CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Everybody in this world needs language to communicate their feelings, ideas and creativity. Ferdinand de Saussure (1857-1913), a Swiss linguist, stated that language is "the most important of all of the system of signs." (Chandler 12). This statement comes from an understanding that language is a communication system. It means, what we use to communicate with others is language, and every language has a sign system in it. Language does not only concern verbal conversations we have in our daily life – either directly as talking face to face or indirectly, through a cell phone or radio as the media for people to get information, but also nonverbal communications such body gestures, clothing, and posture can be considered as language. (Hawkes 101)

People can also communicate their feelings and ideas using non-verbal language in order to attract attention, or to get a better understanding from others. For example, diagrams or pictures are usually easier to understand than verbal explanations (Colbert 140). Sometimes a visual image is also used to give an

indirect message. Thus, people have to think what the hidden message is. Examples of visual communication are seen in the forms of posters, advertisements, and covers of books, film, and album.

In this thesis I choose semiotics as the general science of signs to find the meanings that exist in a sign. The data source of this thesis will be analyzed based on the Saussurean theory about *Signifier* and *Signified*. Both of the *signifier* and *signified* make what is called a sign. A *signifier* is a concrete form, or a physical form of a sign. It is something which our five senses can recognize, something which can be seen, touched, heard, smelled or tasted while a *signified* is a concept, a mental construction about what signifier is. Signified does not talk about a thing, but the notion of a thing. The same signifier could stand for a different signified according to the process of thinking which happens to everyone (Chandler 17). Roman Jakobson suggested a general principle:

> Every message is made of signs; correspondingly, the science of signs termed *semiotic* deals with those general principles which underlie the structure of all signs whatever and with the character of their utilization within messages, as well as with the specifics of the various sign systems, and of the diverse messages using those different kinds of signs. (Hawkes 102).

Based on that principle, it is possible for me to find the hidden meaning in every sign more than what is written or illustrated through a semiotic analysis. For example, we can understand and read the situation when an advertisement is published. Besides, through a semiotic analysis, we can also see what the film poster tells us about the story before we watch it.

Maranatha Christian University

In this thesis I choose *Enchanted* film poster as a sign because compared with the other posters, this poster has a tagline that describes the situations which happen in the movie. This film poster has some features of fairytale and reality, it combines animated and non-animated pictures in its visualization. This poster is one of the advertising media that brings *Enchanted* movie won the ASCAP Award as Top Box Office Film, and Critics Choice Award as Best Family Film.

In addition to using Saussure's theory, I will analyze the sign using Kress and van Leeuwen's reading image theory. According to this theory, we can analyze a visual image by reading its grammar and vocabulary. The vocabulary of an image is about the denotation and the connotation meaning in an image (Colbert 143) while the grammar of image is the arrangement of image composition, and the relationship between people or objects in the picture represented (144).

I hope people who read this thesis especially the English Department students, who take the same topic for their theses, will have more understanding how to analyze a sign using a signification process. I also hope the reader of this thesis will find some information about the elements of fairytale and reality in *Enchanted* film poster. Furthermore, I hope this thesis can help the readers who want to make a drama or a film advertisement, especially those who want to take fairytale or reality concept for their poster, to create a more interesting and meaningful poster for their viewers.

(722 words)

1.2 Statement of the Problem

In this thesis I would like to analyze the following problems:

1. What semiotic elements are found in *Enchanted* film poster?

2. What is the sign system of *Enchanted* film poster?

1.3 Purpose of the Study

There are some purposes in doing this research:

1. To find out the semiotic elements in *Enchanted* film poster.

2. To show the sign system of *Enchanted* film poster.

1.4 Method of Research

In doing this study, at first I look for the data, and choose *Enchanted* film poster to be analyzed. Then I do the library research and Internet browsing to find the theory I will use to support my research. Finally, I write the research report.

1.5 Organization of the thesis

The first chapter is Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two is Theoretical Framework and Chapter Three contains Semiotic Analysis of *Enchanted* film poster. Chapter Four is the conclusion of this research. Finally, this thesis ends with Bibliography and Appendix.