

CHAPTER I

INTRODUCTION

This chapter consist of the background of the study, the problem of the study, the objective of study, the significance of the study, the scope and limitation of study and the definition of key term.

A. The Background of the Study

Nowadays watching movies already becomes a hobby for almost everyone. According to Kerigan (2010) the society is already fond of movies. Therefore, the competition between many movie productions becomes very tight. They will advertise their movies in many ways to make people watch their movies. One of the ways to advertise movies is by using movie posters (Einav and Orbach, 2001). A movie poster is an important element in advertising and selling the movie because the audience is expected to look at the movie poster first before they decide which movie that they are going to watch.

There is a relationship between verbal and visual expression, according to Doumont (2002), verbal relates to a text and visual connects to pictures or expression. Verbal refers to languages, with the symbolic arbitrariness of their semantics and the sequential logics of their syntax. Visual refers to the coding, as processed by the brain, not to the channel, as perceived by the senses. The face provides more than one kinds of signal to convey more than one kind of message. In trying to follow the emotion messages, you may look at the wrong signal. Or perhaps you do not clearly differentiate the emotion messages from

the other messages conveyed by the face (Ekman, 2003). According to Ekman (2003), the facial blueprints of the major emotions-how surprise, fear, anger, disgust, sadness, and happiness are registered by changes in the forehead, eyebrows, eyelids, cheeks, nose, lips, and chin. It is has relation with semiotic study which focuses on concept of face to analyze movie. Hence, verbal expression relates to the utterance or conversation of movie and visual expression relates to picture of movie or expression in that movie.

The researcher is encouraged to entitle the research as follows the *Mulan* movie. The writer interest to choose the poster of *Mulan* movie in this analyzing, because the poster is an important tool in marketing of product. Because poster content verbal and non-verbal signs which designed vertically with an image that can persuade the people to watch the movie and display in public palce and can be seen in the lobby cinema. A poster became an important as a tool to grab the public's attention and curiosity about the film.

The teacher needs to know whether or not the students understand what he is saying. Interest, concentration, and perplexity are shown on the face. Therefore, learning of facial expression has benefit in daily life. Understanding emotional experience applies not just to our relationships with others but also to all relationship. It can help people understand the most private, personal, unique part of our self. This is a part of our self which has enormous power over our life. Our work, our life, and even our death can be determined by our feelings. We know that in daily life when the students want to produce the verbal expression, it should relate to visual expression. The verbal expressions

connect to facial expression such as surprise, fear, disgust, anger, happiness and sadness. In addition to this, there are the verbal expression that students can practice producing such as wow, eww, yikes, argh, yes and huhh. Lastly, when learning this study the teacher can know the expression and emotion of the students. This is important in the process of teaching and learning in the classroom.

In this thesis, the researcher analyze the semiotic elements in ten *Mulan* movie posters. The analysis belong to a semiotic study, which is a part of Applied Linguistics. Semiotics is “the study of signs” (Chandler: 2002). In Eco’s *Semiotics and the Philosophy of Language*, Peirce declared that “a sign is something which stands to somebody for something in some respect or capacity” (Eco: 1976). The researcher think a movie poster is also a sign because it takes the form of words, images, postures and so on. Those semiotic elements in a movie poster can be considered something that “stands for something else” (Chandler: 2002). Thus, in my opinion, a good movie poster should consist of semiotic elements which can lead the viewers of the movie poster to understand the movie concepts.

The relativity theory states that a sign can be divided into three elements of semiotics, namely index, icon and symbol according (Pierce: 1940) . These two theories are quite different but they support each other in a semiotic study. This thesis will help the readers to be aware of the signs in movie posters so that they can have better interpretations about the movies. By reading this research, the readers can get an understanding on the semiotic elements in a

movie poster which support the movie. Hopefully, my thesis will also give some useful information about semiotic elements for the students of the English Department to make good and communicative theatre posters for their drama performances.

B. Research Problem

Based on the background above, there are several problems arising from this study, those are:

1. What are verbal and non-verbal expressions in Mulan movie poster?

C. The Objective of the Study

Specifically, the aims of this study can be formulated as follows: 1. To find out the verbal and non-verbal expressions in Mulan movie poster.

D. The Significance of the Study

The significance of the study is one of component in this analyze, this study expected to be able to give contribution for English teachers and English students in analyzing semiotic on the movie poster.

This study will be useful for the next researchers to conduct the other studies with different objects, such as music video, book cover, and song. This research can be useful for enhancing society and furthermore to know how movie development can run well.

E. The Scope and Limitation of the Study

In this research, the researcher makes the scope and limitation to avoid readers from misunderstanding. It is used to make easy the reader to get the focus of the research. The scope of the study semiotic an analysis on the movie

poster advertisement. There are ten movie posters advertisement, the title is “MULAN” release in 2020.

To make the researcher and the reader easier to understand this research, it would be made the limitation of the problem in this research. Limitation in research most often applies to academic research. However, there is limitation to all forms of research because it is impossible to control all variables. The limitation of this research focuses on verbal and non-verbal expression in advertisement.

F. The Definition of Key Terms

To avoid misunderstanding about the meaning of every word in this research, the definition of key terms is necessary to be given. The definition of key terms in this research is given as follows.

1. Verbal and non-Verbal Expression

Verbal and non-verbal expression means communication that use the language which is used in conveying opinion, feeling, or all people want to share to other. There are two kinds of verbal expression. Oral and written in this research, researcher chooses to analyze the written expression. It means the words, phrase or sentence that used in advertisements will be the focus of this research. The other hand, is the communication (in speech or writing) of your beliefs or opinions.

2. Advertisement

Advertisement is a tool that is used by a company or organization to extend their quality of their products or service and persuade people

to use them (Bovee: 1992). There are some types of media can be used to deliver these message of company or organization (the service products) such as newspaper, magazines, television, radio and mail or such websites and text messages. Very kind of advertisement, like cosmetics, electronics, snack and the others. The other hand, is something such as a short film or written notice that is shown or presented to the public to help sell a product ot to make an announcement.

3. Movie Poster

A movie poster is a poster used to promote and advertise a film primarily to persuade paying customers into a theater to see it. Studios often print several posters that vary in size and content for various domestic and international markets. They normally contain an image with text.