

## CHAPTER FOUR

### CONCLUSION

In this chapter I would like to draw some conclusions after doing the analysis of the semiotic elements in romance movie posters. It is true that a movie poster is one important element of a movie. Besides representing the story of the movie, a movie poster is also an important part of promoting the movie. Therefore, a movie poster needs semiotic elements in order that it can attract people to watch the movie and they can interpret what the movie is all about.

The main story of the movie can be communicated through elements of semiotics in its poster, such as pictures as an icon, taglines and title as symbols, and colours. These elements of the poster support and interact with each other so that the main story can be reflected.

Having analysed the data, I find that the existence of a picture as an icon of a movie poster is important because people can interpret the story of the movie more easily through the picture than through words or sentences. Although through the picture we can easily get an interpretation about the movie, the picture may also lead us to some interpretations; some people may even get the wrong interpretation. This is so because, as it is said, a picture is worth a thousand words.

In addition, the function of a picture in a movie poster is also crucial because it makes the poster look more attractive. Generally, people will look at the picture in the movie poster before they look at the other elements. Therefore, in my opinion the picture of the movie poster has to be as unique as possible. That is so because the picture of a movie poster takes an important role in promoting the movie itself.

The colours in the movie poster may also have meanings behind them. Although sometimes there are some colours which are a little bit difficult to be interpreted, the use of the right colour to represent a concept needs to be accounted for. It is because the colours of a movie poster need to be carefully chosen in order not to mislead anyone.

The title as the name of the movie should be well presented as it is an important part of the movie. It is because the title is the name of the movie through which people will call and remember the movie. Since the title is to distinguish the movie from the other movies, the title of the movie should be unique and easily remembered. Moreover, the title should also reflect the concept of the movie. For example in the second data, the title Fireproof is very unique because it uses a picture of a pair of wedding rings to replace the letter “o” and the title also reflects the main concept of the movie.

The tagline is also an important element of a movie poster in revealing and promoting the movie. This is so because in my opinion, besides the picture, the tagline also becomes an attractive element in a movie poster. Therefore, besides representing the concept of the movie, the tagline has to be attractive to make people curious to watch the movie. I think this is the reason why the tagline of the

movie poster does not reveal the main story explicitly. In my data we cannot find a tagline which uses a clear and explicit statement about the movie. Instead, they use a question and advice to give us a hint about the story of the movie. For example, the first data, Notting Hill, uses the tagline in the form of a question to represent the concept and make people curious about the movie. Moreover, the message of the movie can also be presented in the tagline. For example, the tagline of Fireproof movie poster uses a piece of advice as a message of the movie.

Furthermore, the tagline can support the picture of a movie poster. Since the picture is worth a thousand meanings, the tagline can help restrict it so as not to be interpreted too broadly. On the other hand, although a picture can represent many meanings, there are some concepts which cannot be expressed by a picture alone. Therefore, the tagline and the picture can support each other to present these concepts.

From all the above explanation, I find that the existence of each element of semiotics is important because each element cannot stand on its own. In other words, one semiotic element needs the other elements to support it. Therefore, the interaction of semiotic elements will build a solid sign, that is a movie poster as a **representament** which can make people have the **interpretant** of an **object**, that is the movie itself.

I also find that sometimes a movie poster does not show an important concept which exists in the movie because of the promotional purposes or a private and sensitive thing like religion. Since one of the purposes of a movie poster is to attract as many people as possible, the movie poster needs to exclude

something which can make people reluctant to watch the movie even though it is an important concept which exists in the movie.

Since the movie poster is very important in promoting the movie, the movie producer should be careful in making the movie poster. The movie producer should communicate the concept of the movie in unique and attractive ways in order to attract people to watch the movie. Besides being good and communicative, the movie poster should also have advertising values. For example, the information about the other successful movie which is produced by the same producer who produces the movie.

In analyzing the romance movie posters, I find some difficulties. The first difficulty is that I find that movie posters in romance genre use many figurative concepts, for example in the first data, Notting Hill. The figurative concepts are the large picture of a woman, which means she is an important person, the colours of the woman which show her characteristic, and the picture of the woman without her whole body, which is interpreted that she hides something.

The clearer example of the figurative concept is in the second data, Fireproof. After watching the movie, we will know that the fire in the poster does not mean a real fire but problems in a marriage. Although the figurative concept can make the poster unique and attractive, this may also lead people to have the wrong interpretation. Sometimes I find myself facing a difficulty in interpreting and explaining the figurative concept and its meaning in the poster. The other difficulty is that each element may have various meanings which have to be sorted into the relevant ones and they have to be explained one by one.

The first thing to reconsider for students who will use semiotics to discuss movie poster data is that they have to be very careful in doing the analysis. Since there may be figurative concepts in the poster and each element may have various meanings, they have to be elaborated very carefully. The students also have to watch the movie repeatedly in order to produce in-depth analysis and avoid skipping some meanings in each element.