

ABSTRACT

Dewitri., Ni Ketut. 2023. **A Semiotic Analysis of Verbal and Visual Signs in “The Conjuring Universe” Movie Posters.** English Study Program, Faculty of foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Ni Wayan Suastini, S.S., M.Hum.; Co-supervisor: I Made Yogi Marantika, S.Pd., M.Hum.

This study was aimed at analyzing the meaning of verbal and visual signs used in The Conjuring movie posters. This study analyzed The Conjuring movie posters because movie posters are also important tools in marketing a product. By analyzing movie posters indirectly teaches the writer or reader to promote something. The observation method was used in this study to collect data. The data for this study came from The Conjuring Universe movie posters, there are eight movies in “The Conjuring Universe” which the movies are related to each other, namely “Annabelle: Creation (2017)”, “The Nun (2018)”, “Annabelle (2014)”, “Annabelle Comes Home (2019)”, “The Conjuring (2013)”, “The Curse of La Llorona (2019)”, “The Conjuring 2 (2016)” and “The Conjuring: The Devil Made Me Do It (2021)”. The data was collected through observation method and descriptive qualitative method was used to analyze the data. This study used Saussure's theory in Chandler's (2007) to identify verbal and visual signs, theory from Barthes (1977) about denotative and connotative meaning, and theory from Cerrato (2012) about colour meanings. The result of this study found thirty-five verbal signs and twenty-seven visual signs on The Conjuring Universe movie posters. This study also found denotative and connotative meanings from those movie posters, there are thirty-seven denotative meanings, twenty-nine connotative meanings in verbal signs and twenty-eight denotative meanings, twenty-four connotative meanings in visual signs found on The Conjuring Universe Movie Posters.

Keywords: Verbal signs, Visual signs, Movie Poster, denotative meanings, and connotative meanings