

CHAPTER I INTRODUCTION

1.1 Background of the Study

Language is a symbol, a code, or a method of communication that is accepted by a particular group (Robins, 2014). Every human being and other living thing in the planet engage in communication as one of their primary activities. Language is only a tool for communication. Information is exchanged between two or more persons called communication (Rabiah, 2012). In everyday life, humans do various kinds of communication and interaction such as a sign to give the information. Understanding the signs also allows people to communicate more effectively and have access to a wealth of information. Semiotics is a sign, and a sign is the basis of a previously established social convention (Eco, 1979). Hoed (2011) stated that semiotics in people's lives is known as signs. Signs can express meaning through motion, picture, or pattern, because individuals use "about the same signs," they can communicate with one another, but many people are still misunderstanding what a sign is.

Sign are an important tool for avoid misunderstandings. As a result, people must learn how the sign works in rea life and in semiotics. According to Barthes (1968), the aim of semiology is to include all sign systems, regardless of their constituents or boundaries, including pictures, gestures, sounds from music, and physical objects. Barthes added that semiology is a linguistic part. Saussure (1939-1984) defines the combination of a signifier and a signified as a sign. A signifier is

a form known as the signs to be the concept. An idea concerning the verbal and visual is called "signified."

The verbal sign is a symbol that is used in spoken or written discussion. This verbal sign is made up of conventionalized linguistic symbols such as words, phrases, and sentences whose purpose is to convey the writer's idea or feeling (Nelson & Shaw, 2002). Visual sign is the way people convey your idea or their feeling without saying a word (Rabiah, 2012). According to Dyer (1993) positional communication, activity, touch, activity, age, gender, nationality, race, size, body, look, manner, expression, eye contact, stance, attire, and manner are the components of visual communication in a visual sign. Based on the context of the situation proposed by Halliday and Hassan (1985), verbal signs bolster the visual signs within the advertisement by relating the verbal signs with the visual signs. Leech (1966) defined advertising as a kind of communication that aims to inform or convince people about the product, etc. It can take the form of a notice, an image, text, a video, a song, or anything else. As Dyer (1982) stated, many advertisements used color as an objective correlative where the color of the product, a packet of cigarettes, a cosmetics range, etc.

According to Gilson and Berkman (1980), advertisement is a persuasive communication medium that is intended to elicit a response and aid in the attainment of objectivity for marketing purposes. Based on Kasali (1992), that the advertisement is simply a message that offers a product that is shown to the public through the media. Morales (2012) stated that advertisements have been around since the dawn of human civilization, but they only began in 1622, after they were

printed in the first English newspapers. A poster is one of the many different types of advertisements.

According to Cambridge Dictionary (2019) a poster is a printed piece of artwork or a photograph that may be used to market anything, including ideas, propaganda, and local events. People will be interested in the movie if the movie poster is visually appealing. Movie and posters are two things that are always present in society. Movies are made to entertain people by telling stories that are captured as a collection of moving pictures and displayed on television or in theaters (Hawan, 2018). As a result, the movie poster is interesting to discuss the messages that the readers should be aware of, especially in horror movie poster because there are a lot of signs which have mysteries in the poster that can reveal a bit of the storyline of the movie that will be shown.

In this study, "The Conjuring Universe" movie posters were chosen. This study choosing movie posters, because movie posters are the important tools in marketing a product. Many people simply look at movie posters because they want to know who the actors are and when the movie shown, but this is not the only thing they look at because movie posters also provide plot summaries. Finding the verbal and visual signs in a movie poster is quite intriguing since, movie posters often have verbal and visual signs that are structured vertically with a picture to entice viewers to see the movie. A poster has become crucial since it may serve as a tool for grab people's interest in and curiosity about a movie, as well as provide crucial information. In this study, The Conjuring Universe movie posters are the source of data for analysis. Horror movies have a unique characteristic in advertisements

"The Conjuring Universe" movie posters were chosen. Because movie posters are also important marketing tools, this study focused on them. Many people simply look at movie posters because they want to know who the actors are and when the movie will be shown, but this is not the only thing they look at because movie posters also provide plot summaries. Also, analyzing movie posters indirectly teaches the readers to promote something. Finding the verbal and visual signs in a movie poster is quite intriguing since movie posters often have verbal and visual signs that are structured vertically with a picture to entice viewers to see the movie. A movie poster has become crucial since it may serve as a tool to grab people's interest in and curiosity about a movie, as well as provide crucial information. In this study, "The Conjuring Universe" movie posters are the source of data for analysis. Horror movies have a distinct advertising style that, of course, can only describe a small portion of the film that will be shown. In some cases, people can understand the messages well enough. However, the others may misunderstand the text in the movie posters. Therefore, this study was done to give a better understanding of the movie posters.

1.2 Problems of the Study

The problems of the study are important to make the analysis more specific, and it is helpful to obtain a clear description for the further analysis. Based on the background study above, this study found the following problems:

1. What verbal and visual signs are found in "The Conjuring Universe" movie posters?

2. What are the denotative and connotative meanings of verbal and visual signs in “The Conjuring Universe” movie posters?

1.3 Objectives of the Study

Based on the problems of the study stated above, this study proposed the following objectives of the thesis such as:

1. To identify the verbal and visual signs used in The Conjuring Universe movie posters.
2. To find out the denotative and connotative meanings of verbal and visual signs in “The Conjuring Universe” movie posters.

1.4 Limitation of the Study

Related to the problems above, the limitation of the study is concerned with the verbal and visual signs and the meaning found in “The Conjuring Universe” final movie posters. The data was analyzed using the theory proposed by Saussure (1967) in Chandler (2007) entitled “Semiotic the Basis Second Edition” to identify verbal and visual sign, the second theory from Barthes (1977) about denotative and connotative meaning, and the third theory from Cerrato (2012) about colors' meaning.

1.5 Significance of the Study

The significance of the study is divided into theoretical significance and practical significance. Those are explained as follows:

1.5.1 Theoretical Significance

The result of this study can be used as one of the references and pieces of information in conducting others related research. This study hopes to provide the readers with more knowledge about linguistics and the theory of semiotics, especially the sign system that can be used in movie posters as well as the meaning that can be discovered from verbal and visual signs.

1.5.2 Practical Significance

In practice, the study is expected to serve as a guide for students and others interested in learning how to conduct linguistic analyses, particularly of verbal and visual signs in movie posters. This study is also anticipated to be utilized as a reference by future scholars who are interested in performing more research on sign systems.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

There are three subchapters in the chapter II, such as review of related literature, concepts, and theories. The first subchapter is a review of related literature. It describes five related papers used in this study. The second subchapter focuses on concepts. It explained about the concepts related to the topic of this study. The last subchapter is theories, it describes the theories of verbal sign, visual sign, and meaning.

2.1 Review of Related Literature

This section reviews approximately five pieces of literature as a comparison and inspiration for this study. The first thesis, "A Semiotic Analysis of Verbal and Visual Signs in Horror Movie Posters" was authored by Darmayanti (2020). This study has two objectives. First, it wants to identify the verbal and visual signs used in horror movie posters. Second, it wants to determine the meaning of verbal and visual signs in the horror movie posters. The theory used in this study are sign elements proposed by de Saussure (1983) used to find out the verbal and visual sign, and theory of denotative and connotative meaning by Barthes (1964) used to analyze the meaning from the data source and theory of color meaning by Wierzbicka (1996). The result of the study was that the text and image or picture found in each horror movie posters were categorized into verbal and visual signs. The similarity between Damayanti's thesis and this study is that both studies are

aimed at identifying the verbal and nonverbal cues, as well as the meaning, in horror movie posters. The differences that can be found between the previous study and this study are the data sources. The previous study used a horror movie which does not exist one of “The Conjuring Universe” in it as data source and also the difference that was found is about the theory. Damayanti’s thesis used sign elements proposed by de Saussure (1983) theory to find out the verbal and visual sign, and also applied theory from Wierzbicka (1996) regarding colors. Meanwhile this study adopted the theory proposed by Saussure (1967) in Chandler (2007) entitled “Semiotic the Basic” to identify verbal and visual sign, and theory from Cerrato (2012) about color meaning, this study used the theory of Cerrato (2012) because the theory of Cerrato (2012) has more color meanings than the other theory. Darmayanti’s study found twenty-two verbal signs and nineteen visual signs in horror movie posters and found twenty-nine meanings of the verbal and visual signs in those advertisement, meanwhile this study found thirty-five verbal signs and twenty-seven visual signs, also found thirty-seven denotative meanings and twenty-nine connotative meanings of verbal signs and twenty-eight denotative meanings and twenty-four connotative meanings of visual signs on The Conjuring Universe movie posters.

The second related study is “A Semiotic Analysis of Verbal and Nonverbal Signs in COVID-19 Advertisements” written by Putra (2022). The data source was taken from seven COVID-19 advertisements. This thesis has two objectives: to find the verbal and nonverbal signs used in COVID-19 advertisements and to analyze the meaning of the verbal and nonverbal signs found in COVID-19

advertisements. This thesis used the theory of semiotics proposed by Saussure (1983), the theory of meaning proposed by Barthes (1977), and the color term theory proposed by Wierzbica (1996). The result of the study is the verbal and nonverbal signs and their meanings in those seven COVID-19 advertisements. The similarities between Putra's thesis and this study are that both used the same theory of meaning presented by Barthes (1977), which is about the meaning of signs. The differences that can be found between Putra's thesis and this study are, first, the data source; Putra's thesis used COVID-19 advertisements as data source, whereas this study used "The Conjuring Universe" movie posters as data source. Second, Saussure (1983) proposed the semiotic theory, and Wierzbica (1996) proposed the color term, whereas this study adopted the semiotic theory in Chandler (2007) and Cerrato (2012) about color meaning, this study used the theory of Cerrato (2012) because the theory of Cerrato (2012) has more color meanings than the other theory. The final difference discovered was that Putra's study did not discover the connotative and denotative meaning of verbal and visual signs in COVID-19 advertisements, whereas this study discovered the connotative and denotative meaning of verbal and visual signs. Putra's thesis found twenty-one verbal signs, thirty-eight nonverbal signs, and fifty-nine meanings of the verbal and nonverbal signs from the seven COVID-19 advertisements, whereas this study found thirty-five verbal signs and twenty-seven visual signs, also found thirty-seven denotative meanings and twenty-nine connotative meanings of verbal signs and twenty-eight denotative meanings and twenty-four connotative meanings of visual signs on "The Conjuring Universe" movie posters.

The third reference was an article written by Damayanti et al. (2021) entitled "Semiotic Analysis of Mentos Advertisements". This study aims at analyzing the verbal and non-verbal signs, their meanings, as well as the myths within the "Who Says No to Mentos Advertisement." The theories applied in this study, namely the theories of semiotics proposed by Barthes (1972). The result of the "Who Says No to Mentos advertisement was to grab customers' attention in order to sell or promote their product, build a brand, and ensure that consumers who could comprehend the advertisement did so. The result of this study is that verbal and visual signs and the meaning of verbal and non-verbal signs in the "Who Says No to Mentos" advertisement are forming a myth that has developed in the society. The similarity between Damayanti et al. study and this study is that the same topic has been examined, which is about verbal and visual signs and describing the significance of the signs discovered. The differences that can be found between Damayanti's study and this study are, first, the data source; the previous study used *Mentos* advertisements as data source, whereas this study used "The Conjuring Universe" as data source. Second, this study did not investigate myth, but Damayanti et al. did an analysis of the myths included in the "Who Says No to Mentos Advertisement." The third difference is theory. This study utilized Chandler's (2007) idea of verbal and visual signs, while Damayanti's study utilized Barthes's theory of verbal and non-verbal communication. Damayanti's study found six verbal signs and six non-verbal signs with denotative and connotative meanings of verbal and non-verbal signs in Mentos advertisements, while this study found thirty-five verbal signs and twenty-seven visual signs, as well as thirty-seven

denotative meanings and twenty-nine connotative meanings of verbal signs, and twenty-eight denotative meanings and twenty-four connotative meanings of visual signs on “The Conjuring Universe” movie posters.

The fourth study was an article written by Sulatra and Pratiwi (2020) entitled “The Ideology within Covid-19 Public Service Advertisements: A Semiotic Approach”. Finding the verbal and visual signs on the "COVID-19 Public Service Advertisement" is the goal of the study. Their study used the semiotic theory of Barthes (1998), the theory of ideology of Storey (2009), and also applied the theory of Wierzbicka (1996) regarding colors. The results of this study show that ‘COVID-19 Public Service’ announcements often convey the notion that by working together, we can beat COVID-19 by adhering to COVID-19 preventative measures, abiding by legal requirements, and constantly being optimistic. The similarity between Sulatra and Pratiwi’s study and this study is that they analyzed the same topic, which is about verbal and visual signs and the meaning of the signs. The differences that can be found between Sulatra and Pratiwi’s study and this study are the data source; the previous study used "COVID-19 Public Service Advertisements" as data source, whereas this study used "The Conjuring Universe" as data source. Second, the theory of verbal and visual sign, in the previous study used the semiotic theory by Barthes (1998), theory of ideology by Storey (2009), and also applied the theory from Wierzbicka (1996) regarding colors, meanwhile, this study used Saussure (1967) in Chandler (2007) about semiotic and theory from Cerrato (2012) regarding colors, this study used the theory of Cerrato (2012) because the theory of Cerrato (2012) has more color meanings

than the other theory. Sulatra and Pratiwi's study found fourteen verbal signs and twelve visual signs, also found twenty-five denotative meaning and twenty-four connotative meaning of verbal and visual signs in Covid-19 Public Service Advertisements, meanwhile this study found thirty-five verbal signs and twenty-seven visual signs, also found thirty-seven denotative meanings and twenty-nine connotative meanings of verbal signs, twenty-eight denotative meanings and twenty-four connotative meanings of visual signs on "The Conjuring Universe" movie posters.

The last reference was an article by Pratiwi et al. (2021). Entitled "The Analysis of Semiotic Signs on Forest Fires Posters". The meaning of the verbal and nonverbal signs on the "Forest Fire" posters is the main topic of this study. The theory of semiotics by Barthes (1998) and supporting theory by Wierzbicka (1996) The results show that the verbal and nonverbal signs in the posters on "Forest Fires" have substantial value, including informing the people to be more responsible and aware of this urgent worldwide issue as well as offering some information about the impacts of forest fires on nature and human life. The similarity between Pratiwi et al.'s study and this study is that they both assess verbal and nonverbal signs, as well as their meanings when they are utilized in posters. The previous study differs from this one in terms of theory and data source; the previous study employed "Forest Fires' Posters" as a data source, whereas this study used "The Conjuring Universe" as a data source. Second, the previous study used the semiotic theory of Barthes (1998) and also applied theory from Wierzbicka (1996) regarding colors. Meanwhile, this study used Saussure (1967) in Chandler (2007) about semiotics

and theory from Cerrato (2012) regarding colors, this study used the theory of Cerrato (2012) because the theory of Cerrato (2012) has more color meanings than the other theory. Pratiwi's study found five verbal signs and nine visual signs and had fourteen meanings of verbal and visual signs on Forest Fires posters; meanwhile, this study found thirty-five verbal signs and twenty-seven visual signs, as well as thirty-seven denotative meanings and twenty-nine connotative meanings of verbal signs, and twenty-eight denotative meanings and twenty-four connotative meanings of visual signs on The Conjuring Universe movie posters.

2.2 Concepts

The concepts are needs in doing this study. Concepts are the general idea that explains more detail about the definition of the study, in order to make the analysis run smoothly. There are six concepts in this study, which are semiotic, verbal sign, visual sign, "The Conjuring Universe", movie and the concept of posters.

2.2.1 Semiotics

According to Chandler (2001), semiotics is not broadly institutionalized as an scholastic teach (although it does have its own associations, conferences, and journals and exists as a department in a handful of universities). Semiotics is the study of everything that "stands for" anything else, not only what we call "signs" in ordinary speech. Signs can be words, pictures, sounds, gestures, or other things with a semiotic meaning. Semiotics is concerned with the creation of meaning and

representation in a variety of contexts, most clearly in "text" and "media" contexts. Such phrases are extremely broadly understood. According to Bowcher (2018), "context" in semiotics refers to those components of a discussion or contact that lend meaningful and specific meaning to the specific exchange that is taking place. In conclusion, semiotics is a sign which "stands for" anything else or how meaning and representation are created across a range of contexts, but most obviously in "text" and "media" situations, including words, images, sounds, gestures, and other items.

2.2.2 Verbal Sign

Chandler (2001) stated that verbal sign is defined as something that deals with text and word, it means the verbal sign is indicated by the textual dialog or description of the setting. According to Nelson and Shaw (2002) A verbal sign is a symbol used in spoken or written language for communication. This verbal sign is contained with conventionalized linguistics symbols such as word, phrases, and sentences. In conclusion, verbal sign is a symbol used in written language for communication which deals with text and words, the verbal sign is indicated by the textual conversation or setting description.

2.2.3 Visual Sign

According to Danesi (2004), the study of visual signs falls under the rubric of visual semiotics. Visual signs can be basically characterized as signs that are developed with a visual signifier, that's , a signifier that can be seen (instead of

listened, touched, tasted, or noticed). Like all other types of signs, they can be fashioned iconically (pictures), indexically (figures of arrows showing direction), or symbolically (advertising logos). Because visual signs exist, it is simple to learn about them. From graffiti on city walls to traffic signals, they serve many social functions and send out many different kinds of messages. According to Chandler (2007), visual signs are signs that we see or recognize in the form of an object that can generate certain ideas and produce meaning. Therefore, visual sign are signs that recognize with an object such as; symbol, icon, images and color that produce meaning.

2.2.4 The Conjuring Universe

The Conjuring Universe Fandom stated "The Conjuring Universe" was based on many Warner Bros supernatural horror films. Pictures and made by New Line Cinema, The Safran Company, and Atomic Monster Productions. The movies dramatize the purportedly true stories of Ed and Lorraine Warren, writers and paranormal investigators linked to well-known but contentious haunting claims. "The Conjuring Universe" movies concentrate on the origins of some of the creatures the Warrens have encountered. Three movies make up the primary series of "The Conjuring Universe" are: "The Conjuring (2013)", "The Conjuring 2 (2016)", and "The Conjuring: The Devil Made Me Do It (2021)". The franchise also includes "Annabelle (2014)", "Annabelle: Creation (2017)", "Annabelle: Comes Home (2019)", "The Nun (2018)", "The Curse of La Llorona (2019)".

2.2.5 Movie

Hornby (2010) defined a movie as a collection of moving images that are sound-recorded, presented as a motion picture, and shown at cinema or movie. According to Hilmawan (2008), movie is an audio-visual media that combines two components, to be narrative and cinematic. The narrative component itself is related to the topic, whereas the cinematic component is the plot or storyline. From the two definition above, movie is audio-visual media that has collection of moving images, sound, theme and storyline.

2.2.6 Poster

According to Anitah (2008), a poster is a picture that combines visual elements such as lines, images, and words that aim to attract attention and communicate a message briefly. According to De Simone et al. (2001), a poster presentation can leave the audience feeling dissatisfied and unfinished. This point of view is most likely caused by the fact that individual posters only frequently draw a sizable audience. At most poster presentations, attendees only glance at the posters while choosing a select few to attentively read. It can be concluded that poster is a picture that combines verbal and visual sign which can attract audience to watch the movie.

2.3 Theories

In this study there are three theories used. First, adopted the theory proposed through Saussure (1967) in (Chandler, 2007) entitled “Semiotic the Basic” to identify verbal and visual sign. Second, theory from (Barthes, 1977) about denotative and connotative meaning. Third theory from (Cerrato, 2012) about colors' meaning.

2.3.1 Semiotics

According to Chandler (2007) in his book entitled “Semiotic the Basic Second Edition”, Semiotic not only about ‘signs’ in everyday language but of anything which ‘stand for’ something else. The other stated of Chandler was in the sense of semiotic, signs in the form of words, picture, sounds, gestures and objects.

According to Saussure (1983) in Chandler (2007) a sign as being composed a ‘signifier’ (significant) and a ‘signified’ (signifies). Contemporary commentators tend to depict the signifier as the shape that the sign takes and signified as the concept to which it alludes. Saussure makes qualification in these terms:

A linguistic sign is not a link between a thing and a name, but between a concept [*signified*] and a sound pattern [*signifier*]. The sound pattern is not actually a sound; for a sound is something physical. A sound pattern is the hearer’s psychological impression of a sound, as given to him by the evidence of his senses. This sound pattern may be called a ‘material’ element only in that it is the representation of our sensory impressions. The sound pattern may thus be distinguished from the other element associated with it in a linguistic sign (Saussure, 1983).

Based on Saussure's model, the signifier and signified could be represented as follow:

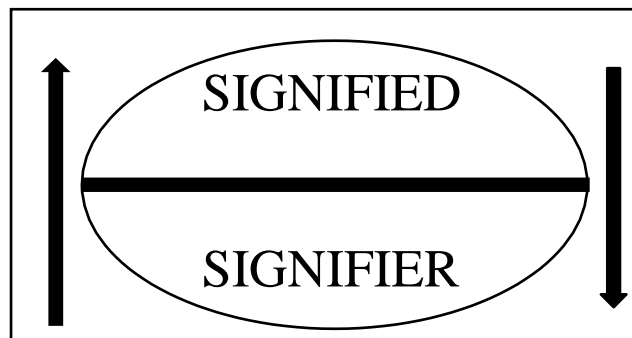


Figure 2. 1 Based on Saussure (1967)
(Source: Chandler, 2007)

According to Saussure (1967) If people could take an example form linguistic, the word "open" (when someone who comes upon it on a store doorway and invested with meaning) is a sign consisting of:

- 1) A signifier: the word "open",
- 2) A *signified concept*: that the shop is open for business.

Saussure (1967) stated a sign must have a signifier and signified. it could not have totally meaningless signifier or completely formless signified. If the identical signifier (the term 'open') were on a push-button inside an elevator ('push to open the door'), it might stand for a different signified (and so be a different sign). Similarity many signified could stand for the concept 'open' for instance, on top of a packing carton, a small outline of a box with an open flap for 'open the end' again, with each unique pairing constituting different sign.

2.3.2 Theory of Meaning

According to Barthes (1977) in his book entitled *Elements of Semiology*, he is one of the successor of Saussure thought that any system of significations comprises a plane of expression (E) and a plane of content (C) and that the signification coincides with the relation (R) of the two places: E R C. On his book in “Elements of Semiology”, that concept developed becoming the theory of denotation and connotation.

1. Denotation

According to Barthes (1977) denotation is the first meaning of signifier or system. In other words, denotation is large fragments of denoted discourse can constitute a single unit of the connoted system (this is the case, for instance, with the tone of a text, which is made up of numerous words). This meaning is expression (E) or signifier content (C) and the signification coincides with the reality (R).

2. Connotation

According to Barthes (1977) connotative is secondary meaning of something or the implicit meaning of something. Connotation is a system that comprises signifier, signified and the process which unities the former to the signification. Signifier or connotation which all connotations are made up the signs (signifier and signified united) of the denoted system, while as for the signified of connotation, its character is at once general. It means the *expression* (E) or signifier and *content* (C) or signified acquired the expansion of meaning.

2.3.3 Terms of Color Meaning

To support the interpretation of sign, this study also used the theory that explains well the meaning of color. This study used the theory from Cerrato (2012) in his book entitled “The Meaning of Color”, different colors give off different meaning of wave-lengths, and these different frequencies have different effects on people. There are some meaning of colors based on Cerrato (2012).

1. Red color

Red is a positive and warm color. According to (Cerrato, 2012) red is a color that is identical with blood and fire, so Cerrato associated red with energy, danger, passion, power, and war. Red is known as an intense color and has very high visibility. Red also represents energy, passion, action, power, and excitement in terms of color psychology.

2. Orange color

Based on (Cerrato, 2012) orange is a mixture of two colors, they are red and yellow. In orange color, there are positive meanings (adventurous, risk-taking, vibrant, happiness, playfulness, success, and warmth). In psychology, orange means cheerfulness, confidence, experience, and sociability.

3. Yellow color

Yellow is usually indicated as the color of sunshine and is associated as the color that brings energy, happiness, honor, intellect, and loyalty. According to (Cerrato, 2012) the positive meanings from yellow are cheerful, happy, playful, fun, and optimistic. In other words, negative

meanings from yellow are critical and judge mental, overlay analytical, etc. Yellow is also an eye-catching color, so it is good to use yellow to highlight something important, but if it is overused yellow can disturb someone that sees it.

4. Green color

Green is the color of nature. As Cerrato (2012) argued, green is indicated as the color of nature, which could be associated with the color of abundance, coolness, fertility, freshness, growth, and harmony. Green is the most comfortable color for the human eye, it is great as a healing power. Sometimes, green also indicates growth, hope, and safety. A lot of signs use green for safety. That is why the traffic sign and drug sign use green to indicate that it is safe.

5. Turquoise color

According to Cerrato (2012) turquoise is indicated as the color of clarity of communication, considering, and self-interpretation. Turquoise also represents cleanliness and pureness. In daily life, turquoise indicated balance and harmony, it is also similar to the calming sensation.

6. Blue color

According to (Cerrato, 2012) Blue is usually used as the color of sea and sky, it is also associated with balance, confidence, depth, faith, heaven, intelligence, and truth, calming, reducing tension and fear, but if the color too much blue can encourage boredom, manipulation or a rigid outlook. Blue shades also bring a cold sensation. Blue is also connected with the color

that can bring a calm sensation, but not all shades of blue could.

7. Black color

Black is the darker color and is usually associated with death, evil, or sadness, but black also has other positive connotations such as elegance, formality, power, and strength. The color black conveys depth and perspective. in bringing out or making the other hue stand out. The finest background may be one that is black. Black is a somber hue that makes people feel strongly (Cerrato, 2012).

8. White color

According to Cerrato (2012) that white is normally connected with cleanness, innocence, kindness, purity and is viewed as the color of flawlessness, it additionally addresses success. In advertising, white is mostly associated with tidiness and coolness. White also has a positive meaning, it is in contrast with black that mostly has a negative meaning. In psychology, white represents a new beginning, and the basic features of white are fairness and impartiality.

9. Purple Color

According to Cerrato (2012) that purple is a mixture of two colors, they are blue and red. Purple is normally connected with the color of desire, extravagance, power, and royalty.

10. Pink Color

According to (Cerrato, 2012) there is positive and negative meaning. In positive meanings are unconditional and romantic love, warmth, hope,

calming, sweetness. Therefore, in negative meaning are having emotional neediness or unrealistic expectations, being immature and girlish. Pink is usually used by female businesses such as accessories, cosmetics, and fashions. Pink is also associated with compassion, nurturing, love, and romance.

11. Gold color

According to Cerrato (2012), there is positive and negative meaning. In positive meanings have value, quality, luxury, expensive, opulence, etc. Thus, in negative meanings intense and overwhelming. People that see a product with this color may think that the product is an expensive and luxurious product.

12. Grey color

Gray is the color of intellect and of compromise. Yet, other than that gray is likewise a great choice that uses as the background for the other color that is not too much eye-catching. Gray could be said as a color that does not bring energy, so that gray need to be combined with a color that is more energetic and have passion. In a positive way, gray represents intellect, knowledge, and security (Cerrato, 2012).

13. Brown color

Brown is seeing a major resurgence thanks to its calming and warm qualities. According to Cerrato (2012), brown will be more liked by men because brown represent durability and strength. Brown represents the color of earth, landscape, and nature.

14. Silver color

Silver refers to a valuable metal that is frequently used to make jewelry, coins, electronics, and cameras. Silver is known as the color of glamorous, modernity, power, and wealth. In physiology, silver could bring a calm and shoot sensation that is lighter than grey. Silver is usually used in high technology because it will represent craftsmanship and bring the feeling of sleekness and smoothness (Cerrato, 2012).

The colors of the posters are the important thing to attract the audience to watch the movie and those some meanings in each color that were used to analyze the verbal and visual sign in this study.

