

CHAPTER 1

INTRODUCTION

1.1 Background of Research

Nowadays, movie becomes an entertainment that cannot be separated from modern life. Every day in television we always see movie whether in the morning, afternoon, and night. Movie has many kinds of genre, like cartoon, horror, drama, and also science-fiction. It could be say that movies become part of life from modern people, and as we know in this era so many theatres that that play much movies every day from the entire world.

One of many ways the producer introducing their movies to society is through advertisement. Advertisement is a communication relayed from companies to persuade audience to purchased their product. However, when the producer advertising their product, they should make visual and verbal message strategy in order to understand the message of the product. The attention should be focusing on sign, symbol and meaning

Usually when promoting something people use language as creative as they can because using ordinary language will make other people not interested. According to Brooks (2002: 10) “In advertising, you need to keep things simple, That doesn’t mean dumbed-down – it means being clear and to the point. That’s important for copy, particularly in direct mail. If you ramble on or the audience isn’t quite sure what you’re talking about, your mail will go straight in the bin.” It means that people use creative language such as when promoting their product to others because ordinary language on advertisement will make people bored. When

we make an advertisement to advertising something, we have to choose the best words to make people interesting. .

Poster is one of many ways to advertising their product. Most people see that movie posters as simply as an advertising tool with interesting picture. People will be wondering when see a movie poster with interesting picture and tagline. Poster also is an effective way to distribute a movie in a wide range of location. The movie poster has important role because if people interested in the poster they will be waiting for the movie and when the movie release they will watch that movie, while when they see the poster looks boring the will not watch the movie .

Movie poster consists of tagline (verbal) and visual (nonverbal). Caruba (in Istikomah 2014: 30) said that tagline are words or phrases used to sum up or express the spirit or aim of a company, and unlike a company logo, name or trademark which can be changed to reflect new marketing strategies. It means that not only the picture, tagline also has important role in a movie poster because people will be more understand about the movie if our tagline gives little interesting description about the movie.

The researcher is interested to analyzing European movie posters. The title of the posters will be analyzed using Peirce theory. It explains about human perception when they see a sign, such as when someone see a smoke with an exploding sound, they will connect the sign with their experience, such as smoke and exploding sound connected with a bomb. After that he will make a conclusion that there is a bomb exploding near an office.

The researcher found three similar researches before. The first research entitled “A SEMIOTICS ANALYSIS OF DRINK ADVERTISEMENT” (2014) by Iffah Mutmainnah. This research talked about analyzing drink advertisements using Peirce’s theory about sign and the message meaning from the advertisement. Through her research, the researcher is able to find out the sign in English slogan of drink advertisement based on Peirce’s theory, and explore the message meaning of each sign found in drink advertisement. The second research entitled “A SEMIOTIC ANALYSIS OF SOCIAL NETWORK SPLASH PAGES” (2014) by Jajuli. Through his research, Jajuli is able to find out the interpretation given to the combination of tagline and pictures in the six selected splash pages of social networks through the semiotic analysis of Peirce and what message do the splash pages of social network want to deliver through the semiotic analysis of Peirce.

The differences among the previous research and this research are the research by Iffah Mutmainnah also using Peirce’s theory but the object of the research is about analyzing drink advertisement while this research is European Horror and Science-fiction movie posters.

1.2 Statement problem

Nowadays, poster is one of the best media to promoting a movie. People advertising their movie in printed media such as poster because it is easy and interesting for customer. Some of those posters are easy to understand by the costumer and some of them are none. In this research the researcher will be focusing to find about what are semiotic elements appear on the European horror

movie posters according to Peirce's theory, and what are the meanings of visual and tagline in each posters. From the statement, the researcher realizes that there are some problems in understanding advertisements. Those problems are :

1. What are semiotic elements appearing on the European horror movie posters based on Peirce's theory?
2. What are the aims of visual appearing on European horror movie posters?

1.3 Purpose of Research

1. To analyze the semiotic elements appearing on the European horror movie posters.
2. To analyze the aims of visual appearing on the European horror movie posters.

1.4 Significance of Research

Through this research, the researcher will try to give explanation about the meaning on European movie posters and hopefully those who read this paper can understand the meaning of those posters. The significance of this research is academically, theoretically and practically. Academically, this research is expect to provide scientific input and contribution for all parties who have an interest to develop research in the field of semiotic.

Theoretically, this research is expected to enrich the study of semiotics, particularly in interpreting the meaning or messages. Practically, this research provides a description of the advertising message meanings of European horror movie posters. The title of the posters will be analyzed using Peirce theory.

1.5 Definition of key terms

In this case, the researcher would like to present terms in a semiotics analysis of European Horror and Science-fiction Movie Posters.

a. Semiotics

Cobley and Jansz in Sobur (2003:15) states “ discipline is simply the analysis os signs or the study of the functioning of sign systems”.

b. Tagline

Chiaravalle (2011: 140) states “a phrase that accompanies your brand name to quickly translate your positioning and brand identity statements into a line that means something to consumer. A tagline is meant to provide consumers with and indication of your brand and its market position in just a few a memorable words”.

c. Meaning

Meaning is what the signs express, communicate, or convey their message to the receiver, and what the receivers understood from the current context.

d. Visual

Visual is something that appears in the poster, such as colors, gestures, background and tagline.

e. Movie poster

Movie poster is a poster used to advertise a movie that normally contains images with text (Citerawati, 2012:7).