

SEMIOTIC ANALYSIS OF ROLAND BARTHES : INDONESIAN THRILLER MOVIE POSTER

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Abstract

Film is a series of pictures taken from moving objects that show continuous movement events, which function as a medium of entertainment, education and message delivery. One of the most popular film genres today is horror films. The film itself cannot be separated from promotional media, one of which is a film poster. In the marketing process, the role of film posters is very important. Therefore, it must pay attention to various visual aspects in the film poster. This article discusses the analysis of horror film posters in Indonesia. The method used in this research is descriptive qualitative method, which uses semiotic analysis with the theory of Roland Barthes (1915-1980) which is used in analyzing the meaning of Denotation, Connotation and Myth in these 5 posters. Keywords: Roland Barthes, Thomas Alfa Edison, Movie, Horror, Poster

Abstrak

Film adalah serangkaian gambar yang diambil dari objek bergerak yang menunjukkan peristiwa pergerakan yang berkesinambungan, yang berfungsi sebagai media hiburan, pendidikan, dan penyampaian pesan. Salah satu genre film yang paling banyak digemari saat ini adalah film horor. Film itu sendiri tidak lepas dari media promosi, salah satunya adalah poster film. Dalam proses pemasaran, peran poster film sangatlah penting. Oleh karena itu, harus memperhatikan berbagai aspek visual dalam poster film. Artikel ini membahas tentang analisis poster film horor di Indonesia. Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif, yang menggunakan analisis semiotika dengan teori Roland Barthes (1915-1980) yang digunakan dalam menganalisis makna Denotasi, Konotasi dan Mitos pada 5 poster film tersebut. Keywords: Roland Barthes, Thomas Alfa Edison, Movie, Horror, Poster

INTRODUCTION

Film is a live picture which is also often called a movie. Films are collectively referred to as cinema. Cinema itself comes from the word kinematics or motion. Film is also the delivery of messages through moving images, the use of camera technology, color and sound. The background of these elements is a story that contains a message that the director wants to convey to the audience of the film. (Analisis_Semiotika_Poster_Film_Horor_Dan, N.d.) (Analisis Visual Poster Film "Perempuan Tanah Jahanam (2019)", N.D.)

The history of film cannot be separated from the history of photography. And the history of photography cannot be separated from supporting equipment, such as cameras.

The world's first camera, namely the Camera Obscura with the basis of the study of optical science using the help of solar energy, was discovered by a Muslim scientist, Ibnu Haitham. (Jbptunikompp-Gdl-Anisaekapr-29873-9-Unikom_a-i, n.d.)

Film originated accidentally in 1878 when Eadweard Muybridge captured frames of a running horse and sequenced them to create motion. Thomas Edison developed a recording camera in 1888. The first cinema screening in Paris in 1895 marked the birth of cinematography. Film technology evolved with color films in 1937 and sound films in 1927, transitioning to videotapes in the 1970s, laser discs in the 1980s, and digital movies today. (Pusat Apresiasi Film, n.d.)

Poster is a work of art as well as a media publication that combines images, text, or a combination of images and text or contains a trademark. Through posters, the message or information to be conveyed will be much more interesting and easily understood by the public. Posters are also used commercially to advertise a product, an educational activity, an entertainment program, certain events, as a propaganda tool or as the main media in promoting a work, especially the world of cinema. (Burhan & Anggapuspa, 2021)

The movie posters have a great deal of impact on the audience. As a means of promotion which generally contains information about the film itself such as the title of the film being appointed, the characters who play the film, the film's release date, credit title, and much more. As much as possible, to give viewers an overview of the contents of the film, the design of posters is designed so that they are attractive. (BAB IV, n.d.) "The Waterer Watered and The Sprinkler Sprinkled" is a 1895 silent film, known as the first movie poster. Although posters had been used to advertise cinematic shows since 1890, early posters were usually devoted to describing the quality of the footage and touting the technological novelty of the shows. At first, film posters were just leaflets written in block letters along with makeshift graffiti. (Indri Wulandari et al., 2020) There was a shift towards using images resembling actors/actresses from films in posters, with bold colors emerging as a precursor to modern film poster designs. Before the 1920s, cinema posters were influenced by theatre, made using lithography until the introduction of offset photos. Horror films aim to evoke fear, shock, and terror by depicting human struggles against evil forces in supernatural or dark contexts. (Pratista, 2008: 16)(Isnaini, n.d.). Thriller, a subgenre of horror, creates tension and fear through mysterious plots. In Understanding Film, Pratista explains thrillers typically feature ordinary individuals caught in extraordinary circumstances, like wrongful accusations. Characters include killers, criminals, fugitives, and more. (Pratista, 2008: 27) (Analisis Desain Poster Film Horor Indonesia Dalam Kaitannya Dengan Minat Penonton, n.d.). Regarding these two genres, horror is usually more towards supernatural things, which don't necessarily exist in the real world. While the thriller reveals the dark side of humans that some people really have. (Paradoks American Dream, N.D.)

Theoretical Framework

a) Semiotics

Semiotics is a branch of linguistics which means the science of language. The word linguistics itself comes from the Latin *lingua* which means language, and a person who is an expert in linguistics is called a linguist which means an expert in linguistics. Semiotics is a scientific discipline and analytical method that can examine the signs contained in an object to find out the meaning contained in the object. (Pengabdi, n.d.)

b) Roland Barthes Semiotic Theory

One of the semiotic thinkers is Roland Barthes. Roland Barthes is the successor to Saussure's thinking. This can be proven from Barthes' semiotic theory which is almost literally derived from De Saussure's theory of language. Roland Barthes continued to develop this theory which is known as denotation, connotation, and myth. Denotation is the literal meaning or the actual meaning is the meaning captured by the five human senses. Connotation is the second level which gives rise to implicit meanings or uncertain meanings which are mostly associated with psychology, feelings, beliefs. Myth is a language or meaning that appears differently due to the influence of socio-cultural life and views around it. (Analisis Semiotika Roland Barthes Pada Representasi, N.D.) (Nikmatus Shalekhah et al., 2021)

METHOD

This research was conducted using descriptive qualitative, in analyzing the meaning contained in this film poster, Roland Barthes' semiotic theory was used as a scalpel. Semiotics is the study of signs. Roland Barthes' semiotic theory is a development of Saussure's theory which says semiotics is divided into two parts, the signifier and the signified. Barthes then proceeded to develop this theory which is known as the two orders of signification (denotation, connotation) and myth.

Instrument

The instrument used for this research was a laptop to search and download data. With the help of a website to analyze the data.

Procedures

For this study, several steps were taken to collect data to be analyzed:

1. Researchers are looking for data in the form of 5 posters of a horror film entitled Qodrat, Pengabdi Setan 2 Communion, Perempuan Tanah Jahanam, Waktu Maghrib, and KKN di Desa Penari.
2. The researcher downloads the data source for analysis using Roland Barthes' theory
3. The researcher conducted an analysis of connotations, denotations, and myths as conveyed by Roland Barthes.

Data Analysis

Researchers conducted data analysis by identifying the meaning of denotation, connotation, and myths from 5 film posters of Qodrat, Pengabdi Setan 2 Communion, Perempuan Tanah Jahanam, Waktu Maghrib, and KKN di Desa Penari which was carried out using theory from Roland Barthes.

FINDINGS AND DISCUSSION



Denotation :

a) Verbal

"Qodrat" is power / natural law biological provisions that are permanent or unchanging or often said to be God's provisions.

b) Visual

The dominant poster is dark in color with a red title written on it, depicting a man's face with a wound on the cheek and the other side of the face is red-veined with red eyes.

Connotation :

a) Verbal

"Qodrat" is the title of an Indonesian horror film in 2022 about decades of religious action studying and practicing the science of ruqyah.

b) Visual

Draw the face of the main character in the film and next to the face of the strongest female demon character in the film.

Myth :

- Verbal

In a village there is an Islamic boarding school where the ustad makes a pact with the devil and many residents in the hamlet are possessed by the devil.

- Visual

The picture of the face of Ustadz who saves from the curse and saves several residents by means of ruqyah and the other face is the strongest female demon that possesses the local residents.



Denotation :

- Verbal

“Pengabdi” means one who serves; sacrifice; willing to transfer everything that is owned in various aspects and scientific fields. "Satan" is a nickname for jinn who are desperate from Allah's mercy and become residents of hell. And number 2 is that the film is already in season 2.

- Visual

This poster is drawn in a dark room with shabby curtains and window panes that look dark like it's cloudy or it's raining.

Connotation :

- Verbal

“Pengabdi Setan 2” The title of the horror film season 2 in which the character makes a pact with the devil.

- Visual

Pictured in a slum apartment room on the seafront of North Jakarta with a dark view of it's raining and there has been news of flooding.

Myth :

- Verbal

A family has a pact with the devil for a certain reason that makes his mother die and becomes a haunting ghost who intends to tell something the truth.

- Visual

The picture is in a room of the family flat and outside the window there is the image of “Pocong-pocong”

**Denotation** :

Verbal

“KKN Di Desa Penari” 'Real work college activities' which are usually experienced by seventh semester students who are located in a village known for its distinctive dance.

Visual

Image of a woman with her back to the camera posing dancing with a snake scarf.

Connotation :

Verbal

“KKN Di Desa Penari” an Indonesian horror film title about 6 students carrying out Real Work Lectures in a Remote Village deep in the middle of the "Alas" forest, more precisely in the eastern part of the island of Java.

Visual

An image of a woman with a body filled with snakes for dancing properties, she has been a mainstay dancer since long ago in the village.

Myth :

Verbal

When students applied for KKN in the village, the village head rejected them, because the village was cursed. all female residents who were just born a few years ago, will be picked up by “Badarawuhi” the dancer Jin.

Visual

A picture of a dancing genie and his snake named "Badarawuhi" who often takes baby girls to be Dawuh.



Denotation :

Verbal

“Waktu Magrib” the time when the sun sets approaching the maghrib call to prayer reverberates.

Visual

Picture of a small child sitting and a number of toys around it. With a shadow like not a child, against an orange sky with a sign that the sun will set / is approaching evening around 6 pm.

Connotation :

Verbal

“Waktu Magrib” an Indonesian horror film title about the prohibition of playing or leaving the house when it approaches evening when the time before the sunset call to prayer.

Visual

Little girl sitting and some toys around him outside the room at evening time. With the shadow of a supernatural being that resembles a child.

Myth :

Verbal

“Waktu Magrib” believe that it is not customary to go out in the evening, ancient people said that many "Sandekala" or supernatural beings that are contradictory can harm us as humans.

Visual

The little girl who was outside the room during the war with some toys and there is a supernatural being that follows him as the shadow.



Denotation :

Verbal

“Perempuan Tanah Jahanam” are women who were born in an area full of evil / ugliness.

Visual

The three young women and old grandmother in the picture are the cast of the film.

Connotation :

Verbal

Perempuan Tanah Jahanam is a horror film title with actors born in cursed areas.

Visual

The woman in the center of the poster is the main character we are looking for. Then, the woman on the left is the victim of a misfiring. Then, the woman on the right is a person who has a hut to hide in. Finally, the old grandmother who is in the middle of the poster is the one who skins the wrong target victim.

Mitos

A husband and wife did it with the devil, as a result the babies that all the villagers gave birth had no skin.

Conclusion

The conclusion based on the results of the analysis is a general description of the poster itself, but there are several posters that still have denotative and connotative meanings that are not in accordance with the scenes in the film.

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