

**VERBAL AND NON-VERBAL EXPRESSIONS IN MULAN MOVIE  
ADVERTISEMENT**

**THESIS**

**Presented to :**

**State Islamic Institute (IAIN) of Kediri**

**In Partial Fulfillment of the Requirement**

**For the Degree of *Sarjana* in English Language Education**



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I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person except those indicated in quotation and references. No portion of this work has been submitted in support of an application for another degree or qualification of this or any other university or institution of higher education. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

This thesis is to fulfill the requirement for the degree of *Sarjana (S1)* in English Study Program, State Islamic Institute (IAIN) Kediri.

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Demikian agar maklum dan atas kesediaan Bapak kami ucapkan banyak terima kasih.

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**MOTTO**

**“EVERY ACCOMPLISHMENT STARTS WITH THE DECISION TO  
TRY”**

**{Setiap Pencapaian Dimulai Dengan Keputusan Untuk Mencoba}**

**-John F. Kennedy**

## **DEDICATION**

This graduation paper is whole heartedly dedicate to:

- Allah Subhanallahu Wa Ta'ala who always blesses me wherever and whenever I am.
- My everything, my beloved parents Bapak Marsito and Ibu Istinah. I can finish all my studies because of their motivation. Thank you so much for endless support, love, and prayers .
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3. Nur Afifi, M.App.Ling, Ph.D, the Head of English Department, State Institute for Islamic Studies (IAIN) Kediri.
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7. The writer realized that this thesis is far from perfect. The writer will receive any suggestion or critics that will help this research much better.

## ABSTRACT

**Hilda, Khoirunnisa.** 2022. “*Verbal and Non-Verbal expressions in Mulan Movie Advertisement*”. Thesis, Department of English Language Education, Faculty of Tarbiyah, State Islamic Institute (IAIN) of Kediri. Advisor: (I) Toyiyah, S.S., M.Pd. (II) Nurul Aini. M.Pd.

**Keywords:** *Semiotic, Verbal and Non-Verbal, Movie Poster.*

This thesis focused on the analysis of verbal and non-verbal signs on *Mulan* movie posters, and the meaning of these signs. This study aims to find out the verbal and non-verbal expressions in *Mulan* movie poster.

This research data sources *Mulan* movie advertisement from websites on the Internet. The documentation method is used to collect data in this study. Then, the data collected was analyzed using descriptive qualitative methods. The purpose of this method is to know verbal and non-verbal expressions in *Mulan* movie advertisement. Theories applied in this research are the theory of Semiotics from Saussure (1983), the Verbal and Non-Verbal Signs theory of Dyer (1993), supported by the Color terms theory from Wierzbicka (1996).

The results showed that the posters from the *Mulan* film had verbal and non-verbal signs. Verbal signs contained in the posters are between "Disney", "Mulan", "March 27", "IN 3D AND REALD 3D", "IN CINEMAS SOON", and the name of the actor. Non-verbal signs on the poster are images that include shape, physical appearance, body movements, activities, background, and color. These signs provide a lot of information about the movie *Mulan* such as the company that produced it, the title of the film, the date it was shown, the quality of the film, the characters in the film, and also the place settings of the film.

Movie posters can be developed as materials to enhance students' critical thinking and improve their comprehension through multimodal texts provided as their verbal and non-verbal media in learning reading. Besides, film or movies can be audiovisual tools for improving students' reading skills through the subtitle and can be a teaching resource for innovative and attractive learning. Films or movies should be recommended since their usage provided many advantages for English teaching and learning the language. Their advantages as English learning materials and learning media are promoting motivation, providing new experiences, providing educational contents, giving cultural diversity knowledge, enhancing comprehension skill, and serving the authenticity of materials.

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