

**THE TEMPORAL SHIFTS OF MOVIE POSTER  
REPRESENTATION: A COMPARATIVE STUDY BETWEEN  
DIFFERENT VERSIONS OF *WILLY WONKA***



**An Undergraduate Thesis**

**Submitted as partial fulfillment of the requirements**

**for *Sarjana Sastra* Degree**

**Anggita Mughni Nur Latifah**

**2009010029**

**ENGLISH LITERATURE STUDY PROGRAM  
FACULTY OF CULTURAL SCIENCES AND COMMUNICATION  
UNIVERSITAS MUHAMMADIYAH PURWOKERTO**

**2024**

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**APPROVAL SHEET**

This is certify that this graduating paper entitled **“THE TEMPORAL SHIFTS OF MOVIE POSTER REPRESENTATION: A COMPARATIVE STUDY BETWEEN DIFFERENT VERSIONS OF *WILLY WONKA*”** by **Anggita Mughni Nur Latifah** has been approved by the advisor(s) and the head of English Literature Study Program to be examined by the Boards Examiners.



Purwokerto, 17<sup>th</sup> July 2024

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**THE TEMPORAL SHIFTS OF MOVIE POSTER REPRESENTATION:  
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By

**Anggita Mughni Nur Latifah**

**2009010029**

**Has been examined and approved by the Board of Examiners as one of the requirements for *Sarjana Sastra* degree on July 2024**

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Representation: A Comparative Study Between  
Different Versions of *Willy Wonka*

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## MOTTO

Al-Qur'an Surah Al-Insyirah Verses 5-6:

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا إِنَّ مَعَ الْعُسْرِ يُسْرًا

“For verily after difficulty there is ease. Verily after difficulty, there is ease.”



## **DEDICATION**

*This undergraduate thesis is dedicated to my beloved parents, brother, and herself*



## ACKNOWLEDGEMENTS

First and foremost, express thanks and praise to Allah SWT for providing us with health, grace, and guidance, also remember to pay sholawat and greetings to the Prophet Muhammad SAW. So that I can finish this thesis. Thanks to Allah's mercy and ease, this thesis can now be finished. I'm proud to have reached this stage, where my thesis can now be finished on schedule.

I would like to use this chance to dedicate my thesis to everyone who has encouraged, prayed for, and supported me as I completed it:

1. The honorable Dean of the Faculty of Cultural Sciences and Communication, Dr. Widya Nirmalawati, S.S., M.A.
2. The honorable Vice Dean of the Faculty of Cultural Sciences and Communication, Mrs. Fitri Rakhmawati, S.S., M.Pd., who served as my class advisor and encouraged me to finish this thesis.
3. The honorable the Head of English Literature Study Program, Mrs. Sulasih Nurhayati, S.S., M.Hum.
4. The honorable Mr. Khristianto, S.S., M.Hum., who served as my thesis advisor, helped me write this thesis until it was completed by patiently directing and offering advice.
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8. For him who always supports, motivates, and helps me finish this thesis.
9. For my best friends who are always with me through my hardships and share the information.
10. All of my 20th-class English Literature friends.

May Allah SWT provide every one of us with His blessings and guidance, and hope this thesis can be useful to all of us.

Purwokerto, July 2024

Anggita Mughni Nur Latifah



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## ABSTRACT

Latifah, Anggita Mughni Nur. 2009010029. 2024: THE TEMPORAL SHIFTS OF MOVIE POSTER REPRESENTATION: A COMPARATIVE STUDY BETWEEN DIFFERENT VERSIONS OF WILLY WONKA. Skripsi Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

This research aims to explain the visual and verbal signs of the *Willy Wonka* movie posters of 1971, 2005, and 2023, revealing their transformation representations of movie posters. This employed a descriptive qualitative approach, applying two theories related to Multimodal Discourse Analysis, the Visual Sign by Kress and Van Leeuwen (2006) and the Verbal Sign SFL by Halliday & Matthiessen (2014). The findings reveal that those three poster elements have all the visual signs with similar and different details. With the difference in the year of the movie's release, the similarities elements are influenced by the similarity of story themes, while the differences are influenced by the development of the storylines. It is also found that the transformation in depicting the content of the movies, both through the depiction of characters and the setting of the story from simple to complex. From the verbal sign analysis, all the texts in the posters are categorized as declarative sentences with relational and material processes. Overall, the research underscores how advancements in technology and shifts in cultural norms have significantly impacted the portrayal of stories in movie posters, offering a fresh perspective on the dynamic relationship between visual and textual elements in cinematic promotional materials.

**Keywords:** *Movie Poster, Willy Wonka, Multimodality, Visual Sign, Verbal Sign*

## INTISARI

Latifah, Anggita Mughni Nur. 2009010029. 2024: THE TEMPORAL SHIFTS OF MOVIE POSTER REPRESENTATION: A COMPARATIVE STUDY BETWEEN DIFFERENT VERSIONS OF WILLY WONKA. Skripsi Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Penelitian ini bertujuan untuk menjelaskan tanda-tanda visual dan verbal dari poster film *Willy Wonka* pada tahun 1971, 2005, dan 2023, mengungkap transformasi representasi poster film yang berbeda menggunakan pendekatan kualitatif deskriptif, dengan dua teori yang berkaitan Analisis Wacana Multimodal, yaitu Tanda Visual oleh Kress & Van Leeuwen (2006) dan Tanda Verbal SFL oleh Halliday & Matthiessen (2014). Hasil penelitian mengungkap bahwa ketiga elemen poster tersebut memiliki tanda-tanda visual dengan detail yang sama dan berbeda. Dengan adanya perbedaan tahun perilisasi film, kesamaan elemen dipengaruhi oleh kesamaan tema cerita, sedangkan perbedaannya dipengaruhi oleh pengembangan alur cerita. Analisis ini juga mengungkap adanya transformasi dalam penggambaran isi film, baik melalui penggambaran karakter maupun latar cerita dari yang sederhana ke penggambaran yang lebih kompleks. Pada analisis tanda verbal, penulis menemukan semua teks yang muncul dalam poster dikategorikan sebagai kalimat deklaratif dengan proses relasional dan material. Implikasi dari penelitian ini memberikan wawasan baru mengenai perkembangan teknologi dan budaya yang sangat mempengaruhi penggambaran poster. Secara keseluruhan analisis ini menggaris bawahi bagaimana kemajuan teknologi dan pergeseran dalam budaya secara signifikan mempengaruhi penggambaran cerita didalam poster, menawarkan perspektif baru, hubungan dinamis antara elemen visual dan tekstual dalam promosi sinematik.

**Keywords:** *Movie Poster, Willy Wonka, Multimodality, Visual Sign, Verbal Sign*

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