

ABSTRACT

Adya Abiyyu Dharma. 1225030005. Verbal and Non-Verbal Signs in Selected English Movie Posters of Oppenheimer and Captain America: Civil War: A Semiotic Analysis Using Roland Barthes' Theory of Denotation, Connotation, and Myth. Undergraduate Thesis, English Literature Department, Faculty of Adab and Humanities, UIN Sunan Gunung Djati Bandung, 2026.

Movie posters function not only as promotional media but also as visual texts that construct meaning through the interaction of verbal and non-verbal signs. This study identifies the verbal and non-verbal signs found in the official movie posters of Oppenheimer (2023) and Captain America: Civil War (2016), and interprets the meanings these signs construct through Roland Barthes' concepts of denotation, connotation, and myth. This research employs a qualitative, descriptive-analytical method; the primary data, movie posters obtained from the Internet Movie Poster Awards (IMP Awards) website, were identified, classified, and interpreted. The findings reveal 180 signs in total: 99 verbal signs (23 in Oppenheimer, 76 in Captain America: Civil War) and 81 non-verbal signs (23 in Oppenheimer, 58 in Captain America: Civil War). At the denotative level, the signs literally present a scientist confronting his own creation in Oppenheimer, and two opposing groups of superheroes in Captain America: Civil War. At the connotative level, the Oppenheimer posters evoke scientific ambition and danger, while the Captain America: Civil War posters evoke factionalism and fractured loyalty. At the level of myth, Oppenheimer constructs the myth of the tragic genius, whose brilliance ultimately exceeds his own capacity for control, while Captain America: Civil War constructs the myth that even righteous heroes are not immune to division. These findings indicate that movie posters actively construct culturally resonant myths and shape audience expectations even before a film is viewed.

Keywords: *Semiotics, Roland Barthes, Denotation, Connotation, Myth, Movie Poster.*

ABSTRAK

Adya Abiyyu Dharma. 1225030005. Verbal and Non-Verbal Signs in Selected English Movie Posters of *Oppenheimer* and *Captain America: Civil War*: A Semiotic Analysis Using Roland Barthes' Theory of Denotation, Connotation, and Myth. Skripsi, Jurusan Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Gunung Djati Bandung, 2026.

Poster film tidak hanya berfungsi sebagai media promosi, tetapi juga sebagai teks visual pembangun makna melalui interaksi tanda verbal dan nonverbal. Penelitian ini bertujuan mengidentifikasi tanda verbal dan nonverbal pada poster resmi film *Oppenheimer* (2023) dan *Captain America: Civil War* (2016), serta menginterpretasikan maknanya melalui konsep denotasi, konotasi, dan mitos dari Roland Barthes. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif-analitis; data primer berupa poster film dari situs Internet Movie Poster Awards (IMP Awards) diidentifikasi, diklasifikasikan, dan diinterpretasikan. Hasil penelitian menunjukkan 180 tanda secara keseluruhan: 99 tanda verbal (23 pada *Oppenheimer*, 76 pada *Captain America: Civil War*) dan 81 tanda nonverbal (23 pada *Oppenheimer*, 58 pada *Captain America: Civil War*). Pada tataran denotasi, tanda-tanda tersebut menampilkan seorang ilmuwan yang berhadapan dengan ciptaannya sendiri pada *Oppenheimer*, serta dua kelompok pahlawan super yang saling berhadapan pada *Captain America: Civil War*. Pada tataran konotasi, poster *Oppenheimer* memunculkan makna ambisi ilmiah dan bahaya, sementara poster *Captain America: Civil War* memunculkan makna perpecahan golongan dan rusaknya kesetiaan. Pada tataran mitos, *Oppenheimer* membangun mitos sang jenius tragis yang kejeniusannya melampaui kemampuannya sendiri untuk mengendalikan, sementara *Captain America: Civil War* membangun mitos bahwa pahlawan yang membela kebenaran pun tidak kebal terhadap perpecahan. Temuan ini menunjukkan bahwa poster film secara aktif membangun mitos bermakna budaya serta membentuk ekspektasi penonton sebelum film ditonton.

Kata Kunci: Semiotika, Roland Barthes, Denotasi, Konotasi, Mitos, Poster Film.