

Semiotic Analysis Found On Jordan Peele Horror Movie Poster "US"

Willem Novaldi Gabriel Dimara¹, Endar Rachmawaty Linuwih², Eka Fadilah³

¹⁻²⁻³Universitas Widya Kartika Surabaya

E-mail: valdidimara99@gmail.com

Abstract

A movie poster conveys the film's main plot and makes it a popular medium for commercial advertising. In this way, movie studios might persuade more people to watch a particular film. As a result, the objective of this study is to use a semiotic method from Barthes to examine the message contained in the verbal and non-verbal parts of the Us movie poster. The data for this study were gathered using descriptive qualitative methods and a literature review. This study examines Us movie poster's verbal and non-verbal elements to show how they work together to convey meaning to the viewers and pique their attention. According to the study's findings, each symbol and sign (including verbal and nonverbal features) employed in the film effectively communicates its meaning by association. This study concludes that the signs and symbols utilized in the poster for the movie Us have a purpose and can effectively reflect, portray, and express that meaning.

Keywords: Us; Semiotic; Sign; Movie Poster

1. INTRODUCTION

People use language to communicate, which can be thought of as signs that carry messages. Using verbal and nonverbal (visual) linguistic indicators is common when communicating. Language signals can express or communicate meaning. It is possible for the meaning to be expressed to be implicit or explicit. The subject of semiotics examines how messages are conveyed through signs (Simatupang, 2019). A message is often something that is conveyed and contains information that enables communication between individuals. There are two main categories of communication: verbal communication and nonverbal messages. Written messages are more common than verbal ones, although messages can also be in the form of signs, symbols, images, and other things (Kusumawati, 2019)). While people are speaking, signs are frequently used to convey the message (Djawad, 2016). Signs are a kind of communication that helps the communicant comprehend the message or information sent by the communicator (Eco, 1979). There are various interpretations of the message.

A message is anything (information), as was previously said, that is communicated either verbally or nonverbally. To understand it fully, people must first understand the message's stated and implicit meaning. In general, a medium is needed to convey messages. This is so that information can be transmitted correctly and successfully. Movie as the media is concerned with delivering a hidden message to society (Busdiarta and Gaho, 2021; Nisa et al., 2022; Limeranto and Ena, 2022). Film production businesses often use film posters as a kind of media. Juliantari claims that the movie poster is still a crucial component of movie marketing (Juliantari, 2014). The purpose of a movie poster is to pique interest in a movie and is an efficient way to spread the word about a movie in more places. A movie poster may also reveal important details about the movie's setting. In other words, since movie posters have implicit messages and meanings, they can be categorized as linguistic signs. This is because the film poster designer always includes verbal and nonverbal language cues.

A movie poster has few words, clauses, or phrases. This is so that people can communicate with one another in various ways using signs, colors, symbols, and paintings. We use signs to convey our meaning regarding objects to other people when conversing with them. So they can effectively comprehend it because signs are the fundamental form of communication (Sobur, 2017). People can communicate with one another in this world through pictures and signs. Semiotics refers to the study of signs. Saussure considered semiotics to be one way of understanding signs. Saussure employs the terms signifier and signified in his concept. Whereas signified is an idea of the item, a signifier is an object or sound. These two were related to a signifying process that produced a sign (Saussure, 2011).

Barthes created the idea and used the signification order to define signs. According to Barthes, denotation, connotation, and another aspect of the sign—myth—are three categories of signification. According to this theory, denotation is the first level of a sign, while connotation and myth are found on the second level. In Hall, Barthes defines a denotative sign as a descriptive sign devoid of ideological content. On the other hand, the indicators that have lost their historical value are connotative ones. It may be due to evolution, changes in terminology, culture, and historical events (Hall, 2012). More explanation is provided by Chandler, who claims that denotation is typically described as the dictionary definition of a sign or its obvious meaning, whereas connotation is an analog code (Chandler, 1994). In other words, the words, clauses, sentences, signs, and symbols photographed are what and how they are meant to be understood. Barthes further said that myth is a form of communication that is utilized to connect connotative meanings to deliver fresh messages.

The simple definition of semiotics is the study of signs. According to Chandler (2002), semiotics entails the study of everything that "stands for" something else in addition to what we often refer to as "signs" in speech. The meaning of something regarded as a sign is defined by the listeners based on their knowledge and experience and extends beyond how it is expected to seem. The three kinds of signs

are icon, index, and symbol (Chandler, 2002). An icon is a sign that exhibits the resemblance of the thing it represents due to its likenesses. An index is a sign that displays the proof of the thing being represented. However, a symbol is a sign that does not closely resemble what it is meant to represent and must be learned culturally, such as in the alphabet or numerals. In Tziamtzi et al. (2015), A poster is considered a sort of mass media and an advertisement. A movie and a poster are two integral components of a film. The wording and imagery on the poster are intended to inform or elicit curiosity about the film from viewers (Tziamtzi et al., 2015). Movie posters are uniquely made to serve as an enduring link between the audience and the films. Poster components may be pictorial or solely textual. Its primary objective is to increase public awareness of specific films. More explanation proves that pictures are more effective and easily comprehended than words (Dyer, 1982). The following categories were used to group the nonverbal communication aspects in visual signs: appearance, age, gender, nationality and racial identity, hair, size, physique, look, manner, expression, eye contact, pose, attire, activity, touch, body movement, and positioning communication. A visual sign is communicated through appearance, a real gesture, or a picture or image of the face. Another theory showed that color is not a concept shared by all people; it must be seen to be defined (Wierzbicka, 1996). There are six words for colors that are equally and uniformly considered incompatible. The hues are brown, green, blue, red, yellow, and black (dark and bright).

Some research has been done on movie posters employing a semiotic approach. Ayun and Martadi discussed a study they conducted using a semiotic method on the *Parasite* movie poster (English version) (Martadi, 2021). They examined the indications in the movie poster using Barthes' theory as their overarching hypothesis. Mega and Tawami also carried out a similar study, but they chose *Joker* as a case study to evaluate the indications from a semiotic perspective. However, they solely considered denotative and connotative meanings when interpreting signs in their study (Mega et al., 2020). Moreover, Satria used a semiotic approach to analyze the *Gundala* movie poster. The analysis is restricted to the signifier and signified of the signs portrayed in the movie poster alone because Satria utilized Saussure as the grand theory in the study (Persada, 2020). A study on horror movie posters was also carried out by Wirhayati and Sudrajat utilizing a semiotic method. They contended that every sign on the horror movie poster is crucial to expressing the meaning it represents (Wirhayati & Sudrajat, 2020). Juliantari examined *The Conjuring* movie poster to examine its meaning. The poster is said to have been split into two parts, such as verbal and non-verbal. The non-verbal component included the visual elements, such as colors, shapes, signs, and backgrounds, while the verbal component included signs like the title (Juliantari, 2014). In a study by Burty, the semiotics of the *Harry Potter and the Deathly Hallows* movie poster are analyzed. It examined a sign that serves as a marketing tool (Burty, 2013). Another study by Wirhayati and Sudrajat looked at horror movie posters from a semiotic perspective. They argued that each sign is crucial in conveying the

meaning of a horror movie's poster (Wirhayati & Sudrajat, 2020). Furthermore, Mega and Tawami used a semiotic approach to their research on *Suspiria* horror movie posters. They contend that every symbol and sign—both verbal and nonverbal—used in the film effectively conveys the message through its meaning connection (Mega & Tawami, 2022). There has not been any research that uses *Us* as a case study. As a result, it differs from the other earlier studies.

The writers chose to examine movie posters over other items from popular culture because they can function as promotional tools, providing hints at the story, location, and tone of the film they are promoting. Therefore, this study uses a semiotic method to analyze *Us* movie poster's verbal and non-verbal linguistic elements. The data for this study were gathered using descriptive qualitative methods and a literature review. The writers analyzed the data using Roland Barthes' (1967) theory since his denotation, connotation, and myth theory are appropriate for illuminating the verbal and non-verbal language in the '*Us*' movie poster.

2. METHOD

This study combined Roland Barthes' semiotic approach with a descriptive qualitative methodology to describe the language signs on the chosen film posters. The writers require that only Jordan Peele-directed films be used for the data. It is because Jordan Peele is regarded as a maestro of a brand-new genre: high-concept black horror-thrillers with a social edge and scathingly cutting commentary on gender, class, and race (McCann, 2022). Moreover, *Us* (2019) was selected as the study's data source. The study's primary data source was verbal and nonverbal signs from *Us* movie poster.

The film *Us* has a restricted rating due to its unpleasant themes, graphic violence, and bloody visuals. Because it is crucial to comprehend the indications shown in a restricted film, this movie was chosen as the subject of the study. That is significant since it can stop minors from seeing the movie. Analyzing this movie poster is also intriguing because this movie is notable not only for the "sense" it portrays but also for the official movie poster. The official movie poster gives viewers a glimpse into the plot, setting, and tone of the movie it is promoting. Additionally, the data was obtained in some stages. First, the writers obtained the movie poster by downloading it. Then, the writers identified the signs seen on the movie poster.

IMDb, a website that contains data about movies, was utilized to find the official movie poster for the movie *Us*. After finding the official movie poster, the writers downloaded it from the Bing website because the writers could not download it on IMDb. Bing is selected because it offers high-quality photos. Following the acquisition of the movie poster (through download) and the data (by categorizing the signs into verbal and non-verbal signs), the writers analyzed the data using Roland Barthes' (1967) theory.

Dimara, Willem, Novaldi, Gabriel; Linuwih, Endar, Rachmawaty; Fadilah, Eka. (2023).

Semiotic Aalysis Found On Jordan Peele Horror Movie Poster “US”.

IJOTL-TL (2023, September), 8(3): 175-188. DOI 10.30957/ijotl.v8i3.74.

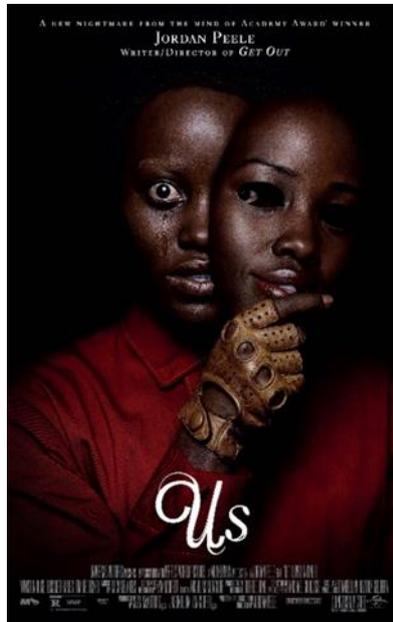
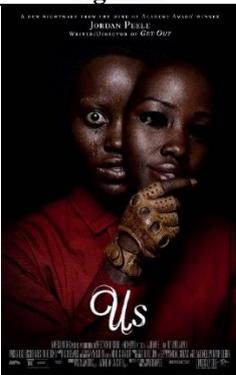


Figure 1. Us 2019 official movie poster. Adapted from IMDb.com. Retrieved April 2nd, 2023, from: https://www.imdb.com/title/tt6857112/mediaviewer/rm3483724800/?ref=tt_ov_i

3. FINDINGS AND DISCUSSION

A restricted rating is assigned to the movie *Us* In 2019, this movie came out. This movie is in the thriller, mystery, and horror genres. One official movie poster is provided for this film. The faces are positioned in the middle of the movie poster, and the colors in the movie poster are the first non-verbal linguistic sign. The examination of non-verbal linguistic signs is presented in Table 1.

Table 1. Non-verbal language Sign (The faces and the colors)

Non-Verbal Language Sign (The faces and the colors)	
Signifier	Signified
	<p>One woman is shown holding a mask in one hand that resembles her face but has several differences. She has dark circles and eye bags under her eyes, messy blonde eyebrows, open eyes, tears falling down her right cheek, and neither lipstick nor lip gloss is on her lips. Meanwhile, the mask has black, thin, defined eyebrows, is tear-free, lacks dark circles and eye bags beneath the eyes, opens its mouth slightly while smiling, and wears lip gloss or lipstick. The woman wears a red jumpsuit with long sleeves and a fingerless brown driver glove.</p>

Denotation	Connotation	Myth
Presenting two faces at once, they are both similar in appearance but have different facial traits.	1. The woman's face with her unhinged expression is her real face 2. The mask with a happy expression is not her real face.	1. Unhinged facial expression is a myth for an unstable character because she must live the life she does not want to.
Different font sizes (large, medium, and small) denote the urgency or significance of verbal language signs.	3. Red Jumpsuit and a fingerless brown driver's glove	2. The Happy face mask is a myth for people living the best life they want.
The woman is wearing a red Jumpsuit and a fingerless brown driver glove as her outfit and accessories.		3. The color red on the jumpsuit means rage, rebellion, aggression, and a shouting mission. Meanwhile, a fingerless brown driver glove is a protective tool to cover the hand she used for slashing.

Since the two faces are the only thing that is depicted in the poster, it could be said that the visualization of two identical faces with different traits is the poster's main point. As a result, the writers looked into the mythology the two faces had created. The two faces on the movie poster, Adelaide and Adelaide's doppelganger named Red, represent the two different lives that each of the main characters in the film *Us* leads. The happy face on the poster is Adelaide, one of the characters from the film *Us*. She is the actual Adelaide; in the movie, the reason behind her unhinged facial expression is that she had her life taken away from her. The mask with the happy facial expression is Adelaide's doppelganger named Red. Red escaped from the tunnel, was kidnapped, and switched places with the real Adelaide. Red, Adelaide's doppelganger who appears on the movie poster, is pleased that she could adjust to normal society despite joining it when she was still a little child. The real Adelaide displays strange emotions on the movie poster due to her transformation into a violent demon that commands a tethered uprising. The scriptwriter creates a myth that she organized the rebellion in the movie because she knew her life had been taken from her.

This movie poster features three colors: black, brown, and red. (Wierzbicka, 1996) claims that the colors on the movie poster communicate the following messages: Black represents death, mystery, gloom, etc. It was proven from previous study, Mega and Tawami's research on *Joker* movie poster (Mega et al., 2020). The color black is employed to highlight the mysterious aspect of the *US* movie, and the plot surprises at the end of the film reveal the truth of the mystery. Brown is

frequently associated with toughness because of its earthy tones. As we can see from the color of the fingerless glove in the movie poster, it is, therefore, perceived as a color that offers safety and security. In the movie, the real Adelaide covered her hand with a fingerless glove as a protection she used to slash her doppelganger. Red is frequently used as a symbol of blood, bravery, danger, and violence. It was determined by previous research, such as Mega and Tawami's study of the Joker movie poster. This is why the real Adelaide came up with the red jumpsuits, who were chosen by the Tethered to lead their uprising. The writers fabricate the myth that Adelaide's red jumpsuit represents her wearing her suffering in public view. It represents anger and a yelling mission. Red, her doppelganger, had taken her life. Adelaide harbors her rage for a long time. Unsurprisingly, in the film, she dresses the Tethered in the red of her fury as she gathers them into a revolutionary army prepared to kill their surface-world selves. Therefore, the red jumpsuit also resembles the color of blood from an old wound.

Additionally, this movie poster's primary focus is on the verbal language signs depicted, precisely the word "Us," which serves as the poster's title. Along with the title, this poster also contains the names of some actresses and actors, the name of the production company, a slogan, and details about the director and crew of the movie. 'A NEW NIGHTMARE FROM THE MIND OF ACADEMY AWARD WINNER JORDAN PEELE WRITERS/DIRECTOR OF GET OUT' is the slogan on this poster. Table 2 provides an examination of Us movie poster's slogan.

Table 2. Verbal Language Sign Analysis (slogan and director information)

Verbal Language Sign Analysis (slogan and director information)		
Signifier	Signified	
A NEW NIGHTMARE FROM THE MIND OF ACADEMY AWARD WINNER JORDAN PEELE WRITERS/DIRECTOR OF GET OUT	Using a phrase to display a slogan from the movie poster and showing the director's information.	
Denotation	Connotation	Myth
Using the phrase "A NEW NIGHTMARE FROM THE MIND OF ACADEMY AWARD WINNER JORDAN PEELE WRITERS/DIRECTOR OF GET OUT" in the Us movie poster.	A film's slogan serves as the identifying feature on its poster, describing the film's theme and sign. The movies Jordan Peele makes are of excellent quality. This can be seen by the size of the sign, which also shows that the director is well-recognized for making high-quality movies because the person who designed this movie poster thought it was crucial to include this information.	Having an identity helps people recognize anything; in this example, the slogan is a myth formed from the movie poster to help people identify the movie. It may be possible to boost the number of people interested in watching the movie by employing a well-known director with high standards.
The movie was made by a director named Jordan Peele.		

A slogan is a myth from the movie poster to help people identify the movie. It was established by previous research, Mega and Tawami's analysis of the *Suspiria* movie poster. The 2017 film "Get Out," directed by Jordan Peele, is his first debut as a director, which launched him to fame. In the film *Get Out*, Chris, a young black man, discovers a horrifying secret while visiting his white girlfriend's wealthy parents' house. An Oscar followed, Peele received nominations for Best Picture and Best Director and the Academy Award for Best Original Screenplay. *Get Out* movie made more than \$250 million at the box office. Therefore, employing a well-known director with high standards, commercial success, and a reputation for creating new types of horror genres on a movie poster may be able to increase the number of people interested in seeing the *Us* film.

Under the title of the movie *Us* there is another verbal language sign with details about the cast. Table 3 shows how the verbal language sign was analyzed.

Table 3. Verbal Language Sign Analysis (*Us* film's staff and director information)

Verbal Language Sign Analysis		
(Us film's director and crew information)		
Signifier	Signified	
UNIVERSAL PICTURES PRESENTS IN ASSOCIATION WITH PERFECT WORLD PICTURES A MONKEYPAW PRODUCTION A JORDAN PEELE FILM 'US' LUPITA NYONGO WINSTON DUKE ELISABETH MOSS TIM HEIDECKER MUSIC BY MICHAEL BY MICHAEL ABELS COSTUME DESIGN BY KIM BARRETT EDITOR NICHOLAS MONSOUR PRODUCTION DESIGNER RUTH DE JONG DIRECTOR OF PHOTOGRAPHY MICHAEL GOULAKIS EXECUTIVE PRODUCERS DANIEL LUPI BEATRIZ SEQUEIRA PRODUCE BY SEAN McKITRICK pga. JASON BLUM IAN COOPER pga. WRITTEN. PRODUCED AND DIRECTED BY JORDAN PEELE	<p>Displaying information about the persons (crew) who take part in the production of the movie.</p> <p>Displaying the names of the actors and actresses who appeared in the movie 'Us.'</p>	
Denotation	Connotation	Myth
Informing people about the movie's director, cast, and crew.	It is a gesture of respect and appreciation to provide details about the film's director and crew.	The importance of acknowledging someone for their efforts to make the movie.
Lupita Nyong'o, Winston Duke, Elisabeth Moss,	The actors and actresses are said to be able to create a sense of expectation in potential	The movie's success will

and Tim Heidecker are the actors and actresses who appear in this movie. moviegoers that the movie would be of high quality. As a result, the creators of the movie poster decided to add the names of the actors and actresses to the poster. be aided by showing up information about the cast.

Informing people about the movie's director, cast, and crew represents the importance of thanking or recognizing someone for their efforts to make the movie. Moreover, the movie's success will be aided by showing up information about the cast. The previous research showed Mega and Tawami's study of the *Suspiria* poster. In this examination, the author of *Us* movie poster displays some of the cast names. Firstly, Lupita Nyong'o has received numerous honors and nominations, including an Academy Award for her roles in the film *12 Years a Slave* and two Primetime Emmy Awards. Next, Winston Duke gained popularity in the Marvel Cinematic Universe for his supporting roles as M'Baku in *Black Panther* (2018), *Avengers: Infinity War* (2018), and a brief appearance in *Avengers: Endgame* (2019). Thirdly, Elisabeth Moss is well-known for her work in several television dramas. She has won two Primetime Emmys for her performances in *The Handmaid's Tale*. Also, she has won two Golden Globes for her performances in *The Handmaid's Tale* and *Top of the Lake* TV series, earning her the title "Queen of Peak TV" by *Vulture*. Lastly, Tim Heidecker is an American comedian, director, actor, musician, and writer named Tim Heidecker. He is most well-known for being a member of the comedic duo Tim and Eric.

'Us' is another verbal language symbol on this poster. This one is the greatest in size compared to other verbal language signs. Table 4 examines the sign 'Us' in verbal language.

Table 4. Verbal Language Sign Analysis ('Us')

Verbal Language Sign Analysis (<i>Us</i>)		
Signifier	Signified	
US	The word "Us" is shown. Among all verbal language signs, the size of the word is the largest.	
Denotation	Connotation	Myth
1. 'Us' is the largest word in the movie poster's comparison to the other verbal language sign.	1. According to the movie poster 'Us' is the movie's name.	The word that is most important on a poster is the one that is the largest because it represents the movie's title.
2. The Indonesian word for "Us" is "Kita."	2. Having the biggest size compared to other verbal language signs signifies something is being highlighted, which indicates that it is important.	

Red's declaration to Adelaide that "We are Americans" is the key to this examination. The word 'Us' is a word that is the largest because it is the movie's title. The title represents United States citizens in systemic oppression. The Tethered or doppelgangers are not a fear of unknown monsters or invading enemies. They are Us,

as the title implies; they are people just like the Wilsons, the Tylers, or all of Us in the audience. Contrary to the Wilsons and other people of the surface world, the Tethered live at the very bottom of society. They were developed secretly, made to live underground, and ultimately forgotten. None of the everyday comforts we take for granted, like the sky above Us, are experienced by them. Instead, the decisions that affect their miserable lives are made by people who are unaware of their existence and do not listen to them. According to Red (actual Adelaide), the creators of the Tethered intended to utilize them to control their above-ground counterparts. However, the Tethered was no longer considered valuable after the experiment failed. Those who created them chose to abandon them because it was simpler to do so than to cope with them. In another way, they represent a marginalized group. Those who are poor, the physically or mentally disabled, the traumatized, or whatever other real-life groups are excluded from mainstream American society can be seen as a metaphor for them.

The 'Monkeypaw Productions' logo, positioned on the right side, is the next non-verbal linguistic sign. The examination of non-verbal linguistic signs is presented in Table 5.

Table 5. Non-Verbal Language Sign (Monkeypaw Productions)

Non-Verbal Language Sign (Monkeypaw Productions)		
Signifier	Signified	
	Displaying the Monkeypaw Productions company logo.	
Denotation	Connotation	Myth
Monkeypaw Productions is the company in charge of the production of the film.	Jordan Peele established the American production company Monkeypaw Productions in 2012. Monkeypaw Productions develops creative, thought-provoking projects for cinema, television, and online distribution. The company is dedicated to breaking new ground in storytelling, creating imaginative worlds, and exploring current societal issues. Monkeypaw Productions' films are known for their excellent production values, innovative plotting, imaginative world-building, and exploration of current societal subjects.	A positive corporate image will increase customer trust and confidence in the quality of the film, in this example among moviegoers.

Monkeypaw Productions represents a myth that a positive corporate image will increase customer trust and confidence in the quality of the film, in this example, among moviegoers. It was determined by previous research, namely Mega and Tawami's analysis of the *Suspiria* movie poster. The movies from Monkeypaw Productions are renowned for their top-notch production qualities, creative

storytelling, imaginative world-building, and examination of contemporary social issues. The production company is renowned for making scary movies, including *Get Out*, *Candyman* (2020), *Nope*, and *Wendell & Wild*.

'The Motion Picture Association film rating system' logo is the following non-verbal language sign, positioned on the left side of the Monkeypaw Production logo. The examination of sign language is shown in Table 6.

Table 6. Non-Verbal Language Sign (Registered trademark symbol)

Non-Verbal Language Sign (The Motion Picture Association film rating system)		
Signifier	Signified	
	Displaying The Motion Picture Association film rating system logo.	
Denotation	Connotation	Myth
Motion Picture Association film rating system is the association in charge of the movie's rating.	Rated R: Restricted means people under 17 are not permitted to watch the film unless a parent or adult guardian accompanies them.	Before bringing their young kids to see the movie, parents or guardians are advised to find out more information about the movie.

The registered trademark symbol represents Rated R, which means the Us movie is restricted for people under 17 to watch unless a parent or adult guardian accompanies them because the movie contains violence/terror or pervasive language (Motion Picture Association). Therefore, before bringing their young kids to the movie, parents or guardians are advised to find out more information about it.

'Dolby Digital' logo, positioned on the left side of The Motion Picture Association film rating system logo, is another non-verbal language sign. The examination of sign language is shown in Table 7.

Table 7. Non-Verbal Language Sign ('Dolby Digital')

Non-Verbal Language Sign (Dolby Digital)		
Signifier	Signified	
	Displaying Dolby Digital logo.	
Denotation	Connotation	Myth
Dolby Digital created the sound of the 'US' movie.	Dolby Digital is a perceptual digital audio coding method that minimizes the data required to provide high-quality sound.	Potential audiences may be drawn to a film that has excellent audio.

Dolby Digital logo represents the Us movie uses a method of perceptual digital audio coding that minimizes the data required to provide high-quality sound

(dolby.com). So, potential audiences may be drawn to a film with excellent audio.

'Soundtrack on back lot music' logo which is positioned on the left side, is the next non-verbal linguistic sign. The examination of non-verbal linguistic signs is presented in Table 8.

Table 8. Non-verbal Language Sign (Soundtrack on back lot music)

Non-Verbal Language Sign (Soundtrack on back lot music)		
Signifier	Signified	
	Displaying Soundtrack on back lot music logo.	
Denotation	Connotation	Myth
Soundtrack on back lot music is a company records owned by Universal Picture Studios and in charge of the film's music production.	Soundtrack on Back Lot music exclusively produces music or soundtrack for Universal Picture Studios films.	Potential audiences may be drawn to a film that has excellent music because the music is exclusively made for the studio's film that produces the movie.

The soundtrack on Back Lot Music logo represents the Us movie collaboration with Universal Picture Studios films because Soundtrack on Back Lot Music exclusively only produces music or soundtrack for Universal Picture Studios films. Therefore, potential audiences may be drawn to a film that has excellent music.

Another non-verbal language sign is the "Universal Pictures" logo on the left of the Soundtrack on the back lot music logo. Table 9 provides the findings of the sign language analysis.

Table 9. Non-Verbal Language Sign (Universal Pictures)

Non-Verbal Language Sign (Universal Pictures)		
Signifier	Signified	
	Displaying Universal Pictures logo.	
Denotation	Connotation	Myth
Universal Pictures handled the movie's production and distribution.	The movies made and released by Universal Pictures are of excellent quality. The company is highly recognized for making high-quality movies because the person who created this movie poster thought it was crucial to include this information on the movie poster.	Using a famous production company with high standards for quality can help increase the number of people interested to see the movie.

Universal Pictures represents 'US' movies as excellent quality because Universal Pictures company is highly recognized for making high-quality movies. For example, King Kong (2005), E.T. the Extra-Terrestrial, Jurassic World, Jaws, and

The Thing (1982). So, using a famous production company with high quality standards can help increase the number of people interested to see the movie. Previous research proved it, like Mega and Tawami's examination of the Suspiria movie poster.

4. CONCLUSION

Based on the research findings and discussion, it can be concluded that Us movie poster uses signs, which can be divided into verbal and non-verbal language signs, to communicate its meaning. The meaning or message that the filmmaking company wishes to portray is communicated using language signs. To see the literal meaning of the signs depicted on Us movie poster, the writers can deduce the signifier and signified from the signs, which later form the denotative meaning. Furthermore, the writers examined the connotative interpretation of the signs in Us movie poster to comprehend the implied meaning. Thus, the interaction of connotative meanings on the poster produces a new kind of message known as a myth. Then, for movie fans and readers, it becomes a convention of meaning. Lastly, Barthes' semiotic methodology can encrypt the words and meaning the film industry wants to communicate through the signs shown in the Us movie poster. Suggestions for researchers who want to conduct their research employing a deeper level of analysis by utilizing different theories so that society will be aware of and comprehend the messages they are trying to transmit, particularly in the poster media. Moreover, the writers hope that the larger community may gain something from this research in the future. Also, it can be a reference for students who desire to create similar analyses.

REFERENCES

- Budiarta, I. W., & Gaho, R. (2021). Deixis Analysis on Zootopia Movie Script: A Pragmatic Study. *IJOTL-TL: Indonesian Journal of Language Teaching and Linguistics*, 6(3), 261-274. <https://doi.org/10.30957/ijotl.v6i3.682>
- Burty, A. (2013). A semiotic analysis of movie posters of Harry Potter and The Deathly Hallows. Universitas Brawijaya.
- Chandler, D. (1994). *Semiotics for beginners*. Daniel Chandler [Aberystwyth, Wales?].
- Chandler, D. (2002). *The basics*. Routledge London, UK.
- Djawad, A. A. (2016). Pesan, Tanda, dan Makna dalam Studi Komunikasi. *STILISTIKA: Jurnal Bahasa, Sastra, Dan Pengajarannya*, 1(1).
- Dyer, G. (1982). *Advertising as Communication*. Routledge. <https://books.google.co.id/books?id=uTgOAAAAQAAJ>
- Eco, U. (1979). *A theory of semiotics* (Vol. 217). Indiana University Press.
- Hall, S. (2012). *This Means This, This Means That Second Edition: A User's Guide to Semiotics*. Hachette UK.

- Juliantari, N. L. P. (2014). Semiotic analysis of "the conjuring" movie poster advertisement. *Journal of Humanis*, 9(3), 1–7.
- Kusumawati, T. I. (2019). Komunikasi verbal dan nonverbal. *Al-Irsyad: Jurnal Pendidikan Dan Konseling*, 6(2).
- Limeranto, J. T., & Ena, O. T. (2022). The Use of Slang Words in the Movie "F9: The Fast Saga". *IJOTL-TL: Indonesian Journal of Language Teaching and Linguistics*, 7(3), 281-290. <https://doi.org/10.30957/ijotl.v7i3.694>
- Martadi, M. (2021). Analisis Semiotika Roland Barthes pada Poster Film Parasite Versi Negara Inggris. *BARIK*, 2(1), 54–66.
- McCann, B. (2022). Jordan Peele is Hollywood's most inventive horror voice. It's a shame Nope is a backward step. <https://theconversation.com/jordan-peele-is-hollywoods-most-inventive-horror-voice-its-a-shame-nope-is-a-backward-step-188222>
- Mega, R. U., & Tawami, T. (2022). Semiotic Analysis on Film Industry: Case Study Suspiria Movie Poster. *International Journal of Education, Information Technology, and Others*, 5(4), 110–122.
- Mega, R. U., Tawami, T., Soegoto, E. S., & Dewi, N. P. (2020). A Semiotic Analysis On Film Industry Using Verbal and NonVerbal Approach: Case Study Joker Movie Poster. *Proceeding of International Conference on Business, Economics, Social Sciences, and Humanities*, 3, 834–842.
- Nisa, B., Mulyani, C. N., Nurmalia, L., & Sari, S. W. (2022). Illocutionary Act Used by The Main Character in Movie Guardians of The Galaxy Vol.2. *IJOTL-TL: Indonesian Journal of Language Teaching and Linguistics*, 7(3), 217-233. <https://doi.org/10.30957/ijotl.v7i3.698>
- Persada, S. I. P. (2020). Semiotic Analysis of Gundala Movie Poster. *International Conference on Business, Economic, Social Science, and Humanities– Humanities and Social Sciences Track (ICOBEST-HSS 2019)*, 133–135.
- Saussure, F. M. (2011). *Course in general linguistics*. Columbia University Press.
- Simatupang, E. C. M. (2019). Syntactic and semantic analysis on slogans of aviation companies in ASEAN countries. *English Journal Literacy Utama*, 3(2), 123–131.
- Sobur, A. (2017). *Semiotika komunikasi*. Remaja Karya.
- Tziamtzi, C., Kyridis, A., Vamvakidou, I., Christodoulou, A., & Zagkos, C. (2015). Social signified in the movie posters of Hollywood movies made for children. *Studies in Social Sciences and Humanities*, 3(5), 295–310.
- Wierzbicka, A. (1996). *Semantics: Primes and universals: Primes and universals*. Oxford University Press, UK.
- Wirhayati, W., & Sudrajat, S. (2020). A semiotic analysis of symbols in selected Hollywood horror movie posters. *Proceedings Universitas Pamulang*, 1(1), 528–540.