



**A SEMIOTIC ANALYSIS ON SIGNS USED ON FIVE
INDONESIAN MOVIE POSTERS**

THESIS

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**ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY
2011**



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THESIS

A thesis presented to the English Department, Faculty of Letters, Jember University as one of requirements to obtain the award of Sarjana Sastra Degree in English study

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CHAPTER 1. INTRODUCTION

This first chapter is called as introduction. It provides several informations for the construction and the discussion of the thesis. In this section, the writer tries to give explanation about the background of the study as the basic idea to make analysis about semiotics. In addition, the problem to discuss, the goals of the study, the theory and method, and the significance of the study are written as well.

1.1 The Background of The Study

Movie and poster are two things that always emerge in society and human life. People use movie and poster for particular purposes. Movie is produced to entertain people by showing and telling a story recorded as a set of moving pictures to be shown on television or cinema. Those two things are general mediums of communication (Monaco, 2000: 17). They have a crucial role to convey news, overview and a variety of information to the public. Moreover, movie and poster are inseparable things. Without a poster, a movie is difficult to be known by groups of person. That is the reason why a movie poster is one of the main elements in movie. Poster itself brings a large notice with a picture on it, which is displayed in a public place. It can be seen in the lobby of movie theater, in magazines, on Internet, and even on the sides of the bus.

Movie poster is like other poster that has a function as a medium to promote and an identity of certain movie. In addition, a movie poster is the form of graphic design and it has been acknowledged as an art. It has an aesthetic value and represents the movie as well. Additionally, a movie poster consists of language that gives central function as a vehicle of communication (Wardaugh, 1972: 4). By means of language people can think about something in his mind through the object that he

DEDICATION PAGE

This thesis is dedicated to:

1. My dearly loved mother, Sri Winarsih, a person who has given her life and affection to take care of me. You have taught a lot of things to me. Thanks for your kindness and patience.
2. My beloved sister, Sri Maya Armenia. You are the best sister ever. Thanks for your sacrifice, support and wish. I owe numerous things to you. You make my life meaningful.
3. My late father, Dimitri Cajin. You had trained me to be a responsible person.
4. My late brother, Sri Prasetyo Bagaskoro. You had inspired me many things, knowledge, spirit and obsession.
5. My big family in Madiun.
6. My Almamater

MOTTO

Do all the goods you can, all the best you can, in all times you can, in all places you can, for all the creatures you can.

(Anonym)

Now I see the secret of the making of the best person. It is to grow in the open air and to eat and sleep with the earth.

(Walt Whitman)

DECLARATION

I hereby state that this thesis entitled “A Semiotic Analysis on Signs Used on Five Indonesian Movie Posters” is an original piece of writing. I certify that the analysis and the result in this thesis have already been not submitted for any other degree or any publication in this situation.

I certify to the best acknowledge, that all resources cited and any help received in the preparation of this thesis have been acknowledged. I make responsible for the validity of the content without any pressure from other parties and I would be ready to get academic punishment if someday the statement is proved untrue.

Jember, 23 Februari 2011

The writer

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May Allah bestow His blessing upon them since it would have been impossible to complete the thesis without their support and help. It is realized that the thesis still needs correction, revision and improvement. Therefore, the writer appreciates any constructive criticism, suggestions and comments on the thesis for the sake of its improvement. Finally, it is hoped that the thesis will give beneficial and valuable contribution for those who are interested to conduct further studies on conversational rules.

Jember, 23 Februari 2011

Sri Chandra Tirana D.C

SUMMARY

A Semiotic Analysis on Signs Used on Five Indonesian Movie Posters; Sri Chandra Tirana D.C; 060110101047; 2011: 57 pages; English Department, the Faculty of Letters, Jember University.

Language has been defined as a system of arbitrary symbols used for human communication. Language itself is a system of communication that takes important role for human life. By using language people can transfer and express their thought and make a great communication with others. Semiotics is the branch of linguistics which concerns on the study of signs. The kinds of signs may refer to the signs that emerge in our daily life. In this thesis, the usage of semiotic theory can be applied in the process of making interpretation to intended meaning emerge on movie posters. Movie is produced to entertain people by showing and telling a story recorded as a set of moving pictures to be shown on television or cinema. Therefore, it needs poster as means to sponsor the movie. Poster brings a lot of signs that convey particular meaning. In this analysis, the writer has selected five Indonesian movie posters taken from Indonesian Film Festival. They are *Gie* (2005), *Nagabonar Jadi 2* (2007), *Fiksi* (2008), *Identitas* (2009), and *3hati dua dunia satu cinta* (2010).

Moreover, the writer applies Barthes's theory to dismantle the meaning (denotative meaning, connotative meaning and myth). Based on the result of the discussion, the writer concludes that those movie posters bring numerous signs. The signs include symbolic, iconic, and indexical signs (signifier and signified). Those signs are represented by its visual expressions (image, written expression, color, tag line and punctuation). Additionally, denotative and connotative meaning derived from its signs then they are used to reveal myth (second order of signification). From this analysis, the writer finally understands the hidden meaning of the sign posters. In addition, the economical values of those movie posters are gained by exposing other

ideologies emerge in the poster. The ideologies are nationalism, violence, taboos. Accordingly, the semiotic analysis in those movie posters is expected to be a means to dig human understanding about particular issues in life.

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