



## SIGN ANALYSIS OF DISNEY MOVIE POSTER

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### Abstract

*The purpose of this study is to identify the verbal and non-verbal cues used in Disney movie posters as well as to interpret their significance. The verbal sign refers to text or words on the Disney movie poster. Colors and characters are used to represent non-verbal signs. The research data were taken from Pinterest. A descriptive qualitative method was used in this research. The theory from Saussure (2007), the denotation and connotation from Barthes in Chalder (2002), and the theory of color words from Wierzbicka (1996) were all applied in this research. The results of this research, Disney movie posters contained 6 non-verbal and 10 spoken signs. These meanings were found in the words and pictures of Disney movie posters.*

**Keywords:** Verbal sign, non-verbal sign, poster.

### Abstrak

*Tujuan dari penelitian ini adalah untuk mengidentifikasi tanda verbal dan non-verbal yang digunakan dalam poster film Disney serta mengartikan maknanya. Tanda verbal mengacu pada teks atau kata-kata pada poster film Disney. Warna dan karakter yang digunakan untuk menggambarkan tanda nonverbal. Data penelitian diambil dari Pinterest. Metode kualitatif deskriptif digunakan dalam penelitian ini. Teori dari Saussure (2007), denotasi dan interpretasi dari Barthes dalam Chalder (2002), dan teori kata warna dari Wierzbicka (1996) semuanya diterapkan dalam penelitian ini. Hasil dari penelitian ini, poster film Disney mengandung 6 tanda verbal dan 10 tanda non-verbal. Makna-makna tersebut ditemukan dalam kata-kata dan gambar poster film Disney.*

**Kata kunci:** Tanda verbal, tanda non verbal, poster.

## INTRODUCTION

A sign represents a certain idea or meaning and may be found in a variety of aspects of life. A sign originates from a concept in people's brains that is represented through linguistic codes and is understood by those who take part in the discussion or communication. A sign is a symbol that, solely due to habit, nature, or another powerful general rule that can be studied as such, has an extraordinary meaning or the potential to describe who it represents (Chandler, 2007). According to Darmayanti (2023), structuralism may analyze sign and meaning in semiology in language, art, and mass media. To put it another way, language itself is a form of sign that may be examined through semiology or semiotics. Semiotics is the branch of study known as semantics studies how language uses signs. The component of linguistics known as semantics focuses more on the significance of signs or symbols used in a particular object. Many common theories of linguistics include a level of variety as an aspect of linguistics. Besides semantics, cognitive structure is important. (Cruse, 2000). Semantics is research into the connections between words, and by giving word meanings, it can help in word

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understanding and personal meaning extraction. (Culler, 2005: 55). Semiotics, which have different ways of analysis and meaning creation, is closely related to semantics.

A set of guidelines for combining signs and meanings, the semiotic system can be understood as a code (Jewitt, 2012). Only in cases where it becomes a habit, choice, or another significant basic principle that may be analyzed as such can a symbol have an unusual meaning or the ability to characterize who it symbolizes (Chandler, 2007). A sign can be seen in a variety of media, including a movie, music, and poster. The poster is one of them that most clearly conveys the concept. Posters to attract viewers' attention in reading it and learning more. A poster is a message that is shown in an open space and consists of the making up of an image (Pucacigua, 2014). By emphasizing the details and reducing them for the reader to understand what the poster is trying to communicate, a poster is an efficient technique for grabbing the public's attention. This strategy is also utilized on movie posters since the poster includes specifics that make it easier for the reader to understand what the poster wishes to elaborate on. Movie posters are specific kinds of posters that are used to advertise films and attract the interest of viewers.

To make posters as attractive as possible, appealing colors, images, and layouts are used. However, sometimes people find movie posters with excessive or wrong imagery for the movie or the genre of the movie, which makes the viewer unable to comprehend or unclear about the idea the poster is trying to express. The two different parts of a sign, such as (a) a verbal sign that can be compared through text or in written form, were distinguished by Barthes (1998). A poster generally includes a name or phrase written in text, facts about a topic, a sentence meant to persuade, or any other type of writing; (b) nonverbal signs can take the shape of color, music or sound, animation, or an image. Non-verbal messages are used to increase the language used and add interest to the posters. Cerrato (2012), uses non-verbal indications like imagery and color selection in written posters that are interesting because they convey varied meanings depending on the culture of the reader.

When interpreting the signs, there are two levels of interpretation. The first level is a primer (denotation), which is present when a sign is described in a true, actual, or dictionary-based method (Chandler, 2007). According to Barthes (1998), the denotative is the connection between the signifier and the signified that creates simple and clear meaning. Connotation is the second level, and it refers to the "tone" of a decorated text. According to Barthes (1998), the connotative level of signification is where indirect and implicit meaning is created between the signifier and the signified. A variety of signs, both verbal and nonverbal, as well as the meanings and messages they communicate.

Since signs can be seen in any public place or on certain occasions, there are some previous studies about this that have been conducted. Devi, Beratha & Netra (2017) entitled used the "Zootopia" movie poster as the data source of their study. She discussed the kinds of non-verbal and verbal signs present in the Zootopia movie poster and describe their significance. Using the theory from Saussure's Semiotics theory (1983), Dyer's Verbal and Non-Verbal Signs theory (1993 supported by the Color terms theory of Wierzbicka (1996) and Color Meaning theory of Chapman (2010). A documentation method was used to collect data in this research. Then, the data were analyzed using the descriptive qualitative method. She found that 13 verbal signs with their meaning and non-verbal signs consist of shape, appearance, manner, activity, background, and color with their meaning. Other studies and posters were also discussed. Darmayanti & Marantika (2023) use Titanic Movie Poster to analyze the signs and meaning. Using the semiotic theory from Barthes





(1997). To support the analysis, Cerrato's (2012) theory of color meaning was used. A descriptive qualitative method was used, and she found 11 verbal signs and 8 non-verbal signs with their meaning.

There is also a study from Simartama, Suastini & Pratiwi (2022) that used the Walt Disney poster as the data source. The study tried to identify the message of the signs from the Walt Disney Poster by using Saussure's theory as defined by Chandler (2007). While Barthes' (1977) theory of sign understanding and Cerrato's (2012) complementary theory of color terms. Found that 6 verbal signs and 6 non-verbal signs contained 5 denotative and 9 connotative messages from the movie poster. Meanwhile, in other studies, advertisements were used as the data source. Pradnyanita, Pratiwi & Ayomi (2022) use The Nude Eye Shadow Palette Advertisement by Maybelline New York she discussed the signs and their meaning using the theory of Semiotic by Saussure (1983), the theory of meaning from Barthes (1976), and the supporting theory of color by Cerrato (2012). She found that 8 verbal signs and 9 non-verbal signs with their meaning. There is also a study by Juliantari (2021) that use the Conjuring movie poster as the data source. Her study used theory from Saussure (1974) and also uses several supporting theories such as the Verbal and Visual Aspect theory proposed by Dyer (1986) which is used to analyze the verbal and visual signs of posters in this journal. The theory of Color Term created by Wierzbicka (1996) is also used to analyze the meaning of the poster. She found that 5 verbal signs and 2 non-verbal signs complete with their meaning.

In line with the previous studies, this study aimed to analyze the verbal and visual signs. from selected Disney Movies Posters. The Disney poster includes an image or movie-related products that attract viewers in and includes written content about the movie. The difference can be seen in the combination of the analyses between verbal signs that are short the visual signs that have imaginative pictures and are colorful. They implicitly described certain meanings because Disney movie posters it has a variety of imaginative colors and also a verbal sign that is short but full of meaning. Analyzing the placement of signs in Disney posters is so challenging. The main focus of this study is to identify verbal and nonverbal signs in Disney posters. This study can successfully provide viewers with a deeper understanding of those aspects by studying them to cut lower on confusion in the public regarding the meaning.

## **METHOD**

The Pinterest app was used to gather the data for this study. There were three types of data used which selected the best-rated cartoons and the highest number of viewers there are Maleficent, Hercules, and A Good Dinosaur. The data was collected using the descriptive qualitative method to conduct a clear description of the problem. The observation approach, which sometimes entails the researcher playing a variety of roles and using a variety of procedures to gather the data, was used to draw out specific information from the data (Baker, 2006). As a result, the process begins with choosing the specificity of the indications from Pinterest, both verbal and nonverbal, downloading the poster to identify it, reading and categorizing the verbal and non-verbal signs, and figuring out the meaning of the verbal and non-verbal signs. The data were described academically in this analysis. The researcher employed a qualitative descriptive method as a result.

There are three theories were used to analyze the data for this study. Semiotic theory These three theories were used to analyze the data for this study. First, the theory of semiotics from Chalder De Saussure (2007) this theory is relevant to use in this study's





analysis of the signifier and its meaning. Second, the theory from Barthes (1998) about denotation and connotation. Denotation refers to the meaning that is intended or that can be found in a dictionary, but the connotation is the second order of significations and reflects the alternative meaning that might be connected to a certain item. Third, theory color from Wierzbica (1996) This poster uses a variety of colors, including brown, black, green, white, grey, red, and orange. According to Wierzbica (1996), the three posters' colors are meant to convey the following messages:

Brown was associated with drabness, a lack of humor and strength, while black was associated with terror, death, darkness, mystery, and the energy of the unknown. White symbolized goodness, virginity, sunrise, isolation, emptiness, and divine power. Grey represented mystery, cloudiness, melancholy, loneliness, and isolation. Red stood for danger, lust, blood, and passion. Green represented expansion, nature, and a calming color. Orange represented warmth and sunshine. Yellow represented energy, happiness, fun, and optimism. Blue is related to the sky and represents confidence, heaven, and intelligence.

### 1. Result and Discussion

Data 1: Maleficent movie poster



*Figure 1: Maleficent movie poster*

#### **Maleficent movie poster**

Disney released the poster seen above to let people know about their upcoming movie. One whole spoken sign appears on this poster, specifically “ANGELINA JOLIE”. The word has a denotation meaning written to mention the main character in the movie, Angelina Jolie, who plays the witch Maleficent. It has connotation meaning which has different font from other because Angelina Jolie was able to animate her role very great as Maleficent and made the film widely watched and became the main character. The denotative meaning word “MALEFICENT” has a denotative meaning because that is the title of the movie. The connotation meaning of the word “MALEFICENT” means evil, described as a witch with horns and a black dress shows her terrible character who is full of vengeance for anyone. It can be seen from the non-verbal sign of this Poster, that is, the picture of the actress who dresses and uses makeup as a witch. Maleficent is elegant with pale green skin, amber eyes, red lips, and a long chin. She wears a black dress, with the collar and hem of the dress in the shape of bat wings. She has long, sharp nails. On her head are two horns, the horns are symbolic of her dark magic. She holds a staff with a glowing green orb on the top end where her spells come out. This poster also has





connotations meaning that Maleficent is a witch with an evil and jealous character that is very suitable to describe a witch. She clasped her hands with a sadistic smile, satisfied that he had taken revenge on the prince who had betrayed her.

Denotatively, this sign aimed to show how the look of the witch that is going to perform in this movie. But in another way, this sign also has a connotative meaning which is to show the main character of this movie as well as who is the actress that plays the witch. Maleficent is a story about Witch Maleficent a jealous queen who was betrayed by a prince. Princess Aurora was cursed to have a 16th birthday death-like sleeping. Due to a curse, Aurora will always fall asleep and won't wake up unless Prince Phillip kisses her. Maleficent kidnaps and binds Aurora to stop Phillip from saving her. The good fairy is the only remaining chance for Phillip to be set free and awaken Aurora. The denotative meaning of the word "Disney" means the name of the media that show the movie. It has connotative meaning which means to attract people to watch this Maleficent movie on Disney.

The last non-verbal sign from the movie is color, this poster combines with white background, black, red, and green. The meaning of black color according to Wierzbica (1996) means darkness and mystery. It describes Maleficent life. Maleficent was once betrayed by a prince because of this heartache maleficent attacked the kingdom to avenge her and also cursed the daughter of the prince. This means people know Maleficent become evil and that makes her, who is famous for her dark and evil side, invincible. The color pale green skin means nature it can compare with the residence of Maleficent, who lives in the magic forest full of plants and animals. The color red means danger it can describe Maleficent as one of the most feared and dangerous creatures for everyone in the story. The white background means divine power which Maleficent has a power that unbeatable by anyone.

Data 2: Hercules movie poster



*Figure 2: Hercules movie poster*

### **Hercules movie poster**

There are three lines of verbal signs in the Hercules movie poster. First, the word "HERCULES" has a denotation meaning it means the glory of a hero and the main character of the movie. It has a connotation meaning that can describe Hercules as a half-god and half-human child raised on Earth. As a child, he was banished from Mount

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Olympus by Hades, the god of the underworld who wanted to overthrow the rule of Zeus. On Earth, Hercules was adopted by a farmer named Amphitryon and his wife, Alkmene. The strength that Hercules possessed made him ostracized and considered strange by the people around him. Until Hercules managed to find out his origin. He learned that he was the son of Zeus. Finally, Hercules decided to prove himself a true hero to return to life on Mount Olympus. The word font of “HERCULES” is different from another word that mentions that Hercules is the main character and it uses the font Egypt which is from Greece, promoting ancient Greek culture. This is also related to the movie Hercules which has an ancient Greek theme. Second, “Walt Disney animation studios” means a place to promote and watch the movie Hercules. Third, “GO THE DISTANCE” has a denotation meaning it means the slogan of Hercules being banished to earth. It also has connotation meaning it means even though Hercules was isolated, he still struggled to find his identity as a true hero and proved that he did not give up until he could achieve it. And yellow-brown thunderbolt behind the Hercules picture means he stands with full energy and is optimistic about himself he can prove to anyone he can be a hero.

There are two non-verbal signs that attract people's attention to Hercules's movie poster. The first non-verbal sign is Hercules standing tall with the simple princely clothes he wore and looking up. This poster also has a connotative meaning that Hercules is a princely child isolated by the citizens and kidnapped and thrown to earth and becomes a hero who saves everyone without reward. Proving to the gods on Olympus that he was late in becoming a true hero after learning that he was the son of the god Zeus. The colors of the Hercules movie poster background there are white and blue according to Wierzbica (1996) it related to the sky and light it connected with Hercules is one of half-god but he decided to stay on the earth to Prove to the gods on Olympus that he was late in becoming a true hero. The color dark brown and light brown from the poster above the light brown related to his skin and the dark brown on his cloth means drabness it can relate to the story that Hercules was bored when he was ostracized and began to peel off his identity until he became a hero. There are two tones in Hercules's movie poster which means he can live in two worlds, as a human and can also be a god.

Data 3: The good dinosaur movie poster.



*Figure 3: The Good Dinosaur movie poster*





### **The good dinosaur movie poster.**

here are some lines of verbal signs in The good dinosaur movie poster. First, “Tiny but tough” has a denotation meaning which means Tarzan is small but has a very brave character than the big dinosaur. This story it has connotation meaning which means not all those with small bodies are weak and not all with large bodies are great. This story is about a shy dinosaur who has a lot of work to do when he is left behind by his father. Then dinosaur, who is lost far from his home, meets a little Tarzan who has also lost his family. They have conflicting traits this little tarzan is very brave he is used to living in the wild. He takes the dinosaur home and upon his arrival, he too finally meets and returns home with his family. Second, “Disney Pixar” means a place to watch the cartoon. Third, “The good dinosaur” has a denotation meaning a good dinosaur who always helps his family in taking care of the farm when left by his father. It also has a connotation meaning which means everyone thinks that dinosaurs are wild and fierce but turns out that not everything. What was created and developed in this movie shows dinosaurs who are very good and also love their families. Fourth, “In cinema November 27” means the place and date the cartoon was released. Fifth, “Set it in 3D and Real 3D” means the quality of the cartoon. Six, “DisneypixarUK”, and “Disney\_UK” means the website of Disney.

There are two non-verbal signs found in The good dinosaur movie poster. First, the dinosaur-looking small Tarzan on the back who is naturally scared and Tarzan with a scary face has denotation meaning which means challenging a dinosaur with messy hair. It has connotative meaning in the story about the good dinosaur who is shy and afraid as well as the small and brave Tarzan who lives in the wild without anyone. Second, the color of the background movie poster is dark blue. According to Wierzbica (1996), dark blue represented manipulation and a rigid outlook. It connected with the good dinosaur story where the dinosaur always has the same view that he cannot and does not dare but in fact, after doing it he succeeds and is able to do it alone. The color green means nature and freshness is related to dinosaurs and Tarzan who live in the wild with plants. The brown skin of Tarzan means nature, it is connected with the story of Tarzan who lives in the wilderness, and the dark brown means the strength of a small human with courage.

### **CONCLUSION**

Disney Movie Poster tends to use simple signs, both verbal or non – verbal as is seen on the three posters used in this study. The verbal sign found in this study takes the form of phrases with unique written text to the point and asserts the theme or the story of each movie has a particular written message to grab readers' interest. Meanwhile, non-verbal sign found is found in the picture where all the posters show the main characters of the movies and color more attractive even though it has meaning in each color and picture of the poster. Both connotative and denotative interpretations can be derived from these verbal and non-verbal signs. Denotative refers to signs that have a literal meaning, such as characters and inscriptions. Connotative meaning, on the other hand, offers additional information about the sign, particularly in the narrative of the posters.

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