

ABSTRACT

Sari, Truely Purnama. *A Semiotic Analysis of Posters of Indonesian Romantic Drama Movies*. Submitted as partial fulfillment of the requirement for the Sarjana Degree of English Department, Faculty of Letters, Airlangga University, Surabaya. 2007.

Movie poster is not simply a campaign medium for distributing a movie. It can also be a collectible item for movie-lovers and sometimes may arouse controversies. As it is believed that there should be “something” behind the images, background colors and taglines that the poster uses, this thesis attempts to analyze the messages exist in posters of Indonesian romantic drama movies released in 2006. The theory of semiotics proposed by Barthes is used throughout this study. According to him, there are three types of message: linguistic message, non coded-iconic message and coded-iconic message. From the analysis done on the posters, it is found that each of them has the three messages. In general, the linguistic messages they have are: the names of the sponsors, the title of the movie, the names of leading and supporting actors, tag line of the movie and the names of behind the scenes’ people, including their post. The non coded-iconic messages comprise the images that the viewers see in the movie posters (mostly are the central characters and their environment), while the coded-iconic messages comprise the understanding behind the images they see which may indicate the outline story of the movie and the central characters of it.

Keywords: Semiotics, sign, signifier, signified, linguistic message, non coded-iconic message, coded-iconic message