

SEMIOTICS ANALYSIS OF DISNEY MOVIE POSTERS

THESIS



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ABSTRACT

Amalia, M. (2022). *Semiotics Analysis of Disney Movie Posters*. English Department, UIN Sunan Ampel Surabaya. Advisor: Prof. Dr. A. Dzo'ul Milal, M. Pd.

Keywords: semiotics, icon, index, symbol, movie poster

This research discusses semiotics analysis of Disney movie posters. The researcher conducted this research using semiotic theory by Charles Sanders Peirce. The main concept of Charles Sanders Peirce is the analysis of icons, indexes, and symbols and also the meaning of icons, indexes, and symbols found in Disney movie posters. The purpose of this study is to explain icons, indexes, and symbols found on the movie poster and their meaning. There are 2 the formulation of the problem to be answered by the researcher; (1) What are the icons, indexes, and symbols portrayed by four Disney movie posters. (2) What are the meanings of icon, index, and symbol in four Disney movie posters. This research applies the descriptive-qualitative method. In this case, the researcher determines which includes the icon, index, and symbol of each film poster.

Then, the researcher tried to describe, explain and analyze the meaning of each sign found on the movie poster using the sign triangle by Pierce. The results of the research found 29 signs found on 4 movie posters from Disney. There are 11 signs of icons, 5 signs of indexes, and 13 signs of symbols. Researchers obtained 4 different meanings on each of the film posters. The Cinderella movie poster can be interpreted as a powerful woman with a kind heart, while the Beauty and the Beast movie poster can be interpreted as the big hearted woman without seeing the person's appearance. The Aladdin movie poster is the forceful woman who braves to speak up about what she wants, that she does not want to marry with the high class man. The last, Mulan movie poster can be interpreted as the brave woman that replace her father to the field war for saving her family's honor and become China's savior. From the findings above, it can be concluded that symbols are signs that are often used on movie posters to provide information to the viewers.

ABSTRAK

Amalia, M. (2022). Analisis Semiotika pada Poster Film Disney. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Dr. A. Dzo'ul Milal, M. Pd.

Keywords: semiotika, ikon, indeks, simbol, poster film

Penelitian ini membahas tentang analisis semiotika poster film Disney. Peneliti melakukan penelitian ini dengan menggunakan teori semiotika dari Charles Sanders Peirce. Konsep utama Charles Sanders Peirce adalah analisis ikon, indeks, dan simbol serta makna ikon, indeks, dan simbol yang terdapat dalam poster film Disney. Tujuan dari penelitian ini adalah untuk menjelaskan ikon, indeks, dan simbol yang terdapat pada poster film serta maknanya. Ada 2 rumusan masalah yang akan dijawab oleh peneliti; (1) Apa saja ikon, indeks, dan simbol yang digambarkan oleh empat poster film Disney. (2) Apa arti ikon, indeks, dan simbol dalam empat poster film Disney. Penelitian ini menggunakan metode deskriptif-kualitatif. Dalam hal ini peneliti menentukan yang meliputi ikon, indeks dan simbol dari setiap poster film.

Peneliti mencoba mendeskripsikan, menjelaskan dan menganalisis makna dari setiap tanda yang terdapat pada poster film dengan menggunakan tanda segitiga karya Pierce. Hasil penelitian menemukan ada 29 tanda yang ditemukan pada 4 poster film dari Disney. Ada 11 tanda ikon, 5 tanda indeks dan 13 tanda simbol. Peneliti memperoleh 4 makna yang berbeda pada masing-masing poster film. Dalam poster film Cinderella dapat diartikan sebagai wanita yang kuat dengan hati yang baik, sedangkan poster film Beauty and the Beast dapat diartikan sebagai wanita yang besar hati tanpa melihat penampilan orangnya. Poster film Aladdin adalah wanita kuat yang berani mengungkapkan apa yang dia inginkan, bahwa dia tidak ingin menikah dengan pria kelas atas. Terakhir, poster film Mulan dapat diartikan sebagai wanita pemberani yang menggantikan ayahnya ke medan perang demi menyelamatkan kehormatannya dan menjadi penyelamat Tiongkok. Dari temuan di atas, dapat disimpulkan bahwa simbol adalah tanda yang sering digunakan pada poster film untuk memberikan informasi kepada pembaca.

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CHAPTER I

INTRODUCTION

In this chapter, the researcher presents the basis of the research. It consists of the background of the study, problems of the study, significance of the study, scope and limitation, and definition of key terms.

1.1 Background of the Study

In this era, technology and information have very rapid development. We can find information in various ways, such as through newspapers, magazines, social media, the internet, and so on. Moreover, it can be from an advertisement. Many advertisements can be found on the street, internet, social media, and others. The advertisement contains information about products or services that influence the public to buy or use the products.

Advertising is a persuasive text that presents a blend of an image with words, motion, and sound. The purpose of advertisement is to persuade and encourage consumers about the products offered. Besides that, advertisements can also be used for public services, such as making a call to plant trees, appealing to stay away from the use of illegal drugs, and many more. Lukitaningsih (2013, p. 117) states that "advertisement aims to introduce products and services to consumers so that consumers are provoked or influenced. It will encourage changes in consumer behavior as desired by producers". Advertisements can make consumers confused about their choices because advertisements have interesting information and images.

One of the advertising forms is a poster. A poster is a placard consisting of words and pictures that convey an idea and important thing to the community. In general, a poster is

usually short, concise, and clear with the most attractive model. Sudjana & Rivai (cited in Sitoresmi, 2021) state that “a poster is a visual combination of a strong design complemented by colors and messages.” It aims to capture people’s attention and meaningful ideas in their memory. The poster draws the reader’s attention that has a strong design and meaning in each element. According to Sitoresmi (2021), the characteristics of a poster must immediately attract attention by providing pictures or sketches with striking colors, solid, clear, concise, and easy to understand. The language used consists of letters, numbers, symbols, or combinations of thereof. The sentences must be persuasive or not long-winded, which are designed on paper or cloth and leave an impression even if it is only a shortcut. Moreover, the most important thing is to put it on a flat surface with a very strategic location, so many people can see it in a public place.

Posters have two types based on their content and purpose. There are five posters based on their contents, Commercial poster, Community Service poster, Activity poster, Artwork poster, and Education poster. Education poster contains information that provides direction and education to the community. Moreover, there are 10 posters based on their objectives, which are Propaganda poster, Campaign poster, Affirmation poster, Research poster, Class poster, Comic poster, Movie poster, Commercial poster, "Wanted" poster, and "Cheesecake" poster.

A marketing tool in most campaigns usually uses a poster to sell the products to the public. The poster can be displayed on the wall or window that has a large space to be read and seen by many people. It is an effective way to have the public concern by providing clear information. It is usually supported by images.

Thus, the researcher chooses movie posters for this research. A movie is one of the entertainments that tell a story recorded in several videos combined into a movie that is in great demand by most people. It can be watched by children, teenagers, and adults. A movie

can also be watched everywhere, such as on television, smartphone, DVD, or cinema. A movie always has messages that can be learned. Therefore, watching movies do not necessarily mean only seeing, but indirectly there is a lesson learned for real life.

The researcher used movie posters by The Walt Disney. The Walt Disney Company is one of the largest film productions in the World. New York City is the headquarters of The Walt Disney Company. For over 95 years, The Walt Disney Company was built and it is already provided many movies and many genres.

Movie and poster are two related things. A poster is a tool to promote products while a movie is a product itself. The product will be known by many people if the poster is successfully spread to the public. Furthermore, the movie will have many enthusiasts. In the movie poster, there are pictures and text that can be analyzed. The designer of the poster uses signs in the form of picture or text which has meaning or information about the movie. However, not all readers can understand the sign or the message on the movie poster. Therefore, the researcher is interested to analyze the movie poster that contains icons, indexes, and symbols in the semiotics field.

Semiotic is a study of a sign. According to Piliang (cited in Saragih, 2008), the exploration of semiotics as a method of study is possible because there is a tendency to view various social discourses as language phenomena. In other words, language is used as a model in various social discourses. Based on the view of semiotics, if all social practices can be regarded as language phenomena, then all of them can also be seen as signs. A sign is something that someone has the meaning of something else.

There are several theories in semiotics. One of them is the theory by Charles Sander Peirce. Charles Sander Peirce has a triadic model that consists of representamen, interpretant, and object. The representamen is a shape taken by the sign. The interpretant is the meaning of a sign. The object is something outside the symbol to which it refers. According to Berger in

Saragih (2008), semiotics has two theorists, Ferdinand de Saussure (1857-1913) in Europe and Charles Sander Peirce (1839-1914) in the United States. Both figures developed semiotics independently. Saussure's scientific background is linguistics while Peirce's is philosophy.

In linguistics, the discussion of the movie poster uses a semiotic approach. Many research already analyzed the semiotic in a poster (Sugiyanto, 2016; Isfandiyary, 2017; Hawan, 2018; Rahmah, 2018; Safanta, 2019). Sugiyanto (2016) analyzed the semiotic approach in the Campaign poster. He analyzed the Green peace campaign poster in the climate change series using Charles Sander Pierce's theory. He used descriptive qualitative research to analyze the meaning of the linguistic signs and investigated the semiotic process using the triadic model by Pierce. As the result, he found two signs, which were icons and symbols from twelve campaign posters that were analyzed.

Isfandiyary (2017) and Safanta (2019) used Roland Barthes's theory to analyze the research and focused on denotative and connotative meaning in the movie poster. They used descriptive qualitative research to conduct the research. Isfandiryary (2017) focused on one movie poster entitled "A Series of Unfortunate Events". In her research, she found the meaning of denotation and connotation and divided it into two parts, verbal signs and non-verbal signs. Therefore, misunderstanding does not occur in the analysis. Meanwhile, Safanta (2019) focused on five movie posters from Marvel Studio. The researcher looked for the verbal text and visual text in the movie poster and then analyzed denotative, connotative, and myth.

The research entitled "An Analysis of Semiotic Signs Found in Movie Poster of Pirates of The Caribbean" was conducted by Hawan (2018). The researcher used Charles Sander Pierce's theory to analyze semiotic signs. He focused on analyzing four movie posters of Pirates of The Caribbean. The results showed that the Pirates of the Caribbean poster had

semiotic signs of visual and verbal or known as images and writing language through the elements contained in the triadic semiosis, which were representamen, object, and interpretant.

Rahmah (2018) analyzed semiotic signs in Walt Disney's selected movie posters. She used Charles Sander Peirce's theory that combined with Roland Barthes's theory to analyze six movie posters from The Walt Disney Company. The researcher also analyzed the correlation between visual and verbal signs by Gillian Dryer's theory. She used descriptive qualitative research to conduct the research. She concluded that six movie posters found a correlation between visual and verbal.

Moreover, Arif (2018) investigated the semiotic approach in Instagram stories. She used Peirce's semiotic theory and focused on icons, indexes, and symbols. The researcher took twelve Instagram stories of English and Literature Students of 2015 by using a descriptive qualitative method. The results showed that the portrait uploaded was an icon to present to the public through the photo. Pauzan (2018) analyzed the semiotic approach and used film as the data source. The researcher used Peirce's semiotic theory. He focused on icons, indexes, and symbols. The descriptive qualitative method was used by the researcher. He found five icons, three indexes, and three symbols from snippets of scenes in the movie. The results showed that icon, index, and symbol can reveal meaning.

Based on the explanation above, semiotics analysis is an interesting approach to be analyzed. It has a broad scope of the subject as the data and various theories. This research uses Charles Sander Peirce's theory to analyze the data. This research is different from previous research. From the previous studies above, the data sources were a movie poster from the four series of Pirates of the Caribbeans and six movie posters from Marvel Studio using the same theorist. Meanwhile, this research uses the Disney movie poster as the data source. The researcher selects four Disney movie posters. In the four movie posters, there are

important component and element. The Disney movie posters used in this research are Cinderella, Beauty and the Beast, Aladdin, and Mulan. The researcher chooses four Disney movie posters because there is no one who has researched them. This research can reveal the meaning contained in the movie posters. The researcher applies the semiotics approach to analyze the icon, index, and symbol, as well as the triadic model.

1.2 Problems of the Study

1. What are the icons, indexes, and symbols portrayed by four Disney movie posters?
2. What are the meanings of icon, index, and symbol in four Disney movie posters?

1.3 Significance of the Study

The researcher makes a theoretical and practical contribution to other researchers in the English and Literature Department. The researcher intends to provide an additional source of semiotic analysis focusing on the icon, index, and symbol. It also reveals the meaning of movie posters using Peirce's semiotic theory. It aims to increase the researcher's and readers' knowledge and comprehension of semiotics. Theoretically, the researcher hopes that this research gives contribution and benefit to other researchers who want to analyze the semiotic approach. Practically, this research can help the readers to understand the meaning and information contained in the movie posters.

1.4 Scope and Limitation

This research is limited to the analysis of signs that appears on four Disney movie posters, which are Cinderella, Beauty and The Beast, Aladdin, and Mulan. The movie posters used as the data source are the official international edition distributed by Disney. The researcher only focuses on icon, index, and symbol that exists in each movie poster and interprets the connection with Peirce's theory.

1.5 Definition of Key Terms

1. Semiotic is the study of signs. It can be in the form of words, pictures, sounds, gestures, and objects.

2. Icon is a sign in the appearance of an image that resembles or imitates what refers to.

3. Index is the sign that is related to the real object because of the causality connection.

4. Symbol is a sign in the form of a word, phrase, or sentence that gives detailed information.

5. Movie poster is a placard containing information about a movie that aims to promote a movie in public.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter delivers several related theories that are relevant to the research.

2.1 Semiotic

Linguistics is the study of language. According to Saussure (cited in Chandler, 2007, p.3) linguistics is only one branch of this general science [of semiology]. It means, "sign" it can be seen from several perspectives, and provide clarity about the meaning in semiology. Semiotics is the branches of linguistics, that focused on signs to know the hidden meaning behind it and how the meaning can be conveyed. The basic definition of semiotics is a study of signs. According to Chandler (2007,p. 2), semiotics is the study of everything that stands for anything else, not only what we refer to as 'signs' in everyday conversation. Signs can take the shape of words, pictures, sounds, gestures, and objects in a semiotic sense. It means, everything can be a 'sign' and can take the form of text, images, sounds/voice, gestures, and objects. Semiotics can help us become more aware of the role of signs, as well as the roles we and others play in establishing strong realities. It may make us less likely to accept reality as something that is completely independent of human interpretation.

Chandler (2007, p. 13) states the two most popular models of what constitutes a sign are those of the Swiss linguist Ferdinand de Saussure (1857-1913) and the American philosopher Charles Sanders Peirce (1857-1914). Ferdinand de Saussure describe a sign is made up of a "signifier" (signifiant) and a "signified" (signifié). The signifier, as per contemporary interpreters, is the shape that the sign takes, and the signified is the notion to which it refers (Chandler, 2007, p. 14). Then, Charles Sander Peirce describes the sign as made up of three parts: what is represented as the object, how it is expressed as the representamen, and how it is interpreted as the interpretant (Chandler, 2007, p. 29).

According to Silverman in Chandler (2002, p. 9), the “signifier” of Saussure has the similarity with the representamen of Peirce’s theory while the “signified” of Saussure is similar to the interpretant meaning of Peirce’s theory. The similarity of the signifier and the representamen can function as a sign. However, the signified and interpretant can function as the meaning of the sign.

2.2 Charles Sander Peirce’s Theory

Charles Sander Peirce (1839-1914) one of America’s biggest intellects was born on 10 September 1839 in Cambridge, Massachusetts. His father is Benjamin Peirce was one of America's superior mathematicians and a professor of mathematics and natural philosophy at Harvard University. And Charles Sander Peirce became a semiotician, mathematician, logician, chemist, astronomer, geodesist, cartographer, spectroscopist, engineer, philosopher, short story writer, and so on.

Charles Sander Peirce formulated his model of sign, and it is called the triadic model (Chandler, 2007, p. 29). Based on Chandler (2007, p. 13) signs may be taken from words, pictures, sounds, objects, acts but things have no inherent meaning and only become signs when they are invested with meaning. Charles Sander Peirce developed a triadic model :

- The Representamen: the form which the sign takes (not necessarily material);
- An Interpretant: not an interpreter but rather the sense made of the sign;
- An Object: to which the sign refers.

The Pierce's theory consists of three interconnected components, the first element namely representamen that has a relation with the second element namely object and it makes up the third element namely interpretant. The interaction between the representamen, the object, and the interpretant is referred to by Peirce as 'semiosis' (Chandler, 2007, p. 30). Semiosis is the term referring to the process of making meaning, in particular the interaction between the representamen, the object, and the interpretant. Representamen is the physical

things that can be seen with the five senses. An object is a social context that becomes a reference from a sign or something which refers to the signs (referent). The interpretant is the thought concept of someone who uses the sign and interprets it to its meaning in itself.

For example, in the process of semiosis as cited in Chandler (2007, p. 31), when a box or package came, the first thing that is noticed (the representamen) is the box and label; it gives a hint for the interpreter to guess something that is inside the box (the object). This realization, as well as the knowledge of what the box contains, is provided by the interpretant.

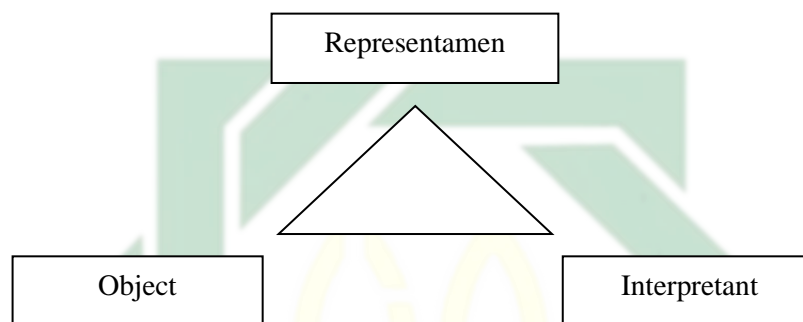


Figure 2.1: Peirce's Triadic Model

According to Wibowo (2013, p. 18), Peirce developed a classification of distinct 'types of signs'. In Table 2.1 showed three types of signs which are symbol, index, and icon. For a further explanation as follows.

Table 2.1 Type of Signs and the Characteristics

Type of signs	Characteristics	Example	How it works
Icon	Similarity Resemblance	Pictures, photos, statues	Can be seen
Index	Causality Linkages	Smoke - fire Knock door - guest	Can be estimated
Symbol	Convection or agreement	Social Words, phrase, sentence	Can be learn

Source: Wibowo, 2013 p.19

2.2.1 Symbol

Symbol/Symbolic is one of the types of sign that tends to be arbitrary or conventional but does not resemble the signified. As a result, this relationship must be agreed upon and learned. Symbolic signs, such as language, are (at the least) very conventional; iconic signs are always relatively conventional; indexical signs guide the attention to their objects with

blind compulsion. According to Peirce, a symbol is a ‘sign that refers to the thing that it indicates by virtue of a rule, typically an association of broad concepts, that causes the symbol to be understood as referring to that object’. ‘A conventional sign, or one based on habit (acquired or inborn)’ can be a form of words, phrases, books, and other conventional signs that are all symbols. For instance, general language (words, phrases, and sentences), numbers, traffic lights, national flags, and so on.

2.2.2 Index

Index/Indexical is a mode in which the signifier is not arbitrary but is related to the signified in some way, either physically or cause and effect. This connection can be seen or inferred. For instance, 'signals' (a phone ringing, a knocking door), 'natural signs' (thunder, footprint, smoke), medical indication (pain, bloody, a rash), and so on. An index also can indicate something, for example, a knock on the door is an indicates of the arrival of a 'guest' in the house. It refers to a 'genuine relation' between the 'sign' and the object which does not depend purely on 'the interpreting mind', in short, it has cause and effect.

According to Peirce (cited in Chandler, 2007), the index is a matter of fact related to its object. There is a real connection, an index is anything that draws attention to itself. Anything that catches our attention serves as an index. The effect of indices is psychologically dependent on the association by contiguity, rather than association by similarity or intellectual activities.

2.2.3 Icon

Icon/Iconic is a mode in which the signifier is regarded as appearing, hearing, feeling, tasting, or smelling like the signified. It is comparable to it in terms of certain of its characteristics. Furthermore, according to Peirce (cited in Chandler, 2007, p. 42) icons is the object of an iconic sign that is represented ‘mostly by their resemblance’. Icons have

characteristics that ‘resemble’ the objects they represent, and they ‘response similar emotional feelings.’. Different from the index, the icon has no dynamic connection with the object represented. An icon can be a picture, portrait, or diagram that has a relationship between the representamen and its object reflected as a similarity in some qualities.

The most common Peirce's types of sign between icon, index, and symbol has been applied frequently in the study of the movie posters. This research focused on the three of them contained in the four Disney movie poster. An icon in the movie poster consists of a picture of the other signs referring to the object. The index in the movie poster consists of the picture that has the hidden meaning of the sign. The symbols appear in the form of words or text.

2.3 Poster

In the early 19th century, posters were one of the earliest forms of advertising and began to develop as a medium of visual communication. Posters developed by artists in the 19th century are commercial posters and posters that further highlight the creativity of the graphic designer (Lihanna, 2015, para. 3). It influenced the development of typography because they were designed to be read from a distance and required a larger type to be produced, usually, it seem in the wood or metal for the frame that occurred in Greece and Italy. The development of posters stems from the ancient poster invented by Aloys Senefelder, in Munich in 1798. In the late 1800s, painters Henri de Toulouse-Lautrec and Alphonse Mucha created posters and reproduced them on lithographs.

Lithography is coming from Greek lithos, which means stone, and graphein, which means writing. As a result, lithography may also be thought of as stone writing. The lithography method is derived from the oldest area of graphic arts. Jules Chéret was the pioneer of color lithographic posters in 1866, in Paris. The graphic design was then modified by Jules Chéret to create a poster that was extremely pictorial and dominated by the picture.

There are many ways to give an open message. One of them is through posters. These notice boards are usually printed on paper or cardboard.

Simply, the poster is a reasonably big printed card or sheet of paper that is placed to advertise or publicize something. Generally displayed in crowded places so that it attracts the attention of the public. It contains clear information, allowing the reader to know about the information. Due to the increasingly rapid development, posters are not only pasted on walls, billboards, kiosks, but can also be installed on public transportation bodies. Posters can also be widely distributed in cyberspace or the internet which of course is made for various purposes. The message is quite short and pictorial. So that it is easy to see and understand, and includes easy to remember. The poster has two types of posters, namely posters based on content and posters based on the purpose which is explained in more detail below.

2.3.1 Poster Based on the Content

Based on Lihanna (2015, para. 1) posters that can be classified into posters based on their content are posters that prioritize content in making posters to provide information to the public. There are five types of posters based on their content, the first is the commercial poster that highlights content to offer products or services. The second is an activity poster that contains the implementation of an activity. For example, art performances, seminars, and other social activities can be communicated through posters. The third is education poster contains information that educated many people for example is about sanitation, health, and others. The fourth is a community service poster that gives information about public services or health services related to community welfare. The last is an art poster that can express the art design that can convey creativity.

2.3.2 Poster Based on the Purpose

Poster based on the purpose means the poster that has a various goal in it poster which has some types. The first type is campaign posters are a type of poster used to attract public sympathy for political parties and candidates who will advance in the general election. This campaign poster always appears at every opportunity when general elections will be held (both elections for heads of state and regional heads). The second is a propaganda poster, based on Lihanna (2015, para. 1) The last is a movie poster, with the aim of popularizing films produced in the film industry. The content of this film poster is usually a picture of the main character, the name of the main character, the director, and other main film crews. This thesis used a movie poster as the data object. The researcher chose some movie posters of Disney. The next sub-chapter explained the detail.

2.3.2.1 Disney Movie Poster

Disney Princess Live Action is a film adaptation of cartoons produced by Disney and played directly by actors and actresses. Such as Cinderella, Beauty and the Beast, Aladdin, and Mulan which tell the life story of a princess. Inside the Disney Princess Live Action poster there are some images that are implicit and explicit information about the film. There are signs that can be analyzed in the poster using Pierce's theory. The theory explains about icons, indexes, and symbols can reveal a few events of the movie story that showed in the poster.

CHAPTER III

RESEARCH METHODS

This chapter delivers the necessary procedures to do the research. It consists of research design, data collection, and data analysis.

3.1 Research Design

The researcher used a descriptive-qualitative method. The data in a qualitative method is typically expressed in words, descriptions, accounts, opinions, and feelings rather than numbers by Walliman (2011, p. 114). This method started by collecting, analyzing, and interpreting the data. The descriptive-qualitative method is useful for interpreting icons, indexes, and symbols contained in the four Disney movie posters. Furthermore, the process of collection and interpretation by the researcher herself. The descriptive method is accurate because in this research the researcher will collect information about the movie poster of four Disney movie posters.

3.2 Data Collection

3.2.1 Research Data

The data are something related with the researcher is looking for. According Agustina in Azizah (n.d) Data is a collection of facts, statistics, graphs, tables, images, symbols, phrases, and characters that express an idea, an item, as well as conditions and situations. Therefore, the signs in the Disney movie poster provided as the research's data in the form of images, words, phrases, and sentences of those movie posters.

3.2.2 Data Source

The data of this research is four movie posters of Disney movies released in 2015, 2017, 2019, and 2020. The researcher downloaded four movie posters of Disney from the imdb website <https://www.imdb.com/>. The data obtained and analyzed in this research are shown in the table below by year of publication.

Table 3.1 Data of Movie Poster

No.	Title	Years of Published	Website
1.	Cinderella	2015	https://www.imdb.com/title/tt1661199/mediaviewer/rm589101056/?ref=tt_ov_i
2.	Beauty and The Beast	2017	https://www.imdb.com/title/tt2771200/mediaviewer/rm2049982208/?ref=tt_ov_i
3.	Aladdin	2019	https://www.imdb.com/title/tt6139732/mediaviewer/rm1875927552/?ref=tt_ov_i
4.	Mulan	2020	https://www.imdb.com/title/tt4566758/mediaviewer/rm3437680641/?ref=tt_ov_i

3.2.3 Research Instrument

The instrument of this research is a human instrument. According to Lincoln & Guba in Hardani (2020) states “The instrument of choice in naturalistic inquiry is the human. We shall see that other forms of instrumentation may be used in later phases of the inquiry, but the human is the initial and continuing mainstay. But if the human instrument has been used extensively in earlier stages of inquiry, so that an instrument can be constructed that is grounded in the data that the human instrument has product”. It means, the human instrument is appropriate to explore in depth responses. Sometimes, the human instrument sprouted intense debate. Therefore, the researcher will collect, analyze, and interpret the data by herself. And also used dictionaries, books reference, and articles (internet) to support the research.

3.2.4 Technique of Data Collection

According to Marshall and Rossman in Hardani (2020, p. 122) states the fundamental methods relied on by qualitative researchers for gathering information are, participation in the

setting, direct observation, in-depth interviewing, document review. In this research, the researcher has taken from components of four Disney movie posters containing texts and pictures. Therefore, the researcher chooses document review to analyze the data. The steps that the researcher applied to collect the data can be seen below:

1. The researcher looked for four Disney movie posters.
2. The researcher downloaded all movie posters containing four Disney movie posters; Cinderella, Beauty and the Beast, Aladdin, and Mulan.
3. Furthermore, the researcher gives a mark and number in the pictures which indicates the icon or index, and also the text which indicates the symbol.
4. Then, the researcher grouped the signs into icons, indexes, and symbols by making a table.
5. Last, the researcher makes a triangle triadic of Pierce's theory to indicate the representamen, object, interpretant and the researcher explains the hidden meaning in the end of the semiosis process in each movie poster.

3.3 Data Analysis

In this subchapter, the researcher explained one by one the process of data analysis. There were identifying, classifying, describing and interpreting, and drawing conclusions. This research focused on semiotic theory from Charles Sander Pierce. To analyze the data the researcher clarifies the linguistic aspect found in Movie Poster. The further explanation is as follows.

1. Identifying

The researcher identified the movie poster selected data that was described previously. The researcher identified a semiotic sign which consists of an icon, index, and symbol in each movie poster. The researcher used 4 movie posters from Disney, namely Cinderella, Beauty and the Beast, Aladdin, and Mulan.

2. Classifying

After identifying the data, the researcher classified the data into three categories. The first category is icons, the second category indexes, and the last category is symbols that are found in those movie posters. The researcher showed those categories into table and triangle triadic.

3. Describing and interpreting

After classifying the data, the researcher described the sign in every item of each movie poster consisting of icon, index, and symbol by using Pierce's theory and interpreted the interaction between the representamen, the object, and the interpretant of each icon, index, and symbol.

4. Drawing conclusion

Finally, the researcher concluded based on interpreted above, originated from icon, index, symbol found in 4 Disney movie posters.

The following steps made it clear how the researcher analyzed icons, indexes, symbols and interpreted the meaning in the movie posters. The researcher will give one item in each sign for the example. Here is an example of the Cinderella movie poster analysis below:

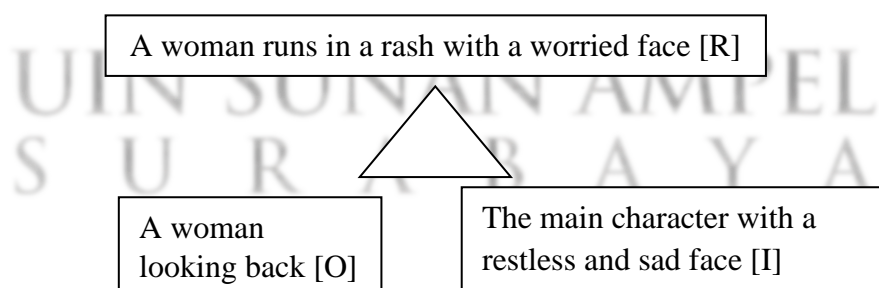


Figure 3.1: Example of Analysis in Cinderella Movie Poster

Table 3.2 Example of Analysis

Type of sign	Data	Description
Icon	A woman runs in rush with a worried face	In this data, a woman-run with a worried face is the icon. Because, it shows the resembling or imitating a woman.
Index	A glass slipper	The index is a glass slipper. Because, it 'indicates' something and anything that catches our attention serves as an index.
Symbol	Cinderella	The text in this data is a symbol. Because, the symbol is a sign that refers to the thing that it indicates by virtue of a rule or a conventional sign, it can be a form of words, phrases, books, and other conventional signs

There are three signs in the movie poster of Cinderella, they are; one icon, one index, and one symbol. The icon is a woman who runs in a rash with a worried face. The index is a glass slipper. The written text in this movie poster above is the symbol of this movie poster. To reveal the hidden meaning of this movie poster above, the researcher represents the semiosis processes of those signs below: a woman runs in a rash with a worried face as the representamen [R] for the observation of the icon. a woman looking back represents the state of being in a rush situation [O]. The relationship of representamen [R] and object [O] produces interpretant [I] that: The main character with a restless and sad face.

**Figure 3.2: Example of Semiosis Process**

The movie poster above wants to give the information that Cinderella movie has a woman main character in this movie which is clearly displayed on the movie poster. The main character has a beautiful face wearing a blue gown and a glass slipper shows the viewer that she is a princess in the Cinderella movie.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the researcher reports the study result through the data analysis processes that have already been discussed. The findings and discussions are provided to answer the research questions.

4.1 Findings

The researcher finds about the sign in the four movie posters in Disney. The signs consist of icons, indexes, and symbols. An icon is a sign that can be seen based on the similarity or resemblance of the object which can be the form of an image, photo, or portrait. An index is about to cause and effect occurs to the object that is known by paying attention to the content of the story. Then, the symbol is a sign based on convention (community agreement) that can be seen in the written text. Then, the researcher analyses the icons, indexes, symbols and interprets the meaning contained in those movie posters.

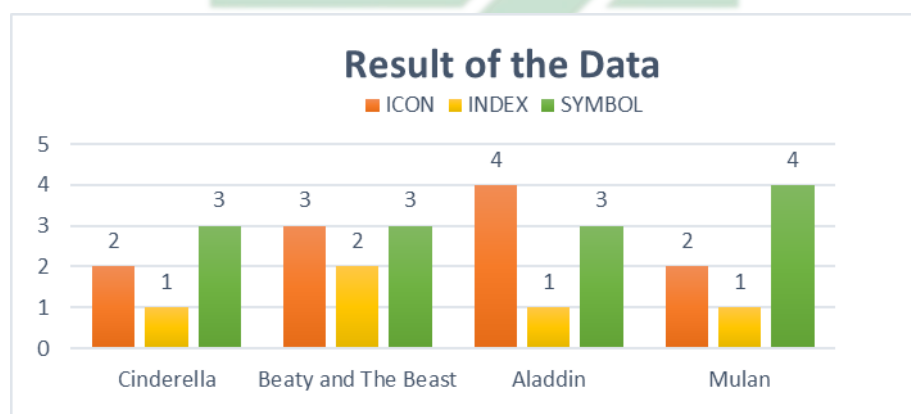


Figure 4.1: Result of Icon, Index, and Symbol on Movie Posters

From the chart above, it can be concluded that the researcher found 11 icons, 5 indexes, and 13 symbols in four Disney movie posters. Which are contained in the Cinderella movie poster there are 2 icons, 1 index, and 3 symbols. Other than that, it can be found 3

icons, 2 indexes, and 3 symbols in Beauty and the Beast movie poster. Then, in the Aladdin movie poster occurred 4 icons, 1 index, and 3 symbols. And the last is the Mulan movie poster that contained 2 icons, 1 index, and also 4 symbols. The further explanation will clarify as follows.

4.1.1 Icon, Index, Symbol

In the movie poster of Disney movie poster there found three types of signs. Which are icon, index, and symbol. For more detailed analysis the researcher shows each Disney movie poster. First of all, the researcher clarifies the semiosis process of icon, index, and symbol in the Cinderella movie poster as shown in bellow

4.1.1.1. Cinderella Movie Poster

In the Cinderella movie poster, there are icon, index, and symbol in the data. The researcher uses Pierce's theory to analyze it.

Datum 1: Cinderella Movie Poster

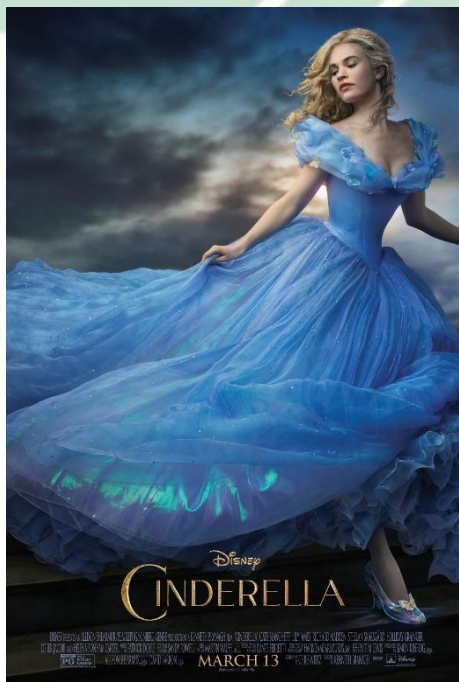


Figure 4.2: The Cinderella Movie Poster

Table 4.1 The Data of Cinderella Movie Poster

Type of sign	Data	Description
Icon	<ol style="list-style-type: none"> 1. A woman runs in the rush with a worried face 2. The dark clouds 	In this data, a woman running with a worried face is the icon. Because, it shows the resembling or imitating a woman.
Index	<ol style="list-style-type: none"> 3. A glass slipper with a butterfly on the right foot 	The index is a glass slipper. Because, it 'indicates' something and anything that catches our attention serves as an index.
Symbol	<ol style="list-style-type: none"> 4. Disney 5. Cinderella 6. March 13. 	The text in this data is a symbol. Because, the symbol is a sign that refers to the thing that it indicates by a rule or a conventional sign, it can be a form of words, phrases, books, and other conventional signs

There are six signs in the movie poster of Cinderella, they are; two icons, one index, and three symbols that appear in the movie poster. The icon is a woman who runs in a rash with a worried face, because a woman running with a worried face is shows the resembling or imitating a woman and dark cloud is also the icon, because the dark cloud is equality with the weather. The index is a glass slipper, because a glass slipper is a thing that 'indicates' something and catches our attention serves. The all of written text in this movie poster above is the symbol, caused that is a conventional rule. To reveal the hidden meaning of this movie poster above, the researchers represent the semiotic process of each sign below: in the first semiosis process, *a woman runs in a rash with a worried face* as the representamen [R] for the observation of the icon. *A woman looking back* represents the state of being in a rush situation [O]. The relation of representamen [R] and object [O] produces interpretant [I] that: *the main character with a restless and sad face.*

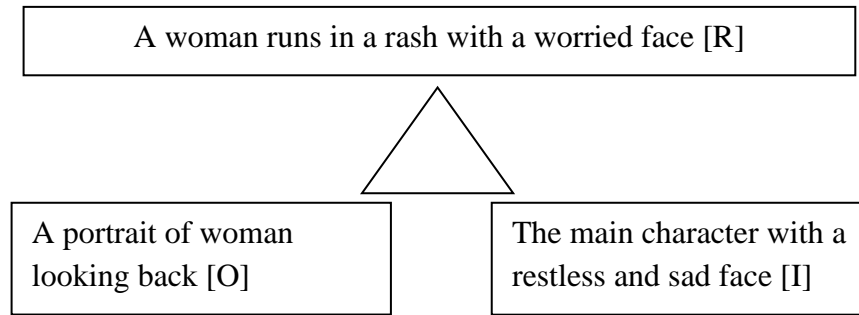


Figure 4.3: Iconic Semiosis Process of Datum 1

The second semiosis process of the second icon. *The dark clouds* as a representamen [R] that represents its object [O] *the cloud*. When the background looks dark, the content of the movie has a sad story in it. Mixed with clouds that indicate overcast, the sad air is visible in the movie. Then the relationship between representamen [R] and objects [O] produces interpretant [I]; *a story that has a tense and sad atmosphere*.

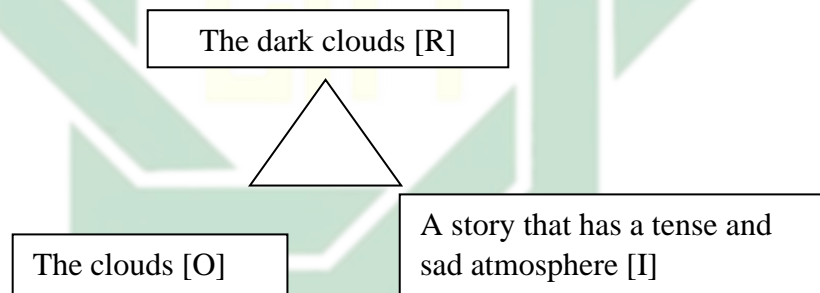


Figure 4.4: The Second Iconic Semiosis Process of Datum 1

The third semiosis process is the index. *A glass slipper with a butterfly on the right foot* as a representamen [R] that represents its object [O] *A glass slipper*. There is only one glass slipper with a butterfly decoration on the right foot which indicates the glass slipper has lost its pair. Moreover, the connection between representamen [R] and object [O] produces interpretant [I]; *an unpaired glass slipper*.

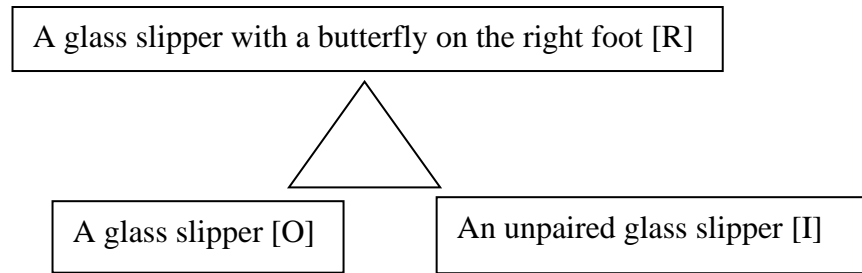


Figure 4.5: Indexical Semiosis Process of Datum 1

In the fourth is the symbolic semiosis process. The written text of *Disney* is a representamen [R] its object [O] *the film production*. When the movie poster includes the film production indicates the movie is under the auspices of the film's production. Moreover, the connection between representamen [R] and object [O] produces the interpretant [I] *one of the movies from Disney*.

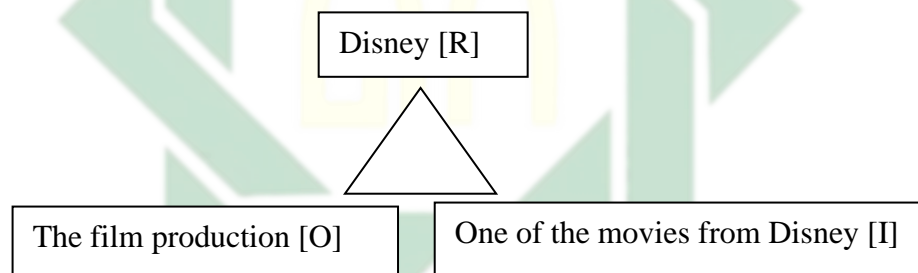


Figure 4.6: Symbolic Semiosis Process of Datum 1

The fifth is the second of the symbolic semiosis process. The word in the movie poster is *Cinderella* as the representamen [R] its object [O] *the title of the movie*. The relation of representamen [R] and object [O] produces interpretant [I] *the movie decides the title is Cinderella*.

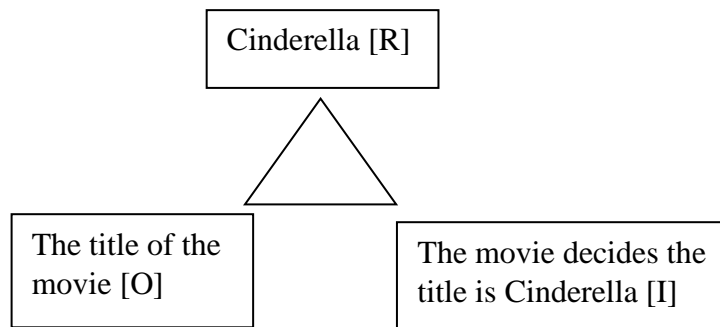


Figure 4.7: The Second Symbolic Semiosis Process of Datum 1

The last is the third of the symbolic semiosis process. The written text of “March 11” as the representamen [R] its object [O] *date and month*. The relation of representamen [R] and object [O] produces interpretant [I] *the movie release date*. The discussion will be described in the next paragraph.

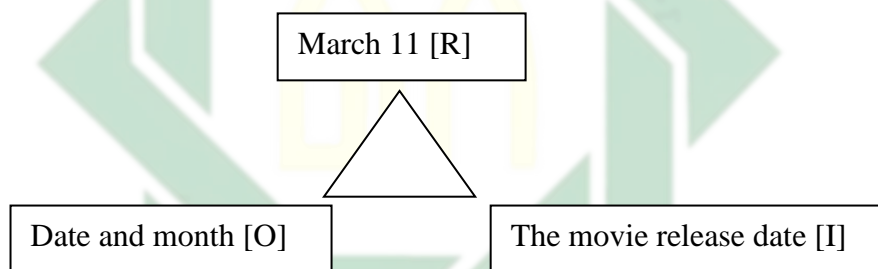


Figure 4.8: The Third Symbolic Semiosis Process of Datum 1

UIN SUNAN AMPEL
S U R A B A Y A

4.1.1.2. Beauty and the Beast Movie Poster

In the Beauty and the Beast movie poster, there are icon, index, and symbol in the data. The researcher uses Pierce's theory to analyze it.

Datum 2: Beauty and the Beast Movie Poster



Figure 4.9: The Beauty and The Beast Movie Poster

Table 4.2 The Data of Beauty and the Beast Movie Poster

Type of sign	Data	Description
Icon	<ol style="list-style-type: none"> 1. A woman who smells some rose in a big picture 2. The beast in a big picture 3. Nine people in a small size picture 	Everything that contains similarities leads to the function of icons, namely pictures of several actors and actresses in the movie.
Index	<ol style="list-style-type: none"> 4. A red rose held by Belle 5. A woman entering the castle settles down and hold the chandelier. 	A red rose and woman entering the castle with settle down and hold the chandelier is an index. Both things show something about cause and effect in the storyline.
Symbol	<ol style="list-style-type: none"> 6. Disney 7. Beauty and the Beast 8. in theatres March 17 	All the text in this movie poster is a symbol. Because, the symbol is a sign that refers to the thing that it indicates by a rule or a conventional sign, it can be a form of words, phrases, books, and other conventional signs

In the Beauty and The Beast movie poster, there are eight signs which can be formed, they are; three icons, two indexes, and three symbols. The icons are a woman who smells some rose in a big picture, the beast facing the side in a big picture, and nine people in a small size picture, because everything that is comparable leads to the use of icon, specifically all images in this movie poster of various actors and actresses from the film. The indexes are A red rose held by Belle and a woman entering the castle slowly and holding the chandelier, because both items illustrate a point about cause and effect in the plot. The written text in this movie poster above is the symbol of this movie poster. To reveal the hidden meaning of this movie poster above, the researchers represent the semiotic process of each sign below: in the first semiosis process, *a woman who smells some rose in a big picture* as the representamen [R] for the observation of the icon. *A woman who smells some rose facing left side* [O]. So, the interpretant is *the female main character in this movie*.

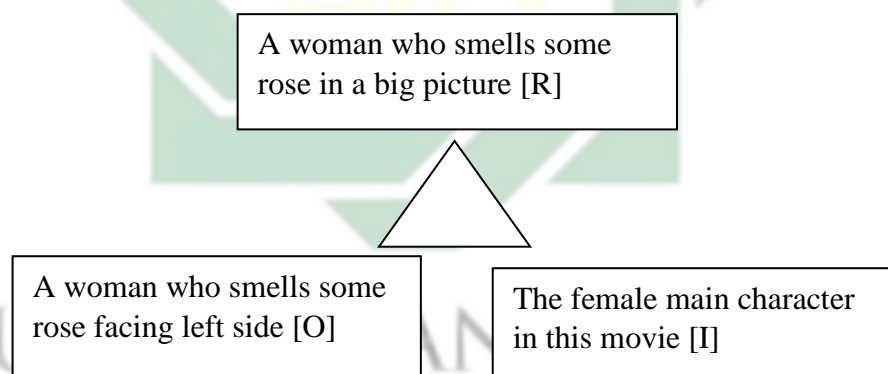


Figure 4.10: Iconic Semiosis Process of Datum 2

Here is the second semiosis of the second icon. Large images can be seen clearly when someone looks at the poster. *The beast in a big picture* as a representamen [R] that represents its object [O] *The beast in a big picture facing the right side*. Then the relationship between representamen [R] and objects [O] produces interpretant [I]; *The male main character*.

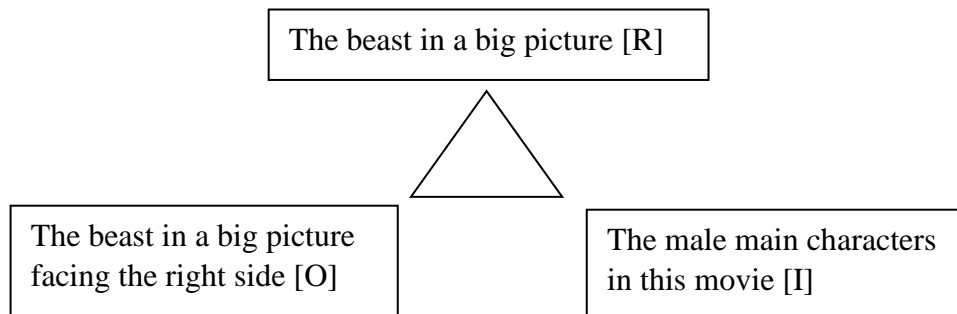


Figure 4.11: The Second Iconic Semiosis Process of Datum 2

The third semiosis process of the icon. *Nine people in a small picture* as a representamen [R] that represents its object [O] *The nine characters are Gaston, LeFou, Maurice, and six servants of the Beast*. There are several people who are supporters and complements in the film. Moreover, the connection between representamen [R] and object [O] produces interpretant [I]; *The supporting characters*.

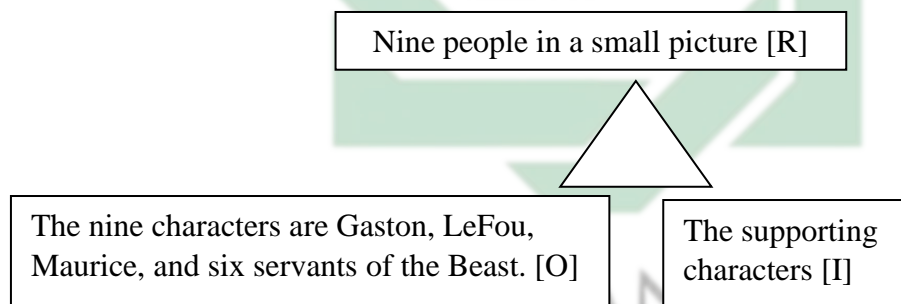


Figure 4.12: The Third Iconic Semiosis Process of Datum 2

The four is the indexical semiosis process. *A red rose held by belle* as the representamen [R] its object [O] *A red rose*. The relation of representamen [R] and object [O] produces interpretant [I] *the thing that unites beauty and beast*.

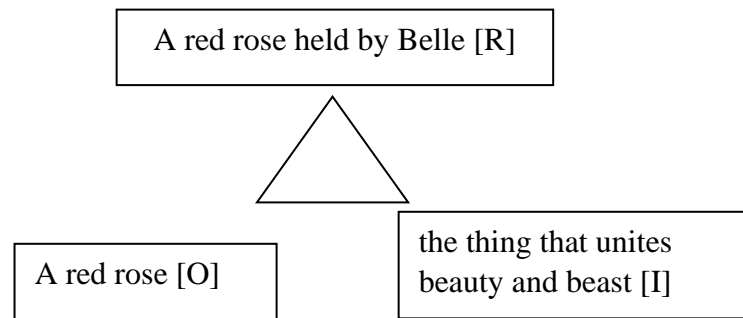


Figure 4.13: The Indexical Semiosis Process of Datum 2

In the fifth is the second indexical semiosis process. *A woman entering the castle settles down and held the chandelier* is a representamen [R] its object [O] *A girl enter carefully/slowly*. Moreover, the connection between representamen [R] and object [O] produces the interpretant [I] *A girl is looking for something*.

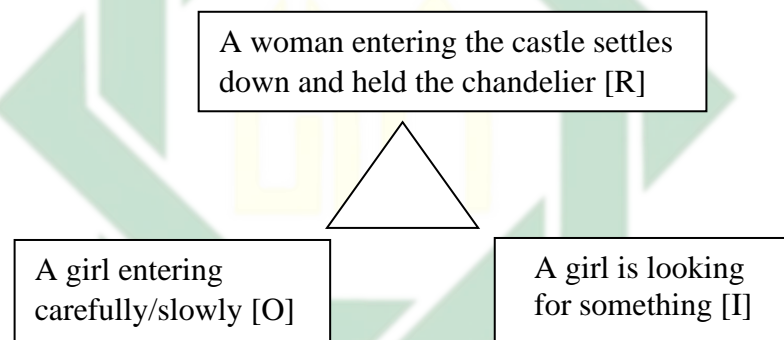


Figure 4.14: The Indexical Semiosis Process of Datum 2

In the sixth is the symbolic semiosis process. The written text of *Disney* is a representamen [R] its object [O] *the film production*. When the movie poster includes the film production indicates the movie is under the auspices of the film's production. Moreover, the connection between representamen [R] and object [O] produces the interpretant [I] *one of the movies from Disney*.

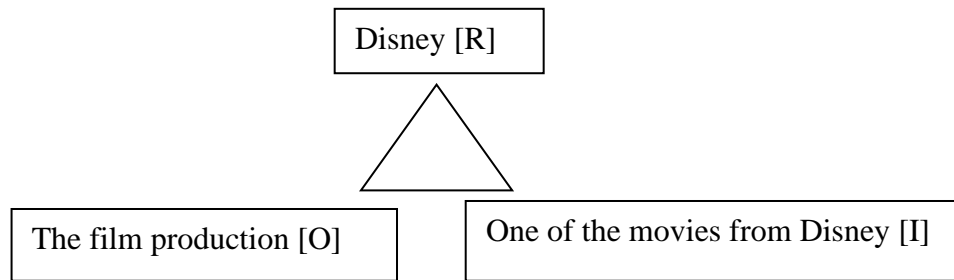


Figure 4.15: Symbolic Semiosis Process of Datum 2

The seventh is the second of the symbolic semiosis process. The word in the movie poster is *Beauty and the Beast* as the representamen [R] its object [O] *the title of the movie*. The relation of representamen [R] and object [O] produces interpretant [I] *the movie decided the title is Beauty and the Beast*.

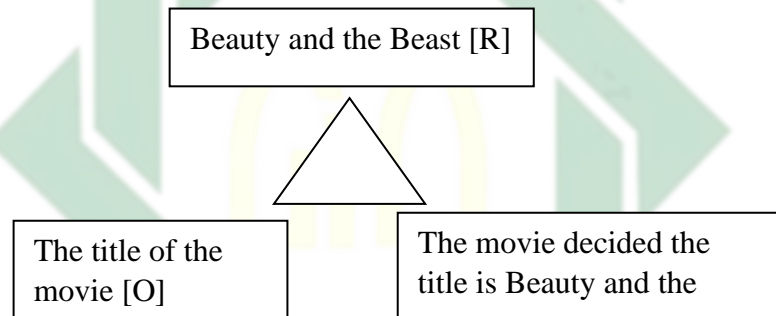


Figure 4.16: The Second Symbolic Semiosis Process of Datum 2

The last is the third of the symbolic semiosis process. The written text of “in theatres March 17” as the representamen [R] its object [O] *date and month*. The relation of representamen [R] and object [O] produces interpretant [I] *the movie release date*.

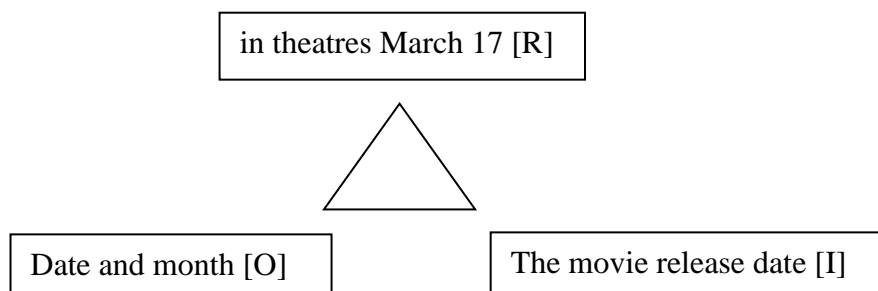


Figure 4.17: The Third Symbolic Semiosis Process of Datum 2

4.1.1.3 Aladdin Movie Poster

In the Aladdin movie poster, there are icon, index, and symbol in the data. The researcher uses Pierce's theory to analyze it.

Datum 3: Aladdin Movie Poster



Figure 4.18: The Aladdin Movie Poster

Table 4.3 The Data of Aladdin Movie Poster

Type of sign	Data	Description
Icon	<ol style="list-style-type: none"> 1. A woman in the big size portrait. 2. Two men in the big size portrait. 3. Two supporting roles and three animals 4. The background of the movie poster 	Everything that contains similarities can be an icon, namely pictures of several actors and actresses in the movie.
Index	<ol style="list-style-type: none"> 5. The thing that was brought and next to Aladdin 	The lamp and a magic carpet are the sign that has a cause and effect because of that it can be included of index
Symbol	<ol style="list-style-type: none"> 6. Disney 7. Aladdin 8. May 24 	The text in this movie poster is a symbol. Because, the symbol is a sign that refers to the thing that it indicates under a rule or a conventional sign, it can be a form of words, phrases, books, and other conventional signs

The Aladdin's movie poster has eight signs which can be formed, they are; four icons, one index, and three symbols. The icons are a woman in the big size portrait, two men in the

big size portrait, two supporting roles and three animals, and the background of the movie poster, because that pictures of various actors, actresses, and places from the film, as well as anything else that has resemblance from the represent. The index is the thing that was brought and next to Aladdin, because both things are items that 'indicates' something and catches our attention serves. The symbol for this movie poster is the written words in the picture above. To reveal the hidden meaning of this movie poster, the researchers represent the semiotic process of each sign below: in the first semiosis process, *A woman in the big size portrait* is the representamen [R] for the observation of the icon. *A woman with a firm looks that emits a yellow light* [O]. The interpretant is *the female main character*.

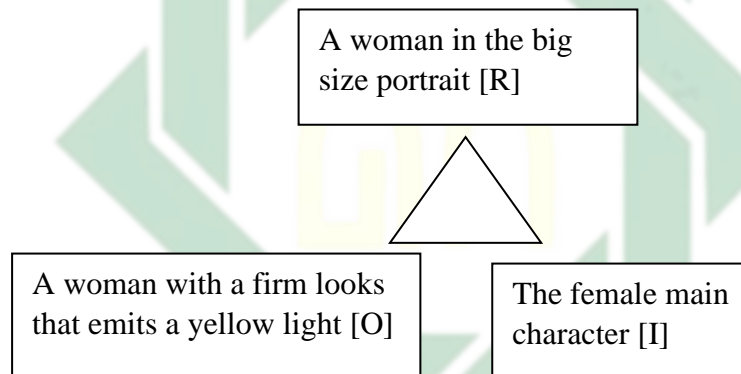


Figure 4.19: Iconic Semiosis Process of Datum 3

The second semiosis process of the second icon. *Two men in the big size portrait* is a representamen [R] that represents its object [O] *the first man on the right that emits blue light and the second man in the middle who glows orange*. Having a large image makes the viewer immediately see even from afar. Then the relationship between representamen [R] and objects [O] produces interpretant [I]; *the male main characters*.

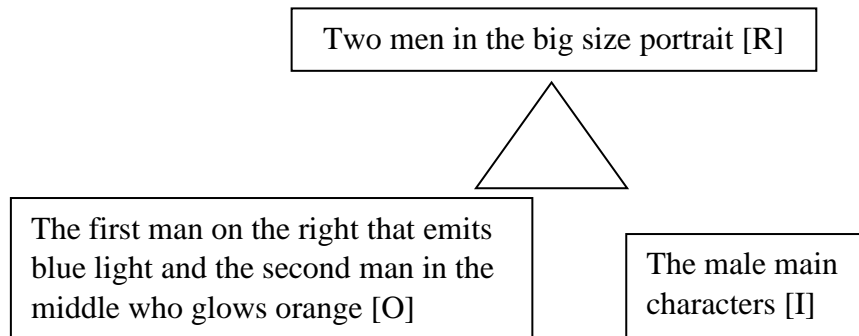


Figure 4.20: The Second Iconic Semiosis Process of Datum 3

Here is the third semiosis of the third icon. Even though it is small in size it can still be seen when someone looks at the poster which makes the viewer ask who it is. *Two supporting roles and three animals* as a representamen [R] that represents its object [O] *The first man in the middle with the tiger, the second man in below with a parrot on his shoulder, and the monkey.* Then the relationship between representamen [R] and objects [O] produces interpretant [I]; *the supporting characters.*

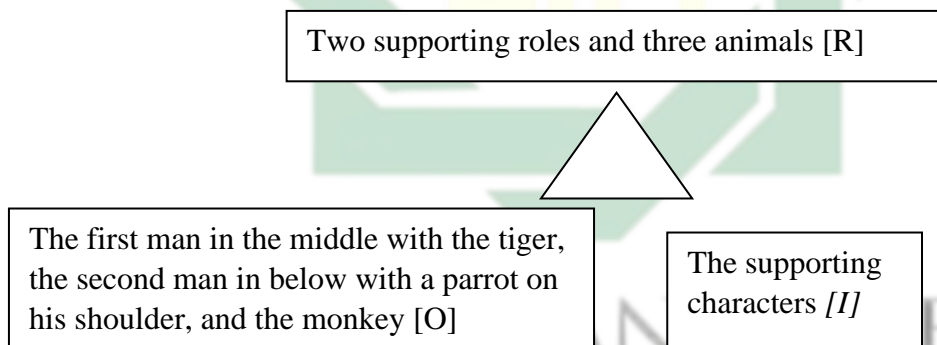


Figure 4.21: The Second Iconic Semiosis Process of Datum 3

Next, the fourth semiosis process of the fourth icon. *The background of the movie poster* as a representamen [R] that represents its object [O] *the palace, the tiger head cave, and the cliff.* By providing some additional images in the movie poster, it can provide instructions to the viewer. Then the relationship between representamen [R] and objects [O] produces interpretant [I]; *the setting of place in the movie.*

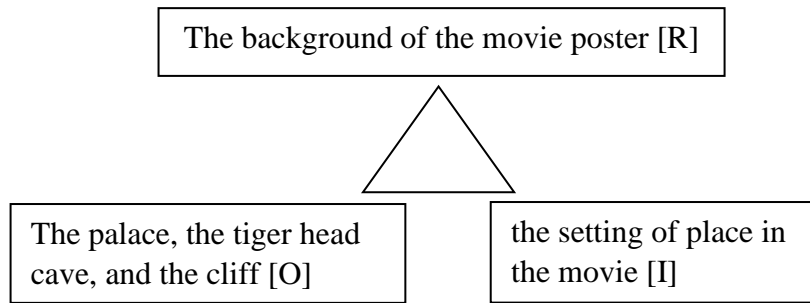


Figure 4.22: The Second Iconic Semiosis Process of Datum 3

The fifth is the indexical semiosis process. index. *The thing that was brought and next to Aladdin* as the representamen [R] its object [O] *The shining lamp and carpet*. The relation of representamen [R] and object [O] produces interpretant [I] *the thing that makes Aladdin and Jasmine together*.

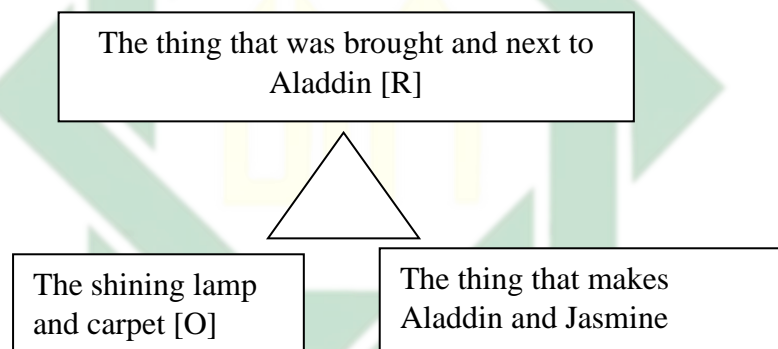


Figure 4.23: The Indexical Semiosis Process of Datum 3

In the sixth is the symbolic semiosis process. The written text of *Disney* is a representamen [R] its object [O] *the film production*. When the movie poster includes the film production indicates the movie is under the auspices of the film's production. Moreover, the connection between representamen [R] and object [O] produces the interpretant [I] *one of the movies from Disney*.

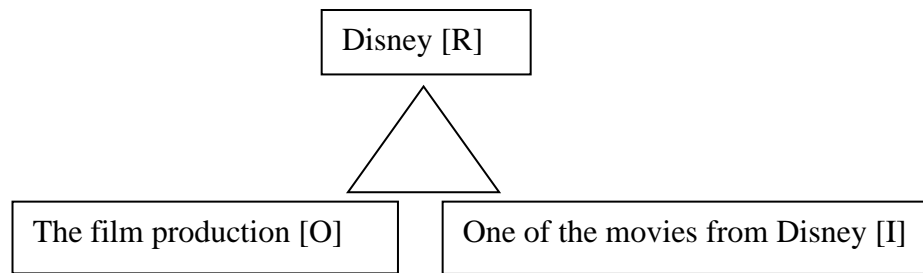


Figure 4.24: Symbolic Semiosis Process of Datum 3

The tenth is the second of the symbolic semiosis process. The word in the movie poster is *Aladdin* as the representamen [R] its object [O] *the title of the movie*. The relation of representamen [R] and object [O] produces interpretant [I] *the movie entitle is Aladdin*.

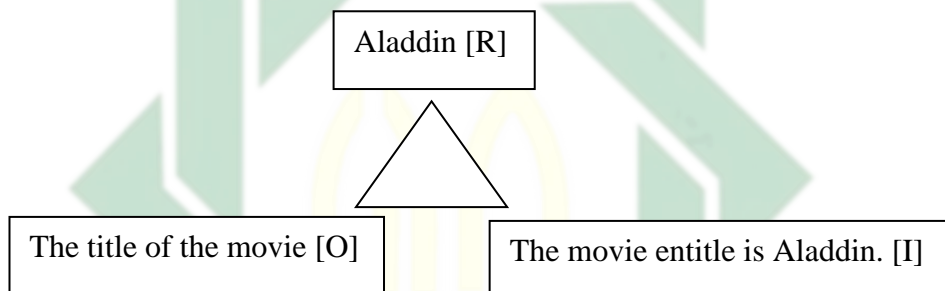


Figure 4.25: The Second Symbolic Semiosis Process of Datum 3

The last is the third of the symbolic semiosis process. The written text of “May 24” as the representamen [R] its object [O] *date and month*. The relation of representamen [R] and object [O] produces interpretant [I] *the release date of movie*.

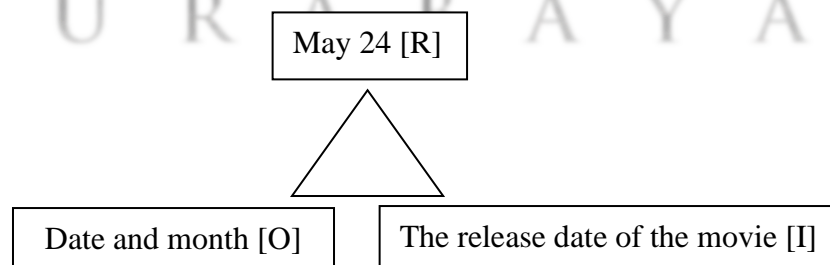


Figure 4.26: The Third Symbolic Semiosis Process of Datum 3

4.1.1.4 Mulan Movie Poster

In the Mulan movie poster, there are icon, index, and symbol in the data. The researcher uses Pierce's theory to analyze it.

Datum 4: Mulan Movie Poster



Figure 4.27: The Mulan Movie Poster

Table 4.4. The Data of Mulan Movie Poster

Type of sign	Data	Description
Icon	1. A woman in the field war 2. The background	A woman in the data shows resembling or imitating a brave woman.
Index	3. A sword held by a Mulan	Sword is a thing that has a portrayed about war.
Symbol	4. Disney 5. Mulan 6. Disney + 7. Premier access exclusive available Sept 4	All of the text in the movie poster is classified into symbols due to the information about the movie.

There are seven signs in the movie poster of Mulan, they are; two icons, one index, and four symbols. The icon is a woman in the field war, because a woman in the field war is shows the resembling or imitating a woman that represented and the background also the icon, because the background that shows similarity with some place that refer. The index is the sword. The written text in this movie poster above is the symbol of this movie poster. To

reveal the hidden meaning of this movie poster above, the researchers represent the semiotic process of each sign below: in the first semiosis process, *a woman in the field war* as the representamen [R] for the observation of the icon. *A woman in positions ready for war* represents the state of being in a war situation [O]. The relation of representamen [R] and object [O] produces interpretant [I] that: *the main character*.

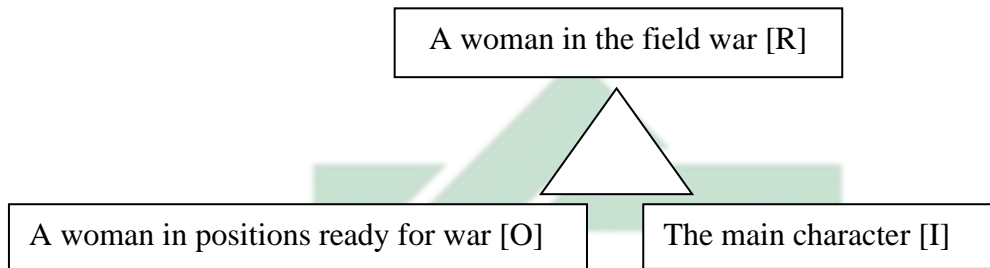


Figure 4.28: Iconic Semiosis Process of Datum 4

The second semiosis process of the second icon. *The background* as a representamen [R] that represents its object [O] *a snowy mountain*. The background is one component that can be researched, by giving a picture of a snow mountain that can define a place. Then the relationship between representamen [R] and objects [O] produces interpretant [I]; *the setting of place*.

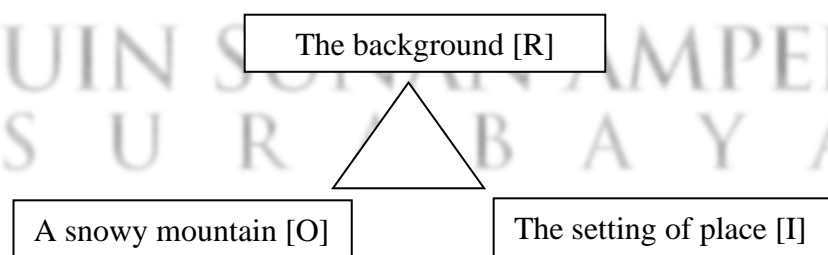


Figure 4.29: The Second Iconic Semiosis Process of Datum 4

The third semiosis process is the index. *A sword held by a Mulan* as a representamen [R] that represents its object [O] *The weapon that Mulan uses*. The presence of a sword can indicate the movie is about war. Moreover, the connection between representamen [R] and object [O] produces interpretant [I]; *a sword is an object that shows Mulan's identity*.

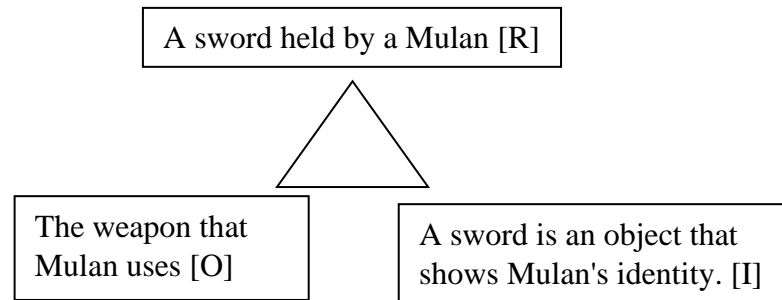


Figure 4.30: Indexical Semiosis Process of Datum 4

In the fourth is the symbolic semiosis process. The written text of *Disney* is a representamen [R] its object [O] *the film production*. When the movie poster includes the film production indicates the movie is under the auspices of the film's production. Moreover, the connection between representamen [R] and object [O] produces the interpretant [I] *one of the movies from Disney*.

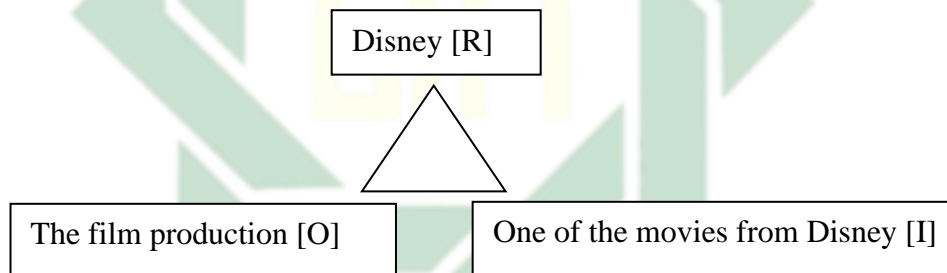


Figure 4.31: Symbolic Semiosis Process of Datum 4

The fifth is the second of the symbolic semiosis process. The word in the movie poster is *Mulan* as the representamen [R] its object [O] *the title of the movie*. The relation of representamen [R] and object [O] produces interpretant [I] *the title of movie is Mulan*.

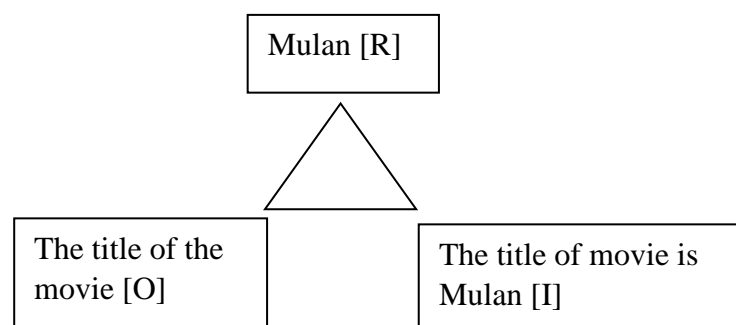


Figure 4.32: The Second Symbolic Semiosis Process of Datum 4

The sixth is the third of the symbolic semiosis process. The written text of “Disney +” as the representamen [R] its object [O] *the information where we can watch the movie*. The relation of representamen [R] and object [O] produces interpretant [I] *the platform/app that we can watch the movie*.

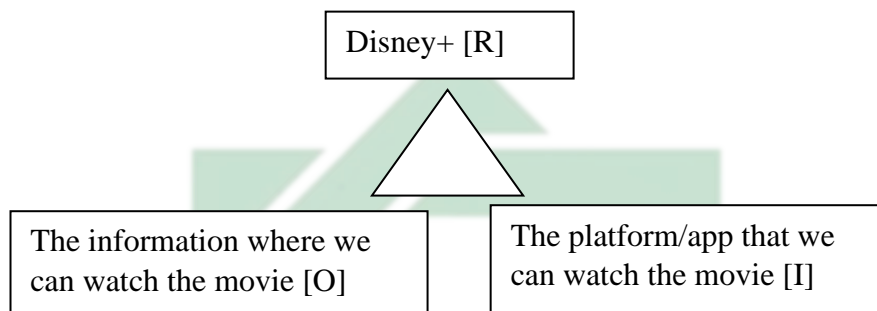


Figure 4.33: The Third Symbolic Semiosis Process of Datum 4

The last is the fourth of the symbolic semiosis process. The written text of *Premier access exclusive available Sept 4* as the representamen [R] its object [O] *the text, date and month*. The relation of representamen [R] and object [O] produces interpretant [I] *the movie release date*.

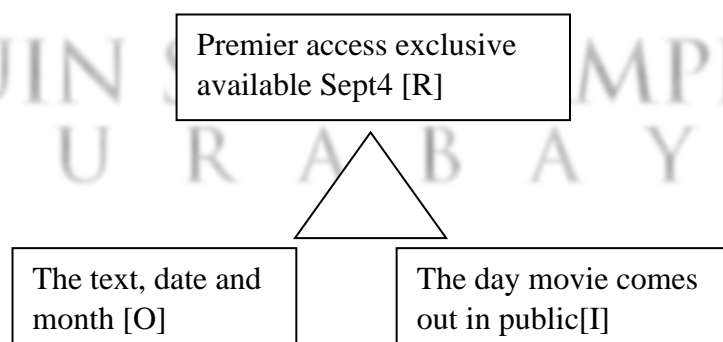


Figure 4.34: The Third Symbolic Semiosis Process of Datum 4

4.1.2 The Meaning of Icon, Index, Symbol

In analyzing the meanings, the researcher begins with the all of semiosis process of Peirce's theory. First, the researcher clarifies more detail of Cinderella movie poster in bellow:

4.1.2.1 The Meaning of Cinderella Movie Poster

The conclusion from those six semiosis processes is to deduce the hidden meaning of this poster. Based on what has been seen, this movie poster delivers the meaning and information to the viewer that Disney production has released a movie with the title Cinderella which hits theaters on March 13th. Besides that, the poster show some clues to the viewer about a movie's story. The poster, depicts a dark background with a touch of overcast clouds and a woman running with an anxious face facing back who is wearing a beautiful blue dress and only one glass slipper is worn. That means, this movie only has one of the main character. Then, the background looks dark with the overcast clouds can be interpreted that this movie has a tense, scary, and can be sad atmosphere as illustrated by the color of the cloud.

The woman depicted on the poster is Cinderella as the main character. By wearing the beautiful blue dress it can be concluded that Cinderella has a good personality, gracefulness, and responsibility it proven in the movie Cinderella very kind to her stepmother and stepsisters who treat her like a pet. Furthermore, with a fancy dress, it could give rise to a hint that this movie was about a kingdom. Next, only one glass slipper is shown in the poster, which means that one glass slipper other is missing and amplified by the facial expressions of the main players looking back as if looking for something. Which is evident that she kept one of her shoes so that someone can give her other one of shoes that means the pair of the glass shoes and meet the prince who she likes. By showing with only the main character on the poster, it can be interpreted that women have powerful but also have a good hearts. This is

the result that the researcher found of the Cinderella movie poster. The next paragraph will discuss Beauty and the Beast movie poster.

4.1.2.2 The Meaning of Beauty and the Beast Movie Poster

From the seven semiosis processes in the Beauty and the Beast movie poster, the viewer can know the information and meaning from it. Disney production released a movie entitled Beauty and the Beast that was clearly written on the middle of the movie poster and the show date in theaters March 17. Next, there are two pictures in big size. Big size can make the viewer directly focused on that picture. The first picture is Belle, a beautiful woman who is inhaling a rose in her hand while wearing a yellow dress which can be depicted as a woman who has a big heart, energetic, and cheerful. The second picture is Beast that is described as an ugly man with a sad face. Both of them are the main characters in this movie.

Besides that, there are nine people who are smaller than the main character. The nine characters are Gaston, LeFou, Maurice, and six servants of the Beast. Gaston is a former war captain who has a handsome face but is narcissistic that likes Belle. LeFou is Gaston's assistant that always with him. Maurice is Belle's father that loved her. The six servants are Lumiere as the castle footman, Cogsworth as the castle majordomo, Mrs. Potts as kitchen stewardess, Plumette as the maid, Madame de Garderobeas an Italian opera singer, and Maestro Cadenza as a head musician. So, the nine people have the meaning of supporting characters that have the roles that make this film have a lot of variety in that film and strengthen the storyline. A red rose held by Belle is signifies that Belle likes roses and the rose is the origin of Belle being able to meet the Beast that make the Beast love her until the curse is gone. Starting from looking for his father who did not come home with the horse ridden by her prior father, which brought Belle to the castle. Then, Belle tried to enter the castle carefully to look for her father and met Maurice, his father in the dungeon who then soon met the Beast. From that, the researcher conclude that Belle is a woman that has a

sincere heart to love her father and the Beast without seeing the appearance. This is the result that the researcher found in the Beauty and the Beast movie poster. The next paragraph will discuss Aladdin's movie poster.

4.1.2.3 The Meaning of Aladdin Movie Poster

The conclusion for these eight semiosis processes to reveal the meaning of this movie poster. In a movie poster has the goal of giving information to the viewer. From the movie poster, it is known that this film is produced by Disney production and entitled Aladdin. This movie was released on May 24. Besides that, many components can be meaningful. Starting from the big portrait in this movie poster, there are three big portraits in the middle of the poster. A woman with a firm look that emits a yellow light that can be interpreted as a woman who has joy, courage and strength. Which is proven in the film that the woman dared to against Jafar to protect her father and speak up about what she wanted. The man on the right side emits blue light described as a man who has a calm nature, freedom, imaginative, and high fidelity. In the story he was Gennie is very loyal to his master and has the freedom to transform into a fully human as he wishes.

The next is the man in the middle who glows orange can be interpreted as a man who has a energetic power and self-confident. It is proven from the story, his name is Aladdin a very clever thief, and very confident in his abilities. Three of them are the main characters in this movie. Next, the monkey that on the Aladdin's shoulder as Abu. Abu is Aladdin's pet that accompany Aladdin everywhere. Beside that, the tiger is Jasmine's pet as well as her guard. The near of Jasmine there is sultan or Jasmine's father with smaller size portrait. And in below, there is a man as Jafar and his parrot named Iago on his shoulder. Jafar has a red glow indicating that his personality is brave and greedy. In the story he as Sultan's trusted counselor but he wants to plotting to overthrow the Sultan. They are supporting roles in this movie.

Aside from that, the background of this movie poster is important. Because, there are some pictures like the palace, the tiger head cave, and the cliff. These three pictures are important points. Which can be interpreted as setting of place in the movie. The palace is the setting of the main place, the tiger head cave and the cliff is the setting of place to get the magic lamp. The last is the thing that was brought and next to Aladdin namely a magic lamp and a magic carpet. It can be interpreted like that because have a shining in that tools. Where the magic lamp has 3x requests to the lamp polisher and the magic carpet that brings Aladdin flying to meet Jasmine in the palace. The following paragraph will discuss movie poster of Mulan.

4.1.2.4 The meaning of Mulan Movie Poster

Lastly is the conclusion of the seven semiosis processes of the Mulan movie poster. A movie poster is a tool to promote a film that has pictures and written text in it. So, the viewer knows information about the film. In this poster, there are several written texts that can make the viewer know the film is from Disney, entitle Mulan, and published on Sept 4 that can be accessed on Disney + the platform that we can watch the movie. Mulan is the film that was published when cinemas were temporarily closed because of global pandemic, COVID-19. So, Disney decided to give the earlier access to watch the movie through their application, named Disney+. In this poster, only one picture that showed, it is the female main character in the movie. In that picture, the female wearing an armour and holding the sword sign ready to war. So it can be interpreted that this film is about female who go to the war field, which was against the Chinese culture at that time.

But, one family should donate one son to become a trained soldier. Since Mulan's father does not have a son and to protect her family's honour, Mulan runs away using her father's armor and sword disguised as a man to go to camp where other soldiers are trained. Realizing that her father has no chance of survival become a soldier anymore. Mulan has a

spirit of courage and loyal. Mulan father's armor and sword make Mulan always strong to do train. After revealing her true identity that she is a woman, Mulan is expelled from the army training and returns to her home. When on the way back to Mulan home, she finds a way to defeat the enemy and she decides to returns to the battlefield which located in the snow mountain by showing her true identity and becoming China's savior. From that, the researcher interpret that Mulan is the brave woman that replace her father to the field war for saving her family's honor and become a China's savior. That is the result of seven semiosis process on Mulan movie poster.

4.2 Discussion

Semiotics is a study of a sign. In this research report to addresses three objects of research question related to the icon, symbol, and index contained in the Disney poster. In this part, the researcher answered the first question dealing with what are the icons, indexes, and symbols portrayed by four Disney movie posters. The researcher found 6 signs that consist of 3 symbols, 2 icons, and 1 index in the Cinderella poster Disney. Next, the researcher found 3 symbols, 3 icons, and also 2 indexes in the Beauty and The Beast poster Disney. Third, the researcher found Aladdin poster Disney with 4 icons, 3 symbols, and 1 index. The last, the researcher found 7 signs in a Mulan Disney poster consisting of 4 symbols, 2 icons, and also 1 index. In the four movie posters, the symbols are relatively the same, because symbol is the written text that give information to the viewer, namely Disney the film production, the title of the movie, and the released date. However, in the Mulan movie poster has an additional symbol because it can be accessed through available platforms and is not shown in cinemas. In the contents of the movie poster, besides the text, there is an image that is appropriate to the movie that will be shown because images have an important role for all movie posters.

So therefore, the movie poster shows attractive images to make viewers curious and curious to watch with the movie. And giving a standout image shows that it is the main

character in each of these films. As well as adding other touches that can describe the feelings and storyline of the film. Cinderella movie poster and Mulan movie poster have the similarity namely only the big one picture which can have shows the main character, because the Disney want to showing the power of the women of the main character. Then, the Beauty and the Beast movie poster and the Aladdin movie poster also have a similarity on their movie poster. Can be seen from the many pictures that appear in movie posters, which means the Disney want to showing the greatness and the scale of the movie since both are set in a kingdom.

The researcher tends to makes comparisons between the current research and earlier research. This research strengthens the results of previous research that can convey messages when people see the poster. First is Isfandary (2017), her research was found denotation and connotation meaning whether verbal and non-verbal signs in each movie poster that used Barthes theory. While the current researcher found the icon, index, symbol, and also the hidden meaning by Charles Sanders Pierce's theory with the triadic model in every sign of each movie poster. Second, Rahmah (2018) in this research, the researcher used six Disney movie posters that selected in 2018. The researcher used two theories in her research with compare between Pierce's theory and Barthes's theory to interpret the meaning and used Gillian dyer's theory for the correlation between visual and verbal sign. The researcher explains and analyze the sign to get the meaning then the correlation between the visual and verbal sign in the selected posters. While in the current research only use Charles Sanders Pierce's theory to get the meaning by triadic model by showing the icon, index, symbol in each movie poster. From those researches have similarity with this research. By examining posters, researchers have a similar analysis, namely can examine the images contained in the poster and the written text are written inside includes information of the product to convey

the information to viewers for promoting the poster. Each poster has an implied meaning, which allows researchers to use it as their data analysis.



CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the researcher presents the conclusion and the suggestion for the next researchers who desire to choose a semiotic approach to study different research topics.

5.1 Conclusion

The researcher draws a conclusion after finding the data in the previous chapter. This research is about the Semiotics analysis of Disney movie posters. This research is concerned with the icons, indexes, and symbols contained in Disney movie posters and also the meaning of icons, indexes, and symbols in that movie poster. The researcher uses the semiotic triangle by Charles Sanders Peirce in that movie poster to get the semiosis process of each icon, index, and symbol. Based on the findings, the researcher finds 3 types of signs in Disney movie posters, they are; icon, index, and symbol. The icon is the pictures or photo while the symbol is the written texts or languages contained in that movie poster. There are 29 signs from 4 Disney movie posters. Those signs are 11 signs for icons, 5 signs for indexes, and 13 signs for symbols. The symbol is the most type of signs that are commonly used in movie poster.

The written text and pictures contained in that movie poster are the representament that stand for their object in our mind. The representament and the object can produce different interpretation and the meaning depend on experience, the background of knowledge and others. So, the result of this research is giving the information from the movie poster about those movies and attractive pictures to make the viewers interest the film to see it. From, Cinderella movie poster can be interpreted as the powerful woman with the kind heart, while the Beauty and the Beast movie poster can be interpreted as the big hearted woman without see the appearance. The Aladdin movie poster is the forceful woman who brave to speak up what she wants, that she does not want to marry with the high class man. The last, Mulan movie poster

can be interpreted as the brave woman that replace her father to the field war for saving her family's honor and become a China's savior. That is the meaning that the researcher finds in each poster.

5.2 Suggestion

The suggestions for the next researchers who are interested in the semiotics approach. First, many signs that can research. As we know, language also includes signs. So, it can be formed in sentences, phrases, written text, pictures and also drawings. Everywhere we can find it easily, for example is the movie poster. In the movie poster, there are pictures to make more interesting for the viewer and text to give the viewer information about the movie that can be researched.

Many theories about semiotics, such as Ferdinand De Saussure, Roland Bathers, C.S. Peirce. So, the next researcher who want to conduct the research in semiotics approach should try to choose one of the theories of semiotics besides the theory used in this present study. Secondly, the next researcher can to choose another object such as; magazine, movie, song, advestisment and so on for the next researchers.

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