

**A SEMIOTIC ANALYSIS ON *THE HELP*  
MOVIE POSTERS**

**THESIS**

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2014**

## ABSTRACT

Rahmasari, Indah. 2014. **A Semiotic Analysis on *The Help* Movie Posters.** Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Yana Shanti Manipuspika; Co-Supervisor: Emy Sudarwati

**Keywords:** semiotics, movie poster, sign, denotation, connotation, myth.

Movie posters normally contain many kinds of verbal and visual signs. The images with text that appear in the movie poster inform the viewer about what approximately happened along the story. It reflects the main idea of the story in the movie. In this research, the researcher used verbal and visual signs found in movie posters from racism theme movie entitled *The Help* as the main data. They consist of two *The Help* official movie posters which were launched by *DreamWorks Studio* and *The Help* reprint movie posters were designed by poster artists or graphic designers that versed in designing a movie poster. There are three problems of the study that are answered in this research, they are: (1) What are the denotative signs found in *The Help* movie posters; (2) What are the connotative signs found in *The Help* movie posters; and (3) What are the myths built in *The Help* movie posters.

Since the main data were taken from movie posters, qualitative research with content or document analysis was used in this research to describe the phenomena. In analyzing the data, the researcher used Barthes theory (1972) to build the meaning through denotation and connotation theory and how it is then bringing them into a myth that people believed as racism issues in *The Help* movie posters.

The denotative signs found in this research are from the representation of visual and verbal elements in the posters such as the title, tagline, and the image of women, gestures, and facial expression, the image of bench, pigeon, ravens, cage, cartoon, and also colors. While connotation is used to build the meaning behind each of denotative signs found in the movie posters such as the way the citizens of America face the racism issues based on the skin color differences. The myth built in the movie posters consider White people as the best race between others is pictured in the fifth of *The Help* movie posters.

Related to this study, the researcher suggests the next researcher to analyze another object like videos, movie or any motion picture. The use of different theories is also suggested for the next researcher to expand the knowledge about semiotic study.

## ABSTRAK

Rahmasari, Indah. 2014. **Analisis Semiotik pada Poster Film *The Help***. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Yana Shanti Manipuspika; (II) Emy Sudarwati

**Kata Kunci:** semiotik, poster film, tanda, denotasi, konotasi, mitos.

Pada umumnya poster film terdiri dari berbagai elemen seperti tanda-tanda *verbal* dan *visual*. Gambar disertai dengan teks yang muncul dalam poster menunjukkan pada penonton apa yang akan terjadi sepanjang cerita dalam film. Gambar dan teks tersebut merefleksikan ide pokok cerita film. Dalam penelitian ini, penulis menggunakan tanda-tanda yang muncul pada poster baik tanda *verbal* maupun *visual* dalam film yang bertema rasis berjudul, *The Help*, sebagai data penelitian. Poster-poster tersebut terdiri dari dua poster film orisinal yang dirilis oleh *DreamWorks Studio* dan tiga poster film yang didesain ulang oleh desainer grafis yang sudah sangat berpengalaman dalam mendesain poster film. Terdapat tiga permasalahan yang akan dijawab dalam penelitian ini, yaitu: (1) tanda denotatif apa saja yang ditemukan dalam poster film *The Help*; (2) bagaimana makna konotasinya; serta (3) mitos apa yang terbangun dalam poster film *The Help*.

Karena data penelitian berasal dari poster film, maka penulis menggunakan pendekatan deskriptif kualitatif dengan metode analisis dokumen untuk mendeskripsikan fenomena yang ada. Dalam melakukan penelitian, penulis menggunakan teori dari Barthes (1972) untuk mencari makna dibalik tanda yang ada dalam poster film *The Help* dengan teori denotasi, konotasi dan bagaimana hal tersebut kemudian berkembang menjadi mitos yang diyakini oleh sebagian besar orang sebagai isu-isu rasisme.

Tanda-tanda denotatif yang ditemukan dalam penelitian ini berasal dari apa yang terlihat dalam poster baik dalam bentuk gambar maupun tulisan seperti judul film, keterangan, foto wanita, bahasa tubuh, ekspresi wajah, foto bangku, merpati, gagak, sangkar, gambar kartun dan juga warna. Sedangkan makna konotasi terbentuk dari tanda-tanda denotatif yang ditemukan dalam poster film seperti cara warga Amerika menghadapi isu-isu rasis berdasarkan perbedaan warna kulit. Mitos yang terbangun dalam poster film yang menganggap bahwa orang kulit putih adalah ras terbaik diantara ras lainnya jelas tergambar dalam poster film *The help*.

Penulis juga menyarankan kepada peneliti selanjutnya agar mencari objek lain seperti video, film atau gambar bergerak lainnya sebagai objek penelitian. Penggunaan teori yang berbeda juga penulis sarankan agar dapat memperluas pembelajaran tentang semiotik.

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