

CHAPTER I

INTRODUCTION

A.1 Background of the Research

Semiotics, also known as semiology, is the study of signs and how people use them. It was defined by one of its pioneers, Ferdinand de Saussure, described it as the study of “the life of signs within society.” Semiotic is a word that comes from the Greek word *sēmeiōtikós*, which means to interpret signs. Understanding how people produce and interpret signs and symbols, especially how they visually communicate through metonymy, symbolism, metaphor, analogy, allegory, and other ways of expression, is the focus of the field of semiotics. According to semiotics, a symbol is one that is actually subject to interpretation because it is determined by its dynamic object.

In this instance, interpretation in an attempt to determine symbolic symbols involves aspects of the educational process as well as the evolution of the norms of society and agreements (Kurniawan, 2007). There are currently at least nine different types of semiotics that have been identified. These include descriptive, analytic, cultural, narrative, natural, normative, social, faunal zoosemiotic, and structural semiotics. The aim of semiotic analysis is to identify signs, even those that hide information (text, ads, and news). Due to the sign system's strong contextual dependence on the sign's user (Kriyantono, 2012). In addition there are various important figures in semiotics, they are Charles Sanders Peirce and Roland Barthes.

One of the pioneers of semiotics, Peirce preferred the term "semeiotic." Peirce's theory of the sign is comprehensive; it includes the sign's cognitive function in addition to its representational one. "A Sign" has been defined by Peirce in both a general and functional meaning. The sign, in general, is the third component of a triad, which consists of a thing being itself, a thing responding to another thing, and a thing representing another thing to a third. He defines "a Sign" functionally as: "everything that is so determined by something else, called its Object, and thus determines an effect on a person, whose effect I call its Interpreter, so that the latter is determined mediated by the former". Peirce's semiotic theory is often called the "Grand Theory" because his ideas are comprehensive, a structural description of all significations, Peirce wants to identify the basic particles of signs and recombine the components in a single structure (Indiwan, 2011).

Peirce explained about three elements in a sign that are interconnected, namely representamen, object, and interpretant. Peirce defined semiosis as "... a process or an influence which is or contains the interaction of three objects, namely the sign, its object and its interpreter; a threefold influence which in no case can be resolved in pairs." According to Peirce, each aspect of sign (representamen, interpretant, and object) is divided into three more levels, each of which shows a different quality. Representment consists of qualisign, sinsign, and legisign. The object consists of an icon, index, and symbol. The interpretant consists of rheme, decent, and argument.

Another founder of semiotic is Roland Barthes (1915 – 1980), he is one of the most recognised names in the field of Semiotics. Semiology, according to Barthes, it is simply the study of how humans apply objects to sign; in this instance, communication is the only way to distinguish it. Meaning denotes both the objects' desire to communicate and their status as a structured sign system.. (Sobur, 2009). According to Barthes, signs have two parts: the signified, or meaning that is understood, and the signifier, or the physical shape of the sign as we experience it through our senses. Additionally, Barthes thought that all ideological signs may be classified as either denotative or connotative. A strictly descriptive system called denotative is produced when the signified notion and the signifier image come together. A connotative is one whose historical significance has been lost. This could be due to a number of things including: changes in culture or terminology, an event, or even just evolution. According to Barthes, myth is a form of message or speech that must be believed to be true but cannot be proven.

Words, pictures, sounds, colors, tastes, actions, or object all qualify as signs, but they have no any essential meaning and only take on meaning when someone else attach it to them. People can communicate with each other precisely because they use "roughly the same signs". There are several types of literary forms, namely movies, dramas, novels, short tales and autobiographies. From the types of literary forms above, the researcher is interested in discussing movies, especially movie posters. Movie is a distinctive form of art and has a significant impact on its audience, because it's merges paint, technology, music, literature and

drama. The entertainment industry is a group of industry sub-units devoted to entertainment. This industry is used to describe mass media companies that control the distribution and manufacture of mass media entertainment.

Entertainment consists of movies, print media, radio, and television. This segment includes movies, TV shows, radio shows, news, music, newspapers, magazines, and books. One of the top 10 media and entertainment companies is the Walt Disney Company, Disney is a movie company founded in 1923 by Walt Disney and Roy Oliver Disney. Disney always presents interesting stories with happy endings. This is what builds a child's imagination to have a life with a happy ending like a fairy tale. Families, especially children, have always awaited fairy tales produced by Walt Disney because Disney is able to visualize and build children's imaginations perfectly. After seeing Disney fairy tales, children wish they were the main characters in the film. This is one of Disney's successes in the world of cinema. The researcher are interested in choosing movie posters in this analysis, because posters are an important tool in marketing a product. Because the contents of the poster are in the form of verbal and visual signs that are designed vertically with images that are able to invite people to watch movies and displayed in public places. Posters are important as a tool to attract public attention and curiosity about the movie. In this research, the researcher analyzes the movie posters from Walt Disney. This research analyzes the semiotic signs used in movie posters using semiotic theory. In this research the researcher is going to interpreting the movie posters based on triadic semiosis from Peirce's theory and Barthes's theory of meaning.

A.2 Problem of the Research

Based on the background stated above, then the formulation of the problems are:

1. What icons, indexes, and symbols are presented in Walt Disney selected movie posters?
2. What denotative and connotative meaning are presented on the signs in Walt Disney selected movie posters?

A.3 Objective of the Research

Based on the problem of the research, the research objectives are:

1. To identify the icons, indexes and symbols in Walt Disney selected movie posters.
2. To explain denotative and connotative meaning on the signs in Walt Disney selected movie posters.

A.4 Significance of the Research

The researcher supposes that this research gives benefits to the readers in understanding semiotic of sign and want the reader to know the meaning of the sign in the movie poster so it gets more illustration about the movie. The researcher also hopes through this research, can be a good reference to other researcher to understand and improving the analysis of sign by using semiotic field.

A.5 Limitation of the Research

This research focuses on analyzing the semiotics sign in six Disney's movie posters, especially about the type of signs, namely icon, index, symbol and denotative and connotative meaning from the sign in the Walt Disney movie posters which offers the information to the people. From 10 movie posters the researcher only took six because the researcher only analyze cartoon movie and the other movies are not produced by Walt Disney, also most of the popular movies globally on Disney+ in January 2023 is from Walt Disney Company.

A.6 Definition of the Key Terms

1. **Semiotic**, focuses on symbolic communication. Signs, logos, gestures, and other linguistic and nonlinguistic communication techniques can all be considered semiotics. Semiotics is a word that comes from the Greek word *sēmeiōtikós*, which means to interpret signs. The study of semiotics focuses on how individuals construct and interpret signs and symbols, particularly how they employ metonymy, symbolism, metaphor, analogy, allegory, and other visual language to communicate visually.

2. **Peirce's Semiotic Theory**, Peirce defines semiotics as a relationship between signs, objects, and meaning (Morrison, 2009). In the study of communication, the focus of semiotics is to explore hidden meanings behind the use of symbols which are then analogous to text or language. According to Charles Sanders Peirce (Pateda, 2001) in (Sobur, 2009), sign "is something which stands to somebody for something in some respect or capacity". The process of relation from

representament to object is called semiosis process. Peirce developed his analysis of each trichotomy component into nine types based on their respective relationships or three functions for representament: qualisign, legisign, sinsign; for object: icon, index, symbol; for the interpretant: rhema, decisign, argument.

3. **Barthes's Semiotic Theory**, among the most well-known figures in the semiotics community. Barthes' semiotic theory dissected the process of reading signs and concentrated on how other communities or cultures interpreted them. Barthes believed that signs had two parts: the signified, or meaning that is interpreted, and the signifier, or the physical shape of the sign as we experience it through our senses. Barthes's analysis is broken down into three stages: myth, connotation, and denotation.

4. **Movie Poster**, is a printed paper announcements or advertisements exhibited to the public. Poster can also give information about the movie and attract the audience. There is also a promotional aspect in every movie poster object. Every object contained in the poster gives meaning to the audience as interpreters. Interpretation of signs on movie posters can be studied by using a semiotic approach to interpret meaning outside of signs.

5. **The Walt Disney Company**, commonly known as Disney is an American multinational mass media and entertainment conglomerate headquartered at the Walt Disney Studios Complex in Burbank, California. Disney was founded on October 16, 1923 by Walt Disney and Roy Oliver Disney as the Disney Brothers Cartoon Studio before changing its name to the Walt Disney Company in 1986.

A.7 Organization of the Research

This research consists of five chapters:

Chapter I: Introduction, consisting of background of the research, problem of the research, objective of the research, significance of the research, limitation of the research, definition of the key terms, and the last is organization of the research report.

Chapter II: Review of Literature, consisting of theoretical framework and review of related research.

Chapter III: Research Method, consisting of research design, data collection, the source of data, and method of analyzing data.

Chapter IV: Findings and Discussions, consisting of the data analysis and discussion. This chapter discuss about the type and meaning of the sign using Peirce's and Barthes's semiotic theory.

Chapter V: Conclusion, consisting of summarization of the analysis result in brief explanation.