

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The film industry began in the year 1824 (International Student, 2018) in the color of black and white. Years later sound and full color were added. There are so many genres that cater to various audience. In 1890s the horror genre was born and many people began to like it. Films about ghosts and dracula kept on popping up to the point where writers were struggling to keep it fresh so that the genre would not die out. The golden era of horror movies came in 1990s thanks to the effort of Stephen King who wrote several famous novels like *The Shining* and *IT*. The *IT* novel was made into a movie in 1990 and became a huge success, and later received a remake in 2017, which is also a big success.

In order to make people interested to watch a movie, a poster is usually used as a promotional tool. A poster is an effective low-cost media that can be used to

advertise an event, product, or service to anyone who spotted it (Wroblewski, 2018). When it comes to designing a poster to advertise an upcoming film, one must know the concept, genre, and the target audience that the poster is aimed at, especially if they want to design a poster for a specific genre, such as horror. Designers need to know what elements can or cannot be used to make people feel scared or alert as soon as they see the poster.

The reason for the poster of *IT* (2017) being used as the data for this analysis is because the film's poster serves as the early introduction of the movie. It often becomes the first thing that audience wants to see to identify the movie. The poster represents what the movie wants to convey even before the audience start watching the movie in theaters. For some reason, such as I am interested in analyzing the *IT* (2017) promotional poster for my thesis. Its design and color choices. Aesthetic aside, another reason for choosing this poster is what this poster offers for interpretation because of its details to hints information about the movie.

The analysis in this thesis will be done using a linguistic field called Semiotics. Semiotics is a linguistic field where its purpose is to find how meaning is created and communicated (Sign Salad, 2019). The theory that is used as the method of this analysis belongs to Saussure. Saussure (1974-1983) states that for something to be called a sign it must have a signifier and signified. It means that, for something to be considered a sign, that something must be able to be analyzed, so that it can be used to find the intended meaning. The theory is applied by identifying all of the signifiers that are present in the poster. The signifiers can be some images or texts of various font types and sizes. Once finished with identifying all of the signifiers present in the poster, each signifier will be analyzed to find some

information that can be used to find the hidden meaning that the designers may or may not intend to present in the poster.

For a semiotic analysis, signifiers (also known as the visible details of the object of analysis) are an essential part of the analysis. This poster has eight signifiers that can be used for analysis. Namely, the background, the red balloon, the entity holding the balloon, the face behind the balloon, the child, the ground, the text “It”, the text “you’ll float too”. All of these signifiers will be analyzed from their position, color, and why they are chosen to be used in the poster. After analyzing all the possible questions from each signifier, all of the analysis will be connected to reveal the intended meaning.

Hence, this analysis is expected to find hidden meanings of several key elements from the data. By finding the hidden meanings of all the key elements in the data, it might help the readers or audience to be able to grasp what kind of film the promotional poster tries to advertise and also makes the audiences or readers interested in watching the movie even more than they already have.

This research is important particularly to the field that this analysis uses, which is Linguistics-Semiotics. It is hoped that this analysis can further help the understanding of interpretation in the form of visual art, and can also be useful as a reference to other students who are discussing a concept of a poster using semiotics as the tool.

1.2 Statement of the Problem

1. What are the signifiers in the *IT (2017)* promotional poster?
2. How does the signifiers relate to the concept of danger?

1.3 Purpose of the Study

The purpose of this thesis is;

1. to find the signifiers in the poster
2. to find out how the signifiers of *IT* (2017) movie poster relate to the concept of danger.

1.4 Organization of the Thesis

This thesis consists of five chapter. The first chapter is the Introduction which consist of Background of the study, Statement of the Problem, Purpose of the Study and Organization of the Thesis. The second chapter is Literature Review, which discusses the theories used for this thesis as well as a comparable previous study for this thesis. The third chapter is Methods of Research, which explains Research Design, Data Collection Technique, Framework for Analysis, and Data Analysis. The fourth chapter discusses the concept of danger in the movie poster *IT* (2017). The fifth and final chapter is the conclusion of this analysis. This thesis also includes References and Appendices at the end.