

ANALYSIS OF MOVIE POSTER USING PEIRCE'S SEMIOTICS

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ABSTRACT

A poster is an announcement or advertisement in the form of an image or writing containing an appeal or invitation to do something. One example of a poster that is often found is a movie poster. Movie Posters are visual media used to transmit cultural and commercial information through social semiotics such as typography, illustration/image, layout, color. The film poster that was analyzed is one of the posters from a famous horror film in Indonesia, namely KKN Di Desa Penari. This film is adapted from a true story that went viral in 2019 via Twitter "Simple Man". This research was conducted to analyze the meaning of the movie poster using the Semiotics from Charles Sander Peirce by using qualitative research methods. Researchers collect data through observation and literature study from various books, journals, thesis, and sources from websites that are considered relevant. The poster itself became observation data for research and literature review, it would be easier for researchers to select and assess data, as well as sharpen data analysis. The results of this study indicated that the KKN di Desa Penari posters presented something different by presenting invisible visuals with beautiful forms rather than ghosts that are known to be scary. Furthermore, the KKN di Desa Penari film poster also contained cultural elements so as to create a strong traditional impression.

Keywords: Pierce's Semiotics, Movie Poster, KKN di Desa Penari

I. INTRODUCTION

The Indonesian film industry began to rise with the presence of new films. Now it is not uncommon for us to see two or three Indonesian films being screened in cinemas at the same time. This gives new hope for the development of Indonesian cinema as part of the nation's cultural expression. The genres began to vary, from drama, comedy, action, youth, to horror films. The horror genre itself seems to be the most sought after genre, both by producers as filmmakers, and by audiences as film lovers. This has an impact on the emergence of national films with different genres and market segments. In horror films, the antagonist who creates fear in the audience is not a human or an animal, but a supernatural being (Meliala & Bezaleel, 2018). The horror film genre is one of the film genres that have many fans both at home and abroad. The film itself has the meaning of a work of art that has the completeness of several other works of art and a collection of several images in the frame, then the edges are projected through a

projector lens mechanically so that the images comes to life. Horror film is a film genre that presents things that are frightening, tense, and horrifying. The idea of horror film is basically to terrorize the audience through various terrifying acts and actors (Yoesoef, 2015). According to (Yoesoef, 2015) the interesting things related to horror films are first, that since the beginning of horror films, there has been a change in the definition of horror; second, there is a tendency to exploit the sense of fear and horror in horror films from time to time increasingly diverse; Third, there is a strong tendency for horror films to explore (and exploit) things related to belief and the impossibility of something. Exploration and exploitation is aimed at entertaining and absorbing people's curiosity.

The horror genre in Europe, according to Carroll (1990:55) cited in (Rusdiarti, 2009) is a product of Gothic literature that emerged in the mid-18th century in England and Germany. The emergence of Gothic literature is closely

related to the dominance of rationalism and the development of science that upholds objective values. Gothic literature appears to represent the dark side of the Enlightenment era that hides imaginative, irrational, subjective tendencies and is close to the supernatural. In relation to supernatural issues, talk about the horror genre in literature then intersects with the fantastical genre according to Todorov. In Indonesia, this genre has also been around for a long time. Unlike European and American societies, which tend to be more rational, Indonesian people are very close to the supernatural world. The background of the emergence of this genre in Indonesia still requires in-depth study, but considering the world of the supernatural, superstition, and ghost stories become an inseparable part of people's lives, it makes sense if this genre thrives and is liked. There are two films that are often referred to as the first Indonesian horror films.

A poster is an announcement or advertisement in the form of an image or writing containing an appeal or invitation to do something and generally the poster will be posted on the wall or in strategic places that are often passed by many people and are also easy to read. Posters are works of art resulting from graphic designs that contain text, images, or both that aim to provide messages or information to the public. One example of a poster that is often found is a movie poster. Movie Posters are visual media used to transmit cultural and commercial information through social semiotics such as image, text, font and color. One of the important techniques of poster design is to convey movie topics or focused information. Movie poster design has gone through two major periods in China. Between 1980s and 1990s, posters were apparently designed simple and color-vivid; entering the 21st century, with computer technology, Chinese movie posters have shown diversified expressions and propagandas, which seem more fresh and unique in artistic charm (Yin & Hassan, 2021).

The film poster that was analyzed is one of the posters from a famous horror film in

Indonesia, namely KKN Di Desa Penari. This KKN di Desa Penari's film is adapted from a true story that went viral in 2019 via Twitter "SimpleMan". This story was taken from a true story in 2009 where a group of students were carrying out KKN (Kuliah Kerja Nyata/ The student study service) in a village known as the Desa Penari. According to (Fitri, 2022, this film has been watched by at least 9 million people since it premiered on April 30, 2022, and is currently considered a film with a large audience of 6.8 million viewers in Indonesia. KKN di Desa Penari was appointed based on a thread created by an anonymous account @SimpleMan on Twitter on June 24, 2019 which later on the thread was liked almost 200 thousand times and retweeted 74K so that it went viral.

Based on the explanation above, this research was conducted to analyze the meaning of the KKN Di Desa Penari movie poster using the Semiotics from Charles Sander Peirce which includes typography, illustration/image, layout, color of the poster.

A. Semiotics Analysis

Semiotics is the science of signs. Semiotics is a science or method of analysis for studying signs. Signs are the tools used in trying to find a way in this world, in the midst of humans and together with humans. Semiotics basically wants to study how humanity interprets things. In this case, meaning cannot be confused with communicating (Mudjiyanto & Nur, 2013).

Semiotics is the science of signs. Starting from the field of language, the branch of semiotics developed into the field of art and design. The basic idea of semiotics is message and code (Mudjiyanto & Nur, 2013) cited in (Martadi, 2021).

Semiotics is the branch of linguistics that deals with signs and symbols. The study of sign systems and how they are used is known as semiotics (Eco, 1979 & Fawcett, 2015). The content and expression plane, or meaning and expression, are the two elements that makeup semiotics. Semiotics, on the other hand, is divided into general and specific

branches (Krogstie, 2002), with the study of language falling under the latter (Chomsky, 1979) in Rezeki (2021).

According to Berger cited in (Mudjiyanto & Nur, 2013), semiotics has two figures, namely Ferdinand De Saussure and Charles Sander Peirce. The two figures developed semiotics separately and did not recognize each other. Saussure in Europe and Peirce in the United States. Saussure's scientific background is linguistics, while Peirce's is philosophy. Saussure called the science he developed semiology. Semiology according to Saussure is based on the assumption that as long as human actions and behaviors carry meaning or as long as they function as signs, there must be behind them a system of distinctions and conventions that make that meaning possible. Peirce's semiotic theory emphasizes the logic and philosophy of signs in society and is often referred to as the 'grand theory'. According to Peirce, logic must study how people reason. That reasoning, according to Peirce's fundamental theoretical hypothesis is done through signs. "Signs allow us to think, relate to others, and give meaning to what the universe displays. Humans have a wide range of possibilities in the diversity of signs; among them linguistic signs are an important category, but not the only category".

B. Poster

A poster is defined as a visual tool or image that has a theme and contains a persuasive message (Ayu, 2022). A film poster is the identity and synopsis of a film that is presented in graphic form, and has an important role in getting the attention of the audience to watch

II. RESEARCH METHOD

A. Research Design

In this study used qualitative research methods, namely research methods used to examine the condition of natural objects. The researcher becomes the key instrument, and the data collection technique is carried out in a triangulation (combined) manner, with inductive/qualitative data analysis, and based

the film shown in cinemas, by therefore in making film posters it is done seriously in order to attract attention and stimulate curiosity in the target audience so that they are interested in watching it because they see the film poster.

Posters are a tool used to influence and attract the attention of their target readers through messages and information conveyed through the media of pictures and writing. Film posters have a big enough role for a film because they are a form of promotional media for the film that is being shown. Movie posters can be pictures of faces or characters from a film according to the genre of the film. Movie posters usually contain a combination of colors, objects, and typography that match the content of a particular message to the audience. According to Pierce (2015), movie posters are divided into three types, namely:

1) Poster Teaser

A teaser poster or advance poster is a movie poster used at the start of a promotion, containing a basic design image or without revealing too much information such as plot, theme, and characters. The goal is to arouse curiosity in the film. A tagline can be included.

2) Character Poster

For a film with a diverse and interesting cast, there may be a set of character posters, each featuring an individual character from the film.

3) International / Theatrical Poster

This poster is issued when the film is released, if the film is released simultaneously worldwide, then this poster will be displayed in theaters around the world.

on the postpositivism philosophy. Qualitative research as an investigative process in order to explore understanding of social problems in a complete and thorough description in the form of words and can provide detailed information arranged in a scientific framework. The research subjects in this study were the official posters or International Theatrical Posters from the uncut version of the KKN di Desa Penari

Movie, which also became primary data for research. Meanwhile, for secondary data, researchers collect data through observation and literature study from various books, journals, theses and sources from websites that are considered relevant.

B. Research Procedure

Method of data is the techniques are used by researcher to collect data. This KKN di Desa Penari movie poster data was sourced from the internet by downloading the poster image. In this study the writer used the method of literatur review and observation directly observed the KKN di Desa Penari poster. The researcher conducted a literature review in the field of visual poster design, the poster itself includes typography, illustration/image, layout, and color of the poster. By conducting a literature review, it will be easier for researchers to select and assess data, as well as sharpen data analysis. To optimize the use of this technique, it is also necessary to pay attention to the validity of the literary sources, so that the theory used is truly based on proven truth. The library sources used are books and scientific journals. This research used data analysis method that consists of two stages. Starting from the poster description stage, which describes the poster visually. The second stage is visual analysis, where we begin to discuss the composition from a visual perspective, namely layout, color, image, and typography. After that, the interpretation stage is the process of giving meaning using Peirce's semiotic method which includes icon, index, symbol.

C. Technique of Data Analysis

Data analysis carried out in this study was descriptive analysis with a discussion focused on poster visualization. The focus being

analyzed is typography, illustration/picture, layout and color on the poster.

- **Typography** : Analyzing and describing the typeface, and various types of the type of letters on the poster. Analyze and describe typesetting, such as outlines, colors, effects used, and textures found on posters.
- **Illustration / picture** : Analyze and describe the illustration style on the poster. Analyze and describe illustration techniques on posters. Analyze and describe the size of the shot taken by the illustrator on the poster.
- **Layout** : Analyze and describe what layout model the poster fits into. Analyze and describe what layout model the poster fits into.
- **Color** : Analyze and describe the meaning of the colors of the poster.

III. RESULT AND DISCUSSION

In this poster of the Dancing Village Community Service, the researcher analyzed the data and meaning found in the poster, especially in the Uncut poster. There are several posters published by Manoj Punjabi Production, one of which is the KKN poster in Uncut Dancer Village. Uncut posters are different from non-uncut posters, both in terms of image visualization and color. this kn film in the village of uncut dancers attracted more viewers. This poster uses a combination of visual elements that can be considered simple but still harmonious and has character.

1. Work description

This movie poster is dominated by black, red and gray colors. The poster also features a female Gandrung dancer who is the main character in this movie. Gandrung dance is one of the intangible cultural

heritages of Indonesia and is a typical dance performance art from Banyuwangi to Lombok presented with typical musical accompaniment of Javanese and Balinese cultural fusion. The Gandrung dancer featured in this poster wears traditional dancer's clothing complete with dancer's accessories. The figure featured in this poster is facing backwards with both hands raised like a traditional dancer with a snake wrapped around them using a gray color that adds to the mystique of the poster.

At the very top of this poster displays the release date of the film KKN in Desa Penari, which is February 24, 2022 with red writing. at the bottom of the release date there are the words "A Terrifying True Story Revealed by @SimpleMan".

In the middle of this poster displays the main character of this film, a woman who is dancing by wearing traditional clothes typical of a Gandrung dancer. in addition to displaying a dancer in the middle of this poster also displays the words "a manoj punjabi production" as the production house of this film. besides that it also displays the writing KKN Di Desa Penari which is the title of this film in red and there is a woman's face in the writing.

At the bottom of this poster displays a tree that has quite a lot of roots and blends with the dancer character. besides that there are also offerings. these offerings are usually intended for the spirits of ancestors and become ritual materials that are always present in every custom with the aim of communicating with supernatural beings. on the right side of the bottom precisely above the tree roots of this poster there is a monkey head.

2. Formal Analyze

Formal elements contained in this poster include color, image, typography, layout composition, and point of view. The poster is dominated by the colors red, black, and gray, which are common colors used for horror movie posters to accentuate the horror and mystique of the film. On this movie poster, there are several colors used such as the red color on the words "KKN DIDESA PENARI" which is a blood red color with a color code code #880808 with 53.3% red, 3.1% green, and 3.1% blue in RGB units. Meanwhile, the blood red color consists of 0% cyan, 94.1% magenta, 94.1% yellow, and 46.7% black in CMYK. in addition, there is a black color with code #000000 as the background of the poster. The gray color on this poster depicts smoke and the words "a Terrifying True Story Revealed By @Simpleman" with code #808080.

The KKN poster applies a balanced layout composition with the main character displayed in the center of the poster with a very attractive design.

This poster used several types of fonts such as the words "A Terrifying True Story Revealed By @Simpleman" which uses Qonta Font, while the words "KKN DIDESA PENARI and February 24, 2022" use Another Danger Font. in the "UNCUT" section using Sunday Font and in the "A Manoj Punjabi" section using Panton Font.

Point of View on this poster is an image of the main player in the movie, a Gandrung dancer wearing traditional dancer clothes complete

with accessories typical of a traditional dancer and looks integrated with a tree so that it adds to the mystical and horror impression of the movie. The position of the woman in this poster is facing the back with her hands doing dance movements. besides that there are offerings served under the dancer and a monkey's head lying on the roots of the tree.

IV. CONCLUSION

The horror film genre is one of the film genres that have many fans both at home and abroad. A poster is an announcement or advertisement in the form of an image or writing containing an appeal or invitation to do something and generally the poster will be posted on the wall or in strategic places that are often passed by many people and are also easy to read. One example of a poster that is often found is a movie poster. The film poster that we will analyze is one of the posters from a famous horror film in Indonesia, namely KKN Di Desa Penari. This research was conducted to analyze the meaning of the KKN Di Desa Penari movie poster using the Semiotics from Charles Sander Peirce which includes typography, illustration/image, layout, color of the poster. In the KKN poster in Penari Village, there are signs found in the form of images, colors, and writings that have their own meanings that make this poster provide an interpretation of a woman who is a dancer and the ruler of a sacred location using Peirce's theory that has been applied.

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