals to sit down. From those justifications, it is clear that the word's denotation is its inherent meaning.

2.3.2.2 Connotation

The second tier of signification, which consists of the signifier and signified, is known as connotation. The theory of Roland Barthes states that a connotation is a sign that is created from the signifier of a denotative sign. Barthes emphasizes the significance of connotation while pointing out that it is challenging to discern between the signifier and the signified (Barthes, 1964: 91). Connotation is either inter- or subjectively meaningful. This occurs when a sign or object interpreter is overwhelmed. On the other hand, a word's connotation refers to its implied meaning. Additionally, the term "connotative" refers to a phrase that conveys the emotions and concepts that others may associate with it.

2.1.4 Theory of Color Meaning from Cerrato

Color has many their own differences and it used in every product to make better design and shows it in advertisement. Cerrato (2012: 4) said different colors give off different frequencies of wave-lengths, and these defferent frequencies have different effects on us. In Cerrato, there are many kind of color meaning such as:

1. Red color

Red is a positive and warm color. Red is a symbol of vitality in color psychology. It means like passion, energy, strength, action, and excitement. According to Cerrato (2012: 4), color also have post positive (action, power, energy, speed, passion, desire, strength) and negative meaning (aggression and danger, domineering, over-beraring and tiring).

2. Orange color

Orange gives off the impression of being a very hot color to human eyes. Based on Cerrato (2012: 6), physiologically, orange vitalizes, inspires and creates enthusiasm but too much orange can suggest cheapness. In orange color, there are positive meanings (adventurous, risk-taking, vibrant flamboyant, affordable, creative flair) and negative meanings (superficial and insincere, cheap, unsociable, and overly proud).

3. Yellow color

The color yellow is characterized by happiness, intelligence, joy, and energy. It is also known as the color of the sun. According to Cerrato (2012: 7), the positive meanings from yellow are cheerful, happy, playful, fun, and optimistic. In other words, negative meanings from yellow are critical and judgemental, overly analytical, etc.

4. Green color

Nature's color is green. It represents growth, freshness, harmony, and fertility. According to Cerrato (2012:9), physiologically green relates to balance and harmony of mind, the body and the emotions. Positive color meanings nature lover, and family oriented, practical, and down to earth.

5. Blue color

Blue is the color of the sky and the sea, it is frequently used to denote depth and stability. Physiologically, blue is relaxing, claimed Cerrato (2012: 11). Reducing anxiety and dread as well as too much blue might promote inflexible thinking, manipulation, or boredom. Positive color connotations

include faithfulness, honesty, and trust. Negative color connotations include inflexible, dishonest, and vindictive.

6. Purple color

Purple is associated with royalty and symbolize power, luxury, and ambition. In positive meaning color unusual and individual, creative and inventive, humanitarian, selfless. Thus, in negative meanings are immaturity, impractical, and arrogant (Cerrato, 2012: 13).

7. White color

White symbolizes brightness, wisdom, innocence and purity. White color can represent a succesful beginning. In positive color menaings are innicence, purity, cleanliness, equality. Thus, in negative meanings are sterile, stark, fastidious, and empty (Cerrato, 2012: 13).

8. Black color

Black offers the impression of depth and perspective, but a black backdrop makes text harder to see. According to Cerrato (2012: 15), although it gives the feeling of depth and perspective; a dark background makes it more difficult to see text. There are positive meanings (authority, power, control, protection) and negative meanings (aloof, depressing and pessimistic).

9. Pink color

Pink is associated with compassion, nurturing, love, and romance. Pink is inspiring, warm, and comforting, suggesting hope for the future. According

to Cerrato (2012: 17), there is positive and negative meaning. In positive meanings are unconditional, and romantic love, warmth, hope, calming, sweetness. Therefore, in negative meaning are being emotionally needy or having irrational expectations, being immature and girlish.

10. Gold color

The color gold is associated with riches, excellence, and inner understanding. Alternately, extreme worry and terror might be brought on by it. It can also bring forth immense emotions of happiness and bliss. According to Cerrato (2012: 18), there is positive and negative meaning. In positive meanings have value, quality, luxury, expensive, opulence, etc. As a result, intense and overpowering have negative connotations.

