

A VERBAL AND NON-VERBAL SIGNS FOUND IN DESCENDANTS MOVIE POSTER

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Abstrak– Tujuan dari penelitian ini adalah untuk menentukan dan menganalisis tanda-tanda verbal dan non-verbal dalam poster film "Descendants." Tujuannya adalah untuk mengekstrak tanda-tanda verbal dan non-verbal dan penggunaan indikator-indikator ini dalam menyampaikan konten tematik film tersebut. Penelitian ini menggunakan poster film "Descendants" yang diperoleh dari Pinterest sebagai sumber data utamanya. Penelitian ini menggunakan pendekatan kualitatif deskriptif, dengan menerapkan teori semiotika yang dikemukakan oleh Saussure dalam Chandler (2007), teori kedua untuk menganalisis makna tanda-tanda verbal dan non-verbal yang dikemukakan oleh Barthes (1977). Selain itu, teori makna warna Cerrato (2012) digunakan untuk melengkapi analisis ini. Proses pengumpulan data melibatkan beberapa langkah berurutan, termasuk pemilihan dan pengambilan poster film dari Pinterest, diikuti dengan pemeriksaan dan dokumentasi menyeluruh. Hasilnya menunjukkan adanya total 10 tanda, dengan 5 tanda verbal dan 5 tanda non-verbal. Makna yang terkait dengan tanda-tanda ini dapat dipahami melalui eksplorasi elemen tekstual dan visual yang menyertainya yang ada pada poster. Khususnya, tanda verbal dan non-verbal sebagian besar mengandung makna konotatif. Pemanfaatan potret aktor sebagai bagian dari tanda non-verbal di seluruh poster film untuk menarik perhatian publik memanfaatkan representasi visual dari para pemeran film

Kata Kunci: Verbal, Non-verbal, Film, Poster

Abstract– The objective of this study is to determine and analyse the verbal and non-verbal signs within the movie poster of "Descendants." The aim is to extract verbal and non-verbal signs and the use of these indicators in conveying the movie's thematic content. The study employs a movie poster from "Descendants" obtained from Pinterest as its primary data source. The study employs a descriptive qualitative approach, applying the theory of semiotics proposed by Saussure in Chandler (2007), the second theory to analyze the meaning of verbal and non-verbal signs proposed by Barthes (1977). Additionally, Cerrato's theory of color meaning (2012) is employed to supplement this analysis. Data collection process involved several sequential steps, including the selection and retrieval of the movie poster from Pinterest, followed by thorough examination and documentation. The result indicate the presence of a total of 10 signs, with 5 verbal and 5 non-verbal signs. The meanings associated with these signs are discerned through an explored of the accompanied textual and visual elements present on the poster. Notably, both verbal and non-verbal signs predominantly encompass connotative meanings. The utilization of actor portraits as part of the non-verbal signs across the movie posters to attract public attention by capitalized on the visual represented of the film's cast.

Keywords: Verbl, Non-verbal, Movie, Poster

1. INTRODUCTION

Language is a complex system of symbols, or signs, that are shared by members of a community. Semantics involves the examination of meaning within language. As Kreidler (1924:3) notes, semantics constitutes a structured exploration of meaning, with linguistic semantics focusing on the organization and communication of meaning in languages. Semantics offers valuable insights, including a connection to semiotics among other aspects. Semiotics explores how signs and symbols create meaning. Saussure explained a sign as a combination of form (signifier) and concept (signified). Verbal signs involve spoken or written language, using words to convey ideas. Preceding verbal communication, non-verbal signs like gestures conveyed meaning. In communication, both Verbal and non-verbal cues are employed for promotional purposes. products in ads and engage viewers with posters, enhancing aesthetics and conveying messages. This synergy is crucial; for instance, drama posters blend both to capture a production's essence. The phenomenon of verbal and non-verbal cues are frequently used to draw attention to a product through advertisements, and verbal and non-verbal cues are frequently used in posters to pique people's interest in reading the information on the poster. Verbal could not exist independently of non-verbal, which will add to the aesthetic appeal of the brand. Verbal signs serve to describe the messages on posters. Signs, both

verbal and nonverbal, are frequently featured in posters, like the movie poster.

According to MacDonald & Sirianni (2013), posters, especially social campaign posters, often incorporate persuasive language and visual symbolism to elicit specific responses and actions from the audience. A poster is a sizable printed image, photograph, or announcement affixed to a wall or board, often for decorative purposes or to promote something. In numerous marketing campaigns, a poster serves as a vital tool to promote products to a general audience. Typically created for vertical display on walls or windows, posters are large enough to be easily read from a short distance. Occasionally, posters can also take on smaller forms, resembling postcards or handbills. A poster effectively draws attention from the audience by simply and comprehensively presenting the information, and it is usually used to promote dramas, events, concerts, and movies. A movie is one example of semiotic application because it typically consists of numerous marks. A movie also serves as a representation of reality. It may cover a range of subjects, including scientific or romantic. In this case, a Disney poster was chosen to be analyzed, namely the Descendants movie poster. This study focused on verbal and non-verbal signs and the meaning that is contained in the poster of the Descendants movie, taken from a Pinterest application. Disney posters are crafted to showcase images or products from films with the intention of captivating individuals' attention. These posters incorporate textual content that is pertinent to the featured file.

Numerous comparable studies focus on semiotic analysis, particularly concerning posters. These studies delve into the examination of both verbal and non-verbal signs present within, along with deciphering the significance attributed to each sign. The first study is taken from an article by Darmayanti and Marantika (2022) entitled "Verbal And Non-Verbal Signs Found in the Titanic Movie Poster. The analytical approach involved the application of Barthes' Semiotic theory (1997) to discern both verbal and non-verbal signs, along with deciphering their meanings on the Titanic Movie poster. Cerrato's (2012) theory on color meaning was utilized to bolster this analysis. The outcomes revealed a combined total of 19 signs, encompassing 11 verbal and 8 non-verbal signs.

The second source originates from Dhananjaya et al.'s (2019) article titled "Verbal and Non-Verbal Signs of the 'Moana Movie Poster'." In this article, a qualitative and descriptive analysis was conducted, drawing upon the theories employed within this study. This encompasses Saussure's theories of semiotics, Dyer's explanations concerning verbal and non-verbal signs, Wierzbicka's theory addressing color terms, and Eisman's concept of color meaning. The results of the analysis demonstrate that the "Moana" movie posters comprise both verbal and non-verbal signs. Among the verbal signs identified are "Disney," "Moana," "Sing with Moana!" "Sing-Along," "Special Sing-Along Engagement," "January 27th in Select Theatres Nationwide," "Soundtrack Available Now," "From the Creators of Zootopia and Frozen," "November 23," "In 3D and Real D 3D," "The Ocean is Calling," "Dwayne Johnson as Maui," and "Auli'i Cravalho as Moana".

The third reference originates from Simarmata et al.(2022) article titled "Verbal and Non-Verbal Signs of Walt Disney Posters." In this study, Saussure's theory, as outlined in Chandler (2007), was employed to dissect verbal and nonverbal signs. Additionally, Barthes' theory from 1977 was utilized to decipher the meaning of these signs, with supplementary support from Cerrato's theory in 2012, specifically focused on analyzing color terms. The outcomes of this study demonstrate the presence of six verbal and six non-verbal signs within Walt Disney posters. These signs also encapsulated five denotative and nine connotative meanings derived from the narrative depicted in the posters.

The aim of conducting this study is to acquaint readers with the significance associated with both verbal and non-verbal signs. Consequently, dissecting the utilization of signs within the Descendants movie posters presents a challenging endeavor. This study is particularly concentrated on scrutinizing a specific aspect: 1) To identify the application of verbal and non-verbal signs within a "Descendants" movie poster. 2) analyzing the meaning of the verbal and non-verbal signs found in the posters of "Descendants" movie poster? It is expected to mitigate any potential confusion among the general audience when interpreting its meaning. Ultimately, this study strives to enhance viewers' comprehension of these elements, facilitating a more effective communication of the intended message to the audience.

2. RESEARCH METHODS

According to Miles et al. (2014), qualitative data provide extensive, well-supported descriptions and explanations of human processes. The analysis of the data adheres to academic standards, thus aligning with the utilization of a descriptive-qualitative approach for this study.

This study was used one poster sourced from the “Descendants” movie poster on Pinterest. To gather data, and the observation method was employed to extract specific information from the dataset. The process began by selecting particular verbal and non-verbal signs from Pinterest, followed by downloading and identifying the posters. Subsequently, the verbal and non-verbal signs were read, categorized, and their meanings deduced. The data analysis process includes numerous processes.

The first step was to categorize the data collected from the poster. Second, both verbal and nonverbal signs were analyzed. In analyzing the data, this study used three main theories: the theory of semiotics proposed by Saussure in Chandler (2007), the second theory to analyze the meaning of verbal and non-verbal signs proposed by Barthes (1977), and the last theory for supporting color proposed by Cerrato (2012).

3. RESULT AND DISCUSSION

3.1 RESULT

This study was used “Descendants” movie poster, Descendants is an American Disney Channel Original Movie film released in 2015. It is hoped that through analysing the movie posters, viewers will be better able to decipher the signs' intended meanings or messages. Additionally, it aids in preventing misinterpretations of those indicators by others. The Verbal and Non-verbal signs was taken from “Descendants” movie poster bellow



Figure 1. Descendants Movie Poster

A total of 10 instances of data were extracted from the Descendants movie poster, with five verbal and five non-verbal signs. The Descendants movie poster prominently showcases the cast members involved in the film, a strategic visual choice aimed at captivating the audience's attention. In addition, this poster used verbal and non-verbal signs that convey a secret meaning.

3.2 DISCUSSION

The Descendants movie poster presents a fascinating interplay between verbal and non-verbal signs, effectively captivating the attentive audience. With five verbal and five non-verbal signs, the poster strategically employs both textual and visual elements to communicate essential information and generate intrigue. 'Descendants' is played by four people: Mal (the daughter of Maleficent), Evie (the daughter of the Evil Queen), Carlos (the son of Cruella de Vil in '101 Dalmations'), and Jay (the son of Jafar in 'Aladdin'). They grow up to be naughty children with their parents on a cursed island. The island, namely "Isle of the Lost,"

3.2.1 Verbal Sign



Figure 2. "DESCENDANTS"

This poster's verbal components are subject to analysis. The term "Descendants" directly signifies the movie's title. In terms of connotation, Roland Barthes' concept is relevant: "Descendants" alludes to characters being the offspring of Disney villains. The capitalized, bold "Descendants" in yellow font aims to captivate interest, The color yellow was chosen because this film has a new atmosphere for Disney princess stories, this story depicts the joy and energy of the descendants of Disney princesses, princes and villains, Mal who is the descendant of the evil Maleficent and Ben, the descendant of Princess Belle, depicts the energy of strong love. to unite the kingdom of Auradon and the isle of the lost. Cerrato (2012), mentioned that yellow with joy and energy. The color mirrors the movie's cheerful tone and symbolizes honor and royalty, reflecting Mal's journey from an island to her heroic role.



Figure 3. "THEY'RE NOT BAD. THEY'RE JUST BORN THAT WAY"

The second verbal sign from the Descendants movie poster is the tagline. The tagline "THEY'RE NOT BAD. THEY'RE JUST BORN THAT WAY" has a denotative meaning because taglines often provide a brief insight into the movie's plot, tone, or message. The tagline also has a connotative meaning: "THEY'RE NOT BAD. THEY'RE JUST BORN THAT WAY." Even though they were born on an isle of the lost, criminal shelter, the main character had not been bad either. They were just born to bad parents, and that does not mean they are evil, they can choose to be good even though they were born from villain. The color to use for the tagline is orange. According to Cerrato (2012) In colour psychology, orange represents adventure, optimism, self-confidence, and sociability. It mixes the vigour of red and the happiness of yellow. The use of orange in the tagline depicts being energetic and optimistic to prove that they are good people and their confidence to blend in among the kingdom even though they come from the Isle of the Lost.

3.2.2 Non-verbal Sign



Figure 4. Cast Members

The most prominent non-verbal signs would likely be the images of the cast members. The poster might showcase the main actors in costume or in character, giving the audience an idea of the characters they will see in the movie. The use of images portraying the cast members in character instantly establishes a connection between the audience and the characters they are about to encounter. These images not only provide a visual reference but also set expectations for the characters' personalities and roles within the narrative. Denotatively, they represent the central figures in the film. Connotatively, this image implies a group of ambitious teenagers. Mal, daughter of Maleficent, is the only one standing, showing that she is the captain. She describes herself as a powerful and ambitious girl. Mal was dressed in purple, based on Cerrato (2012), purple is commonly linked with royalty, signifying attributes like authority, nobility, opulence, and aspiration. Evie, daughter of the Evil Queen, was dressed in blue. She described herself as a trusted girl who was loyal and helped Mal do her mission. Evie really likes being a princess, based on Cerrato (2012), blue represents trust, loyalty, wisdom, confidence, intelligence, belief, and truth. Carlos, son of Cruella De Vil in "101 Dalmatians," was described as a good and pure boy with less confidence, but he always helped his friend. Carlos was dressed in dominant white, according to Cerrato (2012), white is connected with brightness, goodness, innocence, and purity. The last character is Jay, son of Jaffar from Aladdin." Jay was described as an ambitious and confident boy. Jay dressed casually chic.



Figure 5. Green Magic

The next non-verbal indication is the representation of magic, which can provide subtle clues about the story and genre. Denotatively, it is magic from a spell book. Green magic also has a connotative meaning, connotatively, green magic was a drug also a medical. Green is a symbol of drugs and medicine, Green has great healing power and indicates growth and hope (Cerrato, 2012). It can be seen as a drug when Mal makes cookies and gives that cookie spell magic to make Ben fall in love with her.



Figure 6, Background

The third non-verbal element in the third poster is the backdrop. In the Descendants poster, the background alternates between darkness, and light tones. The dark hues convey themes of power, evil, strength, and mystery, adding a suspenseful and adrenaline-inducing quality to the movie's atmosphere. And the light vibe used blue and orange to describe the sky. The background also explains the story, the background looks like a slum and dirty countryside because it explains where the cast members are from. The cast members come from Isle of of the Lost, and they move to Auradon. Isle of the Lost is a place for criminals, which people from Isle of the Lost describe as evil, like Mal and her friends, who are branded as bad people. While people from the Island are not all criminal and evil, they're just born there in an environment that requires them to behave badly. The background and setting showcased on the poster add depth to its non-verbal narrative. Whether it's a fantastical realm, an urban landscape, or a historical backdrop, the setting not only visually complements the characters but also offers essential context. It provides the audience with insights into the world they are about to step into, allowing them to mentally prepare for the cinematic experience.

4. CONCLUSION

This study concerns verbal and non-verbal signs, especially for the Descendants movie posters analyzed. Clearly, having five verbal and five non-verbal signs on the Descendants movie poster suggests that the visual elements and imagery are key to capturing the audience's attention and conveying information about the movie. Therefore, two important things have been discussed, namely, denotative and connotative meanings. In this poster, the verbal signs under scrutiny are presented through text, while the non-verbal signs are conveyed through visuals and colors. Consequently, both verbal and non-verbal signs employed in this movie poster encompass layers of connotative and denotative meanings. The inclusion of cast images, the choice of colors, symbolic elements, and the backdrop collectively contribute to generating curiosity and establishing the movie's atmosphere.

In conclusion, the Descendants movie poster masterfully balances verbal and non-verbal signs to engage the audience. While the verbal signs introduce the film's identity and potentially offer a hint of its essence, the non-verbal signs wield the power to visually immerse viewers into the story's universe. Through images of the cast, a carefully chosen color palette, meaningful symbols,

and evocative settings, the poster ignites curiosity, excitement, and a sense of connection, making it a powerful tool for drawing in an eager audience. These viewers are tasked with deciphering the significance conveyed by these film posters. Additionally, these posters serve several purposes, including promoting the movie, imparting information, and persuading the audience to engage with the film.

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