

## VERBAL AND NON-VERBAL SIGN FOUND IN TITANIC MOVIE POSTER

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**Abstract**— The purpose of this study is to identify and analyze the verbal and nonverbal signs on the Titanic movie poster. It is expected to provide information about verbal and non-verbal signs and how they describe the content of that movie. This study used a Titanic Movie poster downloaded from Pinterest as the data source. Descriptive qualitative method was used by applying Semiotic theory from Barthes (1997) to find out the verbal and non-verbal sign and to analyze the meaning of verbal and non-verbal sign on Titanic Movie poster. Cerrato's (2012) theory of color meaning was used to support the analysis. In collecting data, there were several steps taken: select and download the movie poster for analysis on Pinterest, followed by reading and taking notes in order to recognize the posters. The findings indicate that there were 19 signs total, with 11 verbal signs and 8 non-verbal signs. The meanings of these signs were found in the words and pictures of Titanic Movie posters. In the verbal and non-verbal signs of the titanic movie poster most of them conveys connotative meaning. In the non-verbal signs, almost all movie posters use photos of actors as models, it means the advertisement wants to attract public interest by using visuals of the actors playing the movie.

**Keywords**— *Verbal, Non-verbal, Sign, Movie, Poster*

### 1. Introduction

A sign can be found in many aspects of life and represents a specific concept or meaning. Saussure in Yakin (2014) stated that a sign is created from an idea in human minds, which is expressed by language codes and known by the people who are involved in the conversation or communication. A sign is a symbol that has an unusual meaning or capacity to characterize who it represents only because of habit, disposition, or another effective general rule that can be analyzed as such (Chandler, 2007). Sign and meaning in semiology can be examined in language, art, and mass media by structuralism. In other words, language itself is part of a sign which is studied in semiology or semiotics. Semiotics, also called semiology, is a part of linguistics (Barthes, 1964). Saussure (1974) explained semiotics is a discipline that investigates the use of signs as a component of social life, which is associated with logic. Barthes (1964) classified sign analysis into two categories: verbal and nonverbal.

The phenomenon of verbal and non-verbal signs are usually found to promote a product through an advertisement in order to attract people's attention. Based on Dyer (1982), the term 'advertising' means drawing attention to something, or notifying, or informing somebody of something. And usually found in a poster in order to make people interested in reading the poster to get the information. A poster is a message consisting of an image and displayed in a public place (Pucacicua, 2014)

A poster is an effective way to grab the public's attention by presenting the information clearly, and making it easy for the reader to understand what the poster actually wants to say. The poster contains clear information, making it simpler for the reader to comprehend what the poster intends to convey, this technique is also used on movie posters. Movie posters are a type of poster that has the purpose of promoting movies that makes people can be interested in watching it. Posters are made as creatively as possible, by providing attractive colours, visuals, and lay-outs. However, sometimes we often see posters that have visuals that are excessive or unsustainable for the movie or the genre of the movie, which causes the audience to be unable to understand or confused about the meaning conveyed in the poster. Barthes (1998) distinguished two parts of a sign must be highlighted, such as (a) verbal sign can be analyzed through text or in writing form. A poster

usually consists of text in the form of the name or slogan, information about something, persuasion sentence, or any other form of text; (b) non-verbal sign can be in the form of color, music or sound, animation, or picture. The non-verbal signs are used to support the verbal signs and make the posters more interesting. Meanwhile, Cerrato (2012), in non-verbal sign including images and color choice, which is interesting depending on the reader's culture in a written poster, different colors give different meanings to the posters itself. There are two levels of interpretation in interpreting the signs. The first level is a primer (denotation) that exists when a sign is described authentically, actually, or based on a dictionary definition (Chandler, 2007). Barthes in Piliang (1999) stated that the denotative is the relationship between signifier and signified which creates the direct and obvious meaning. The second level is connotation, the connotation is the "tone" of a text which has been decorated. Connotative is the signification level between signifier and signified that creates indirect and implicit meaning (Barthes, 1987).

The study about analyze the verbal and non-verbal signs in the poster and the meaning of each sign has been done by several researchers. As the first same analysis by Simarmata et al (2022) they analyzed the meaning of verbal and nonverbal signs of the Walt Disney posters used theory from Chandler, it helps this current study to provide a clearer explanation for analyzing verbal and non-verbal signs.

Second, found in article by Suardani et al (2022) she analyzed verbal and non-verbal signs and also explaining the meaning of those verbal and visual signs found in the posters of Korean pop idol. The previous study helps the current study about analyzing meaning of verbal and non-verbal signs. Compared to the current study, there is limited information about colors meaning in the previous study. Therefore, the current study can support previous studies because it has a new argument for meanings for better understanding of the reader.

The third study to review is by Modok et al (2021) this study analyzed the meaning of verbal and visual signs found in the poster of Grave of The Fireflies that were downloaded from the internet. This study used Saussure and Barthes's theory, a supporting theory from Wierzbicka (1996) regarding colors was also applied. The similarity between the research conducted by Modok et al (2021) and this research lies in the theory used by Roland Barthes. Moreover, the data for this study is completely different from the previous study.

The fourth study under review is by Firna and Aulia (2020) this study used theory from Dyer (1986) to analyze verbal and visual signs. This article discusses verbal signs found in poster, consisting of title, movie producer, crew involved, movie release date, screening place, internet site, and some logos from IT CHAPTER TWO Movie poster. The similarities between previous and current study are the same as when analyzing verbal and non-verbal signs, but using different theories and data source.

The last study to review is by Pratiwi et al (2021). This study was aimed at discovering the meaning of verbal and nonverbal signs used on Forest Fire posters. Previous study used the same theory as current study to analyze verbal and non-verbal signs, but uses a different theory in analyzing the colors in the poster, and the data used is also different. This provides benefits for current study to better understand the meaning of verbal and non-verbal signs in posters.

This study focuses on analyzing the verbal and non-verbal signs in Titanic movie posters found on Pinterest. The text on the poster provides information about the movie. This research is aimed at providing clues about the meaning of certain signs with verbal and nonverbal sign. The objectives of this study are 1) determining the type of verbal and nonverbal signs in Titanic movie poster and 2) analyzing the meaning of verbal and nonverbal signs in Titanic movie poster. After analyzing the movie posters, it is expected that it can help people understand the meanings or messages of the signs in the movie posters appropriately. Furthermore, it helps avoid people's misinterpreting those signs.

## **2. Method**

The data source of this study used the poster from Titanic Movie poster, and was downloaded from Pinterest. In the process of collecting data, observational methods are used to obtain certain information from data. Ary et al (2010) stated that observation is a fundamental method for obtaining data in qualitative research; its goal is to gain a better understanding of complex interactions in natural settings. In collecting data, there were several steps taken: select and download the movie poster for analysis on Pinterest, followed by reading and taking notes in order to recognize the posters. Thus, it makes it easier to find the data that is required in this study, followed by identifying and classifying the verbal and nonverbal signs in the posters to determine the meaning of the data. The data were analyzed using a descriptive qualitative method. Miles et al (2014) stated qualitative data are a source of well-grounded, rich descriptions and explanations of human processes. There were several steps involved in analyzing the data. The first step was to categorize the data collected from the poster. Second, both verbal and nonverbal signs were analyzed. Finally, the data were



analyzed by theory from (Barthes, 1977) explaining about denotation and connotation in verbal and non-verbal sign, and theory from (Cerrato, 2012) about meaning of colors. Sudaryanto in Fitri at al (2020) proposed two methods for presenting data: formal and informal method. Formal method means some pictures were provided to support the analysis and displayed the data in tables to make it easier for the reader to read the data. Meanwhile, the informal method requires the researchers to provide a brief general explanation of what type of meaning the sign belongs to, so that the reader can gain a broader perspective and a better understanding of the entire data set in the tables.

### 3. Result and Discussion



Figure 1, Titanic Movie Poster

There are found 19 data from Titanic Movie poster with 11 verbal and 8 non-verbal sign. This poster presents a picture of the cast who played in the movie, which can attract the audience's interest. In addition they used the verbal signs which have some hidden meaning.

| VERBAL SIGN | NON-VERBAL SIGN |
|-------------|-----------------|
| 11          | 8               |

Table 1, Result

### DISCUSSION

The data found in that poster should be expanded to ensure clear comprehension. This section presents six facts, three verbal and three non-verbal sign found in that movie poster.

#### Verbal Sign



Figure 2, "TITANIC"

This poster has verbal signs that can be analyzed. The first is the word “Titanic”. Barthes (1968) in the book entitled Elements of Semiology denotation is the basic meaning of visual signs. The word “Titanic” has a denotation meaning because that is the name or the title of the movie. Connotation is used by Roland Barthes to describe the sign. The name "Titanic" was derived from the ship's name, which is the largest and widest ship ever in the world. The word is written by capital letter and bold with orange color is to highlight the name of the movie and make the audience interest with the movie. Based on (Cerrato, 2012) physiologically, orange vitalizes, inspires and creates enthusiasm. The orange color *can be seen* as bright, happy, and joyful. It can be seen the love story of Jack and Rose like a warm sunshine and joy full of happiness before the big disaster separated them. This is also told us how poor man can get a queen from kingdom and make a relationship together.



Figure 3, “Written and directed by”

The second verbal sign found in the sentence “Written and directed by” have a denotation meaning which telling who is create and directed the movie. According to Barthes (1998) connotation works on a subjective level so the existence of the connotative meaning is unexpected. Conotatively the sentence is writing at the different font from others, which mean this is the marker or the person who made this movie, and have a different role isn’t as an actor or actress in this movie. Based on (Cerrato, 2012: 13), white is associated with light, goodness, innocence, and purity. White color can represent a successful beginning. The color of those sentence is same with the name of the actors and actress which is white color because is a part of important person in this movie. It can be interpreted with the beginning of the success of the movie Titanic because it is played by actresses and actors who are worldwide.



Figure 4, “James Cameron”

James Cameron is denotatively a Canadian filmmaker, and he is a director of this movie. The sentence using a bold and capital letter also it is bigger than another words (characters) because the writers wants to emphasize who is the amazing person behind it, so the readers focus to this font first as a director. Cerrato (2012) stated white color in positive color meanings are innocence, purity, cleanliness, equality. The white color used for the name of the director of this movie shows the purity of James in making this movie. Connotatively, he is best known for making science fiction and epic movies.



Figure 5, “Leonardo Dicaprio and Kate Winslet”

The names of Leonardo DiCaprio and Kate Winslet are the third verbal signs. They are the symbolic main characters in the Titanic movie, who played Jack and Rose. The connotative meaning of those sentences are based on Arjanto (2022) Leonardo Wilhelm DiCaprio is an American actor who has many achievements. He was nominated for Best Actor at the Academy Awards. Titanic is the highest-grossing movie of all time - garnering 11 of 14 Academy Awards nominations. His skills in acting and played Jack in the Titanic movie made the movie become very popular with the community. Pallardy stated Kate Elizabeth Winslet is a well-known English actress, was drawn to play Rose DeWitt Bukater, in James Cameron's epic romance Titanic (1997). She managed to play it perfectly, Titanic went on to become the highest-grossing movie of all time to date, it made Kate Winslet an international star and gave her first award as Best Actress nomination. In the upper corner of that poster, the names Leonardo Dicaprio and Kate Winslet were written, it means the poster creator want to show the audience that the great actor plays this movie. So it can make the audience feel curious about the movie, and they would think that is an amazing movie because the actor is famaous actor. The two sentences have the same color as the movie's title, which is yellow. The positive meanings from

yellow are cheerful, happy, playful, fun, and optimistic (Cerrato, 2012). with this, the poster creator are optimistic that the movie Titanic would be a success movie and attract a lot of audience interest, because it is played by extraordinary actors.

#### Non-Verbal Sign



Figure 6, Figure Jack and Rose

There are some non-verbal signs in the poster which support the verbal signs to deliver the message from the author to the readers. The first one is the the figure of Jack and Rose. Denotatively they are main character of the movie. This image also has a connotative meaning. In connotatively they were a couple in a romantic sense. They played at the protagonist character in this movie. Seen in the poster, Rose like hugging Jack and their gazes look sadly pointing upwards. At that time Jack is hugging Rose in the middle of the ship. But at the same time the Titanic ship hit an iceberg which caused a very large impact, so they suddenly looked at the iceberg. Jack was dressed in a black suit in this poster, black is a serious color that evokes strong emotions. There are positive meanings authority, power, control, protection (Cerrato, 2012) signifies that Jack wants to protect Rose from something dangerous. and depicts the figure of Jack who is very brave and has control for himself.



Figure 7, The Big Ship

The second one of verbal sign in this poster is the Big Ship. This picture has denotative Meaning which is a large watercraft that travels the world's oceans and other sufficiently deep waterways, carrying goods or passengers, or in support of specialized missions, such as defense, research, and fishing. A big ship in the poster connotatively means how when the ship sank because it hit an iceberg, where the front of the ship hit the iceberg and there was a leak at the bottom of the ship, then slowly the ship sank and when the ship sank in half, the Titanic ship split in two. The ship is based in black and white color. Cerrato (2012) defined black and white color have complementary meanings. Black is a serious color that evokes strong emotions, and White is associated with light, kindness, innocence, and purity. It can be interpreted this ship has a strong strength to accommodate many passengers, and has a pleasant light for the love of Jack and Rose.



Figure 8, Background

The third one of non-verbal sign in third poster is background. On Titanic poster, the poster background has a dark vibe. The dark vibe suggest horror, mysteriousness, scary, sadness, tears and it makes the movie challenge our adrenaline. The dark background here also explain that the accident is in the evening. Beside of that there is a grey color, grey represents neutrality and balance (Cerrato, 2012). It color meaning likely comes from being the shade between white and black. However, grey does carry some negative connotations, particularly when it comes to depression and loss. The white color the bottom of the ship is connotatively a symbolize of the iceberg was hit by the ship and made the ship leaking and sink. Is also describe in this poster which this ship makes a lot of people die and many people are lost their family, The saddest part is when a couple should lose someone that she loves. The star here describes the accident is at the sunshine not with them and this part also is the first time Jack and Rose meet for the first time. The stars and the dark sky are the witness of this legend story and see how this disaster happened on that time. The deep ocean also seen the darkness color and very scary with the cold water taste such a nightmare. By making the background with a dark color, it can make the audience's reason to watch this movie. Because usually, romantic movies will have a colorful poster background, but in the Titanic movie it has a dark background even though the Titanic movie is a romantic movie.

The shape of this poster is a Jack and Rose looking up with a weak gaze, a large ship almost sinking, and a small ship underneath. The shape of this poster creates a mysterious impression that attracts the attention of the audience. People who see it will want to know why Jack and Rose have such a view, and why there is a small ship with a lot of passengers in the middle of the sea, and what happened to the big ship. This is the target of the movie's sales, which is to attract the attention of the audience with a simple yet mysterious form.

#### 4. Conclusions

After analyzing the poster from the Titanic movie, there were verbal and non-verbal signs. 19 signs found in the poster. This sign was invented to promote the movie Titanic to the audience. The novelty of this research is, Titanic movie are usually researched part of the movie, such as plot, moral value and etc. However this study are analyzed the poster of this movie, in order to inform the audience about the image of the movie seen from the poster, reducing misunderstanding for the audience, and attract readers to watch the movie.

In a movie poster that has a romantic genre, it is usually made with a colored background, but in this titanic poster it is made with a dark background. The poster maker wants to give a message to the audience about the movie through color selection. After being analyzed, the titanic poster has a dark background because it corresponds to the very tragic ending of Jack and Rose's love journey. Poster creators want to attract the attention of the audience by making the background with a dark color. The color selection for the title of the movie is also very interesting, usually red is used to attract the audience's attention, but the titanic poster uses yellow. and there is a meaning that the yellow color signifies physiologically, orange vitalizes, inspires and creates enthusiasm. The orange color can be seen as bright, happy, and joyful. It can be seen in the love story of Jack and Rose like a warm sunshine and joy full of happiness before the big disaster separated them.

The verbal sign found on the Titanic poster were used to provide information or to get people interested in watching the movie. And in non-verbal signs contained in the Titanic poster are used to give the audience an idea of how, and who the actors are in the movie. The non-verbal signs used are very attractive which makes the audience interested to watch. This study concerns with the meaning that occur on the Titanic Movie posters through the verbal and non-verbal signs. Based on the analyze there are two types of meaning namely denotative meaning and connotative meaning. From all the data that being analyzed this Poster used connotative meaning and supported by the denotative meaning to make the audience interest to watch this movie.

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