

ABSTRACT

Marsha Ayu Siti Azani, 1215030134, 2025. Denotative, Connotative, and Myth in Disney Live Action Movie Posters. An Undergraduate Thesis, English Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Supervisors: 1. Deni Suswanto, M.Pd. ; 2. R. Myrna Nur Sakinah, M. Hum.

This study aims to analyze the denotative, connotative, and mythical meanings contained in Disney live-action movie posters using Roland Barthes' semiotic approach. The method used is descriptive qualitative, focusing on 16 Disney live-action movie posters adapted from animated movies. The analysis includes an explanation of various elements in the posters, such as typography, objects, characters, production logos, release dates, and other visual elements, to identify the denotative, connotative, and mythical meanings that play a role in conveying messages and cultural values. Based on the research findings, out of the 16 posters, there were 54 objects whose denotative, connotative, and mythical meanings were analyzed. The results showed that all objects had denotative and connotative meanings, while only 46 objects contained mythical meanings. This is because denotative and connotative meanings are the foundational meanings in understanding images and visual narratives, so they always appear. Conversely, mythical meaning only emerges when an object represents specific cultural values or ideologies, and thus is not present in all objects. Overall, this study demonstrates that Disney live-action movie posters serve not only as promotional media but also as visual communication tools that convey cultural messages and ideologies to a broad audience through the use of signs and symbols.

Key Words : Connotative, Denotative, Disney, Movie Poster, Myth

ABSTRAK

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Penelitian ini bertujuan untuk menganalisis makna denotatif, konotatif, dan mitos yang terkandung dalam poster film live-action Disney menggunakan pendekatan semiotika Roland Barthes. Metode yang digunakan adalah deskriptif kualitatif, dengan fokus pada 16 poster film live-action Disney yang diadaptasi dari film animasi. Analisis mencakup penjelasan berbagai elemen dalam poster, seperti tipografi, objek, karakter, logo produksi, tanggal rilis, dan elemen visual lainnya, untuk mengidentifikasi makna denotatif, konotatif, dan mitos yang berperan dalam menyampaikan pesan dan nilai budaya. Berdasarkan temuan penelitian, dari 16 poster, terdapat 54 objek yang makna denotatif, konotatif, dan mitosnya dianalisis. Hasil menunjukkan bahwa semua objek memiliki makna denotatif dan konotatif, sementara hanya 46 objek yang mengandung mitos. Hal ini dikarenakan makna denotatif dan konotatif merupakan makna dasar dalam memahami gambar dan narasi visual, sehingga selalu muncul. Sebaliknya, mitos hanya muncul ketika suatu objek mewakili nilai-nilai budaya atau ideologi tertentu, sehingga tidak ada pada semua objek. Secara keseluruhan, studi ini menunjukkan bahwa poster film live-action Disney tidak hanya berfungsi sebagai media promosi, tetapi juga sebagai alat komunikasi visual yang menyampaikan pesan budaya dan ideologi kepada khalayak luas melalui penggunaan tanda dan simbol.

Kata Kunci: Konotatif, Denotatif, Disney, Poster Film, Mitos