

**SEMIOTIC ANALYSIS IN SELECTED MOVIES POSTERS OF
DISNEY+**



**An Undergraduate Thesis
Submitted as a partial fulfillment of the requirements
For *Sarjana Sastra* Degree**

By:

Anggita Citra Prima Annisa

1909010005

FACULTY OF CULTURAL SCIENCES AND COMMUNICATION

UNIVERSITAS MUHAMMADIYAH PURWOKERTO

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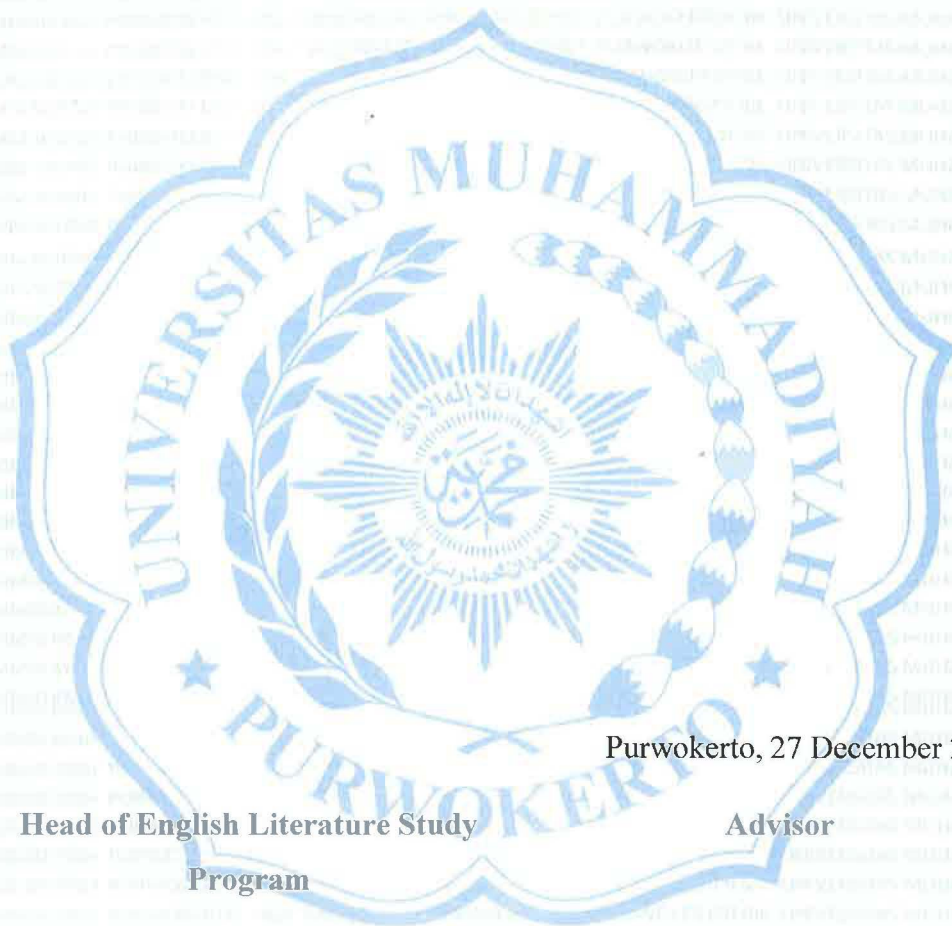
FACULTY OF CULTURAL SCIENCES AND COMMUNICATION

UNIVERSITAS MUHAMMADIYAH PURWOKERTO

2023

APPROVAL SHEET

This graduating paper entitled “**Semiotic Analysis in Selected Movies Posters of Disney+**” by Anggita Citra Prima Annisa has been approved by the Advisor and the head of English Literature Study Program to be examined by the Board Examiners.



Purwokerto, 27 December 2023

**Head of English Literature Study
Program**

Advisor

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VALIDATION SHEET

SEMIOTIC ANALYSIS IN SELECTED MOVIE POSTERS OF DISNEY+

An Undergraduate Paper

By

Anggita Citra Prima Annisa

1909010005

Has been examined and approved by the Board of Examiners as one of the requirements for the Sarjana Sastra degree on

THE BOARD OF EXAMINERS

First Examiner

Second Examiner


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STATEMENT OF ORIGINALITY

Name : **Anggita Citra Prima Annisa**

Student Number : **1909010005**

I hereby, the researcher who has signed below, in my thesis entitled "SEMIOTIC ANALYSIS IN SELECTED MOVIES POSTERS OF DISNEY+" prove and confirm that the research I conducted with this title has never been studied at any university. I did this research myself without the help of others and it is not classified as plagiarism. If it is proven that I violated this statement, I am willing to accept sanctions.

Purwokerto, 27 December 2023



Anggita Citra Prima Annisa

MOTTO

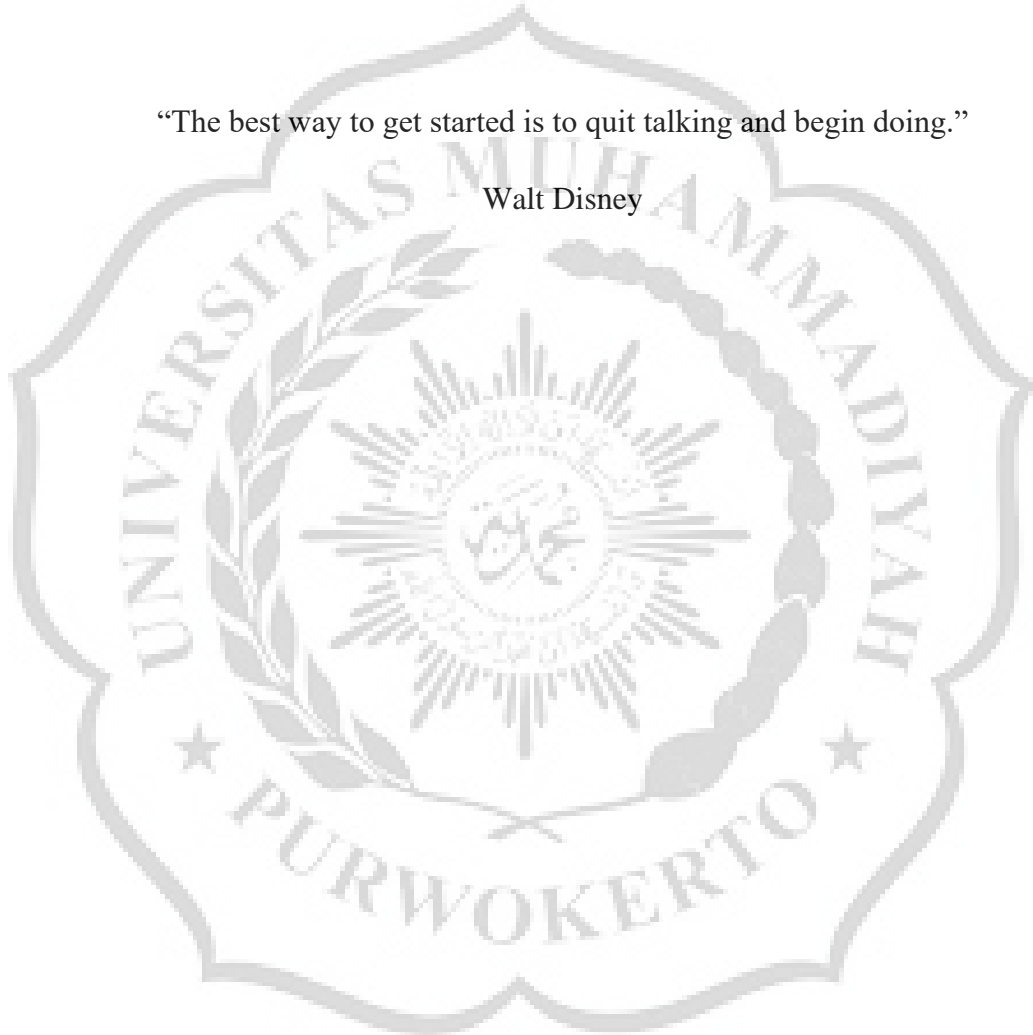
لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا

"Allah does not charge a soul except (with that within) its capacity."

Surah Al-Baqarah 286

“The best way to get started is to quit talking and begin doing.”

Walt Disney



DEDICATION

I dedicated this thesis to my late father and my mom who have always supported, encouraged, and prayed for their children.



ACKNOWLEDGEMENTS

Praise to Allah Subhanahu Wata'ala, who has given His grace and guidance and facilitated all matters in the process of making this thesis, enabling the researcher to complete it as a task in obtaining a Bachelor's degree in the English Literature Study Program at the Faculty of Cultural Sciences and Communication, University of Muhammadiyah Purwokerto. Shalawat and greetings are given by the researcher to Rasulullah Muhammad Shallallahu'alaihi Wasallam, who has brought mankind from the Jahiliyah era to an age filled with knowledge.

In writing this thesis, the researcher realizes that there are still many mistakes and deficiencies. Even in writing the thesis, the researcher experienced various difficulties, but thanks to the blessings of Allah Subhanahu Wata'ala, the researcher was able to complete it. The completion of this thesis would not have been possible without the prayers, enthusiasm, and guidance of special people who meant a lot to the researcher.

The researcher would also like to thank everyone mentioned below:

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3. The Head of English Literature Study Program, Fitri Rakhmawati, S.S., M.Pd. who always gave support as long I studied in Faculty of Cultural Sciences and Communication.
4. My Advisor Mr. Ambar Pujiyatno, S.S., M.Hum., who is very helpful, always giving advice, and taking a lot of time to guide me.
5. All lecturers and staffs from Faculty of Cultural Sciences and Communication, University of Muhammadiyah Purwokerto
6. My superhero, late father and my mom who has struggled to raise their child to this point and never forget to gave support and advice.
7. Masnu and Mbapril, the best brother and sister who always provide facilities for me.
8. My best friend, Bintang, Dhea, Angieta and Allia, who always offers information and listen to my complaints.

The researcher advises future researchers to do additional research to improve upon the limitations of this study, as it is still far from flawless. The researcher hopes that this thesis will be useful as a reference material and addition to knowledge for future researchers in particular.

HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI SKRIPSI UNTUK KEPENTINGAN AKADEMIS

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Fakultas : Ilmu Budaya dan Komunikasi
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ABSTRACT

Anggita Citra Prima Annisa, 1909010005. 2023: **Semiotic Analysis in Selected Movies Posters of Disney+**. Undergraduate Thesis for *Sarjana Sastra* Degree, English Literature Department, Faculty of Cultural Sciences and Communication, University of Muhammadiyah Purwokerto.

One type of visual medium used for advertising and message delivery that focused primarily on the sense of sight was called poster. The data from this research were movie posters from Walt Disney and there are six movie posters that were analyzed in this research. This research uses qualitative method and applied Peirce and Barthes theory to analyze the object because it was more critical and emphasized the logic and philosophy of existing signs. The aim of this research is to describe the signs of posters in term of Pierce's category, and to explain them in terms of Barthes's connotative and denotative classification.

The result of the research found 32 signs from six movie posters, there are: 20 signs of icon, 8 signs of index, and 4 signs of symbol. The researcher also explained denotative and connotative meaning in each movie posters. Denotative meaning in the poster is taken from what appears in the posters such as the characters, meanwhile the connotative explain the meaning from what appears in the poster more deeper because connotative meaning also known as hidden meaning.

Keywords: *Semiotic, Peirce semiotic theory, Barthes semiotic theory, movie poster.*

INTISARI

Anggita Citra Prima Annisa, 1909010005. 2023: **Analisis Semiotik pada Poster Film Terpilih di Disney+**. Skripsi untuk Sarjana Sastra, Jurusan Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Salah satu jenis media visual yang digunakan untuk periklanan dan penyampaian pesan yang berfokus terutama pada indra penglihatan disebut poster. Data penelitian ini adalah poster film Walt Disney dan terdapat enam poster film yang dianalisis dalam penelitian ini. Penelitian ini menggunakan metode kualitatif dan menerapkan teori Peirce dan Barthes untuk menganalisis objek karena lebih kritis dan menekankan pada logika dan filosofi tanda-tanda yang ada. Tujuan penelitian ini adalah untuk mendeskripsikan tanda-tanda poster ditinjau dari kategori Peirce, dan untuk mendeskripsikan dalam klasifikasi konotatif dan denotatif Barthes.

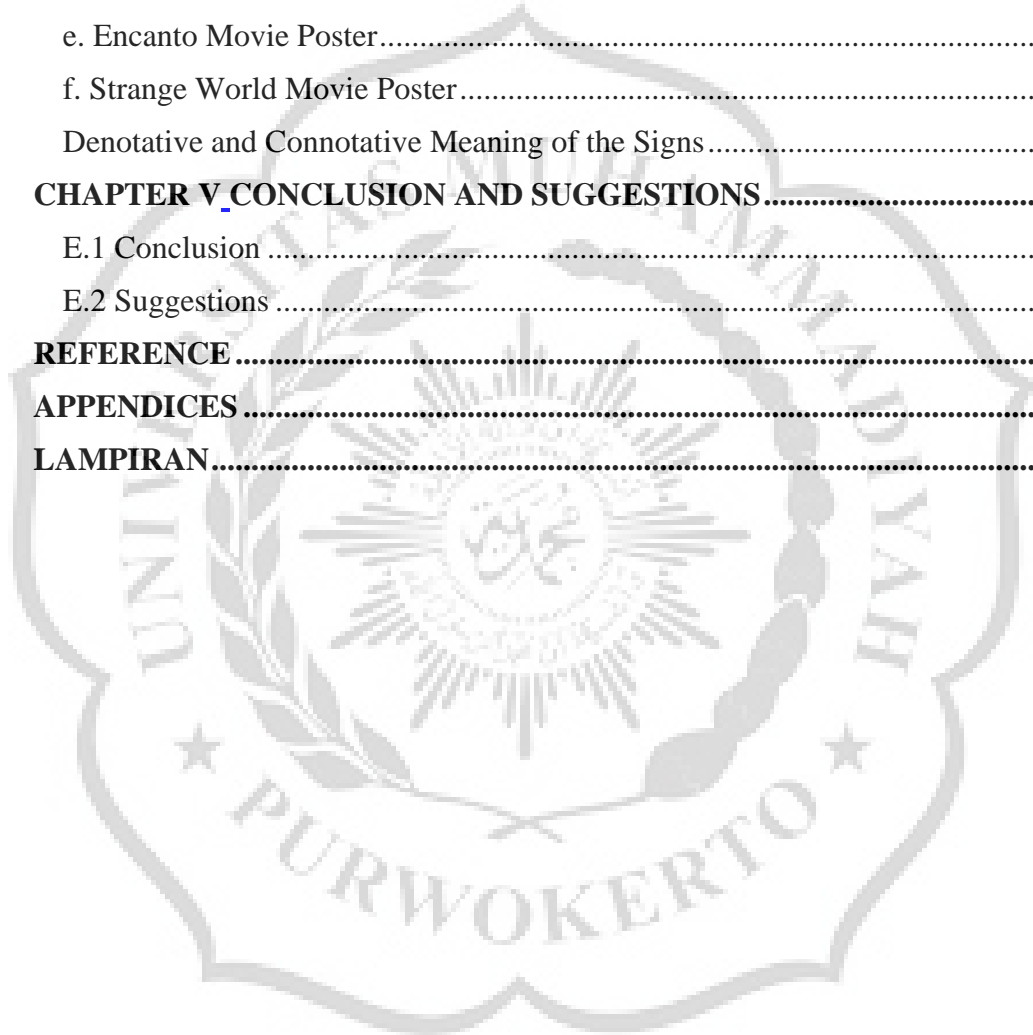
Hasil penelitian menemukan 32 tanda dari enam poster film, yaitu: 20 tanda ikon, 8 tanda indeks, dan 15 tanda simbol. Peneliti juga menjelaskan makna denotatif dan konotatif pada 4 poster film. Makna denotatif dalam poster diambil dari apa yang tampak dalam poster seperti tokoh-tokohnya, sedangkan makna konotatif menjelaskan makna dari apa yang tampak dalam poster lebih dalam karena makna konotatif disebut juga makna tersembunyi.

Kata kunci: *Semiotika, teorisesemiotika Peirce, teorisesemiotika Barthes, poster film.*

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