ANALYSIS OF SEMIOTIC SIGNS OF THE POSTER “HOUSE AT THE END OF THE STREET” MOVIE

Dewa Gede Eling Beratha Suksema

(1118351052)

NON REGULAR PROGRAM, ENGLISH DEPARTMENT
FACULTY OF ARTS AND CULTURES, UDAYANA UNIVERSITY
2015
APPROVAL SHEET

This paper is submitted as partial fulfillment

To obtain an S1 degree in the English Department,

Faculty of Arts and Culture,

Udayana University,

Approved by Examination Board of

The Non-Regular Program, English Department,

Faculty of Arts and Cultures,

Udayana University.

Denpasar, August 2015

Chairman

[Signature]

Secretary

[Signature]
First of all, I would like to express my sincere gratitude to Ida Shang HyangWidhiWasa for his geait blessing and the best way given to me to finish this study in the proper time.

Secondly, my earnest thanks to Dr. Ida Ayu Made Puspani, M.Hum., as the coordination of Non-Regular English program and also I NyomanAryawibawa, S.S., MA., Ph.D. and Dr. ImadeNetra,S.S., M.Hum. as my supervisor, who have given me many contribution, support, advice, and knowledge during the process of completing my study.

My sincere gratitude also goes to Prof Dr. I WayanCika, M.S., as the dean of Faculty of Letters and Culture, Udayana University and all the staffs and lecturers in the Non-Regular Program, English Department, Faculty of Letters and Culture, Udayana University. I am so grateful for their assistance during my study as the student in the University.

My special appreciation is dedicated to my family. My beloved Father, Mother and Sister. Dewa Made Ariawan, Ni LuhPutuSuarsini, and D.A EningPramaheni Lestari for what they were done for me, and for my education. I am also really thankful for their full love, and financial support for my education. I am so lucky to have all of them.
Also thanks to my buddies, Adiwirawan, AjusCaskara, Gustra thanks for your kindness and biggest support in college. Thanks to all my partners of class 201 1, thank you for the past 4 years. Last but not least, I hope this study can be useful and helpful for the reader especially for the English student. Any suggestion and comment from the reader are highly appreciated. Thank you!

Denpasar, august 2015

D.G ElingBerathaSuksema
ABSTRACT

This study entitled “Analysis of semiotic signs of the poster “The house at the end of the street” movie is mainly aimed at identifying and analyzing the semiotic signs that conveyed in those movie poster.

This study was using qualitative and documentation method. The data in this study is a print out movie poster from internet. The theories used were those from Dyer about Verbal and Visual Aspects (1986). The supporting theories was used is the theory of Semiotic which proposed by Saussure (1974), and the theory of Colour Terms proposed by Wierzbicka (1996).

The finding shows that, there were two aspects which are formulated in this poster: verbal and visual as in verbal aspects they talk about the meaning of the word or the sentence conveyed in those posters. It informs us about the main cast, the director, and every institute that cooperated in making the movie. While in the visual aspect it also inform us about the main cast but in this aspect it tends to shows us about the appearance of main cast and the main object that also become the setting of this movie. In this aspect, colors were also used which become part of visual signs. In short, these movie posters have similar visual meanings which show the genre of the movie and in verbal aspect those three movie posters have different slogans, however the meanings are similar.

Keywords: Semiotic Signs, Poster
TABLE OF CONTENTS

CONTENTS

AKNOWLEDGEMENTS ........................................................................... i
ABSTRACT .................................................................................................. iii
TABLE OF CONTENT .............................................................................. iv

CHAPTER 1. Introduction
  1.1 Background of study ................................................................. 1
  1.2 Problems of the Study .............................................................. 3
  1.3 Aims of Study ........................................................................... 3
  1.4 Scope of Discussion ................................................................. 4
  1.5 Research Method ..................................................................... 4
    1.5.1 Data Source ....................................................................... 4
    1.5.2 Method and Technique of Collecting Data ......................... 4
    1.5.3 Method and Technique of Analyzing Data ......................... 5

CHAPTER 2. Literature review, concepts, and theoretical framework
  2.1 Introduction .............................................................................. 6
  2.2 Review of literature .................................................................. 6
  2.3 Concept .................................................................................... 10
    2.3.1 The Concept of Semiotics .................................................. 11
      2.3.2 Concept of Advertisement ................................................. 11
      2.3.3 Concept of Poster .......................................................... 12
  2.4 Theoretical Framework ........................................................... 13
    2.4.1 Theories of semiotic by Dyer .............................................. 13
      2.4.1.1 Media of Advertising .................................................... 15
      2.4.1.2 Structure and Function of Advertising ......................... 16
    2.4.2 Theories of Semiotic by Saussure ......................................... 18
2.4.3 Color Terms .................................................................................. 20

CHAPTER 3. The semiotics analysis

3.1 Data Overview ................................................................................ 26
3.2 Data Analysis .................................................................................. 26
   3.2.1 Identification of the Semiotic Signs ........................................... 27
      3.2.1.1. Verbal sign analysis in poster 1 ........................................ 27
      3.2.1.2. The visual aspect in the poster1 ....................................... 29
      3.2.1.3. Verbal sign analysis in poster 2 ........................................ 31
      3.2.1.4. Visual sign analysis in poster 2 ......................................... 33
      3.2.1.5. Verbal sign analysis in poster 3 ........................................ 35
      3.2.1.6. Visual sign analysis in poster 3 ........................................ 36
   3.2.2 Identification the messages .................................................... 37
      3.2.2.1. Verbal message analysis ................................................ 38
      3.2.2.2. Visual message analysis ................................................ 42
   3.2.3 The Analysis of Colour Term .................................................. 44
      3.2.3.1. The messages implied by the color ................................... 47

CHAPTER 4. Conclusion ......................................................................... 51

BIBLIOGRAPHY