

CHAPTER FOUR

CONCLUSION

In this chapter I will provide a conclusion of the study based on my research in the previous chapter. In this chapter I will also give my comments about my findings and give some suggestion for the readers and the other researchers who might be interested to make a research related to Semiotic, media and the concept of fairytale and reality.

The purpose of this study is to find out the semiotic elements, the signifier and signified that appears in *Enchanted* film poster, and also to show the sign system in the poster. In my research I find out that *Enchanted* film poster has two types of signifiers, the first is textual signifiers and the second is visual signifiers. There are 4 textual signifiers and fifteen visual signifiers appear in the film poster. After analyzing the signifier and signified I continue with finding how the signifiers can reveal the concept of fairytale or reality. I find that the signifiers in *Enchanted* film poster presents the concept of fairytale or reality differently. Most of them show that they are related with the concept of fairytale.

In doing my research I find that the tagline of *Enchanted* film poster give a clue related to the visual signifiers, and the title *Enchanted* is related with concept of fairytale. Two of visual signifiers which are the name of the production house and the additional information are not related to the concept fairytale or reality. When analyzing the visual signifier I also find that in the concept of fairytale is drawn at the left side of the poster and the concept of reality is drawn at the right side. This is fit with Kress and van Leeuwen theory of theme and rheme as in the tagline fairytale is mention first than reality, so do the visual signifiers.

The fairytale side in this film poster involves the woman and the castle, while the reality side involves man and the city view. The concept of fairytale also can be found in the appearance of the animals in the poster. The concept of fairytale is also shown by the magical substance such as the sparkling stars around the woman's hand.

In doing this research I find that the fairytale element is something which is adapted from something which has been exist in the reality, but it is developed as the creativity in somebody's mind to become something new, which has not been there before. For examples are the castle, the blue birds, and the squirrel. As it has been analyzed in chapter three that the fairytale castle is inspired by Neuschwanstein castle, the blue bird is inspired by *Sialia Currucoides*, the squirrel and the princess and the sky are also available and exist in the real world. Besides, the fairytale side is shown through something adapted from the real world, the concept of reality in *Enchanted* poster is shown by the portrait of something which already exist. For examples are the New York City view and the man's style.

After doing this research, I also find that the small aspects in every element in a film poster can show the concept of fairytale and reality too. Like the woman dress color in the woman, the color purple in the castle roof, the white wall and the brick road in the castle which is related to the concept of fairytale. The small aspects like the man outfit and its color which support the concept of reality. In the city view there is also the Empire State Building, pedestrian crossing, cars which are related to the concept of reality.

In conclusion the *Enchanted* film poster has featured two different concepts in it, which are the fairytale and reality. Eight visual signifiers carry the concept of fairytale and five visual signifiers carry the concept of reality. From all of the nineteen signifiers in the film poster, only two textual signifiers which do not carry the concept of fairytale nor reality. They are the name of the production house, and the additional information. This is related with Kress and van Leeuwen's theory which says that the size can affect the importance of something. This text is typed with very small font sizes, thus these textual signifier is not important and do not have relation with the concept taken.

The concept of fairytale in the film poster shows the idea that fairytale is something imaginary, it comes from people imagination, and it involves imaginary creatures. Fairytale also involves magic in its story. Moreover, the concept of reality in the film poster shows the idea that reality is the actual condition of things. It is not imaginary, and truly exists.

The fact that some signifiers belong to fairytale or the imaginary world does not mean they are actually separated from the real world. On the contrary,

the so-called imaginary signifiers are also part of reality. As a result, I come to realize that there is always reality behind anything imaginary.

As it has been said before that there are the two concepts in *Enchanted* film poster. It is quite interesting to analyze and make the comparison between the two elements found. But I suggest the readers or researchers who are interested to take the same topic, advertisements, or the concept of fairytale and reality to find a data in one concept. Thus, the analysis of the data will be more significant and focus. After finding the one data, the researcher might take another data with another concept to be analyzed and compared with.

I also suggest that the researcher who wants to take the same topic provides the research with an up-to-date resources or literary works that discuss semiotic, fairytale, or reality in it. This will help the readers to find something new for their knowledge.

(1015 word)