

CHAPTER 1

INTRODUCTION

This chapter presents introduction of the research. It contains background of the research, research question, research objectives, research significances, clarification of key terms and organization of writing.

1.1 Background of the Research

Industry has developed very rapidly in all aspect along with the advance of technology it also happens to films whose advance can be seen from the number of film produced both locally (in Indonesia) and internationally such as those produced in Hollywood movie industry. It is also supported by the advance of the features of movie such as sound effect and picture displayed.

The presence of these movies makes the cinema never empty from visitors. Activity of watching movies at the cinema becomes a popular entertainment visitors, especially for those who live in big cities like Jakarta. However, the visitors remain selective in choosing the movie to watch. Similarly, the cinema is also selective in choosing the right film screened in their place, the film that is able to provide a great profit for all parties. Therefore, in a movie marketing, the role of creative marketers are needed for the success of a film as a whole.

According (Kris Budiman 2004: 15) Creative movie marketer plays the role to produce verbal and visual appeal as a creative form of a film, namely advertising by using any kinds of media such as posters and movie trailers. Movie posters are created to

give an idea of the film by way of illustration, while the movie trailer is made to display the pieces of film footage in certain parts, usually the important parts in the story, which at first glance appears to pose a public curiosity. Visual and verbal power of this type of advertising is considered to enable a visual image and give verbal confidence so as to affect the feelings and beliefs of the beholder.

Poster (Kusrianto, 2007: 338) advertisement or announcement is produced massively. Posters are generally made with a large size on paper to be shown to the public, containing illustrations with colors and text or load a logo of the company involved in the production of the film. A generally useful commercial poster advertises a product, an educational activity, entertainment, certain events, as well as a propaganda tool. However many posters are made only for the purpose of art or decoration.

Poster is defined as the drawing on large pieces of paper taped to a wall or other surface as a tool to advertise something, as a means of propaganda, protest, as well as other purposes to convey various messages (Adi Kusrianto 2007: 338). In addition, poster is one piece of graphic art that has style, flow, as well as a separate trend that cannot be separated from an era. Almost all films in the world certainly has one type of poster as a medium of promotion. Even if the film has a big budget, and its popularity is high enough, there will be some kind of poster made to promote the movie title. Film industry is highly utilizes posters to popularize the movie. Until now, the movie poster is made by using high technology and professionalism is very high.

Poster can be called as the main media in the promotion of the movie. Most people who come to the cinema usually have seen the poster of a film as well as watch the movie trailer before deciding to watch the movie (Adi Kusrianto 2007:338). Movie

poster is very influential in terms of building the impression of the film, so that people who see it will be interested to further watch it. Poster is a part of advertisement. In advertisement display there are various elements of sign made by the advertisers in its efforts to attract audiences. In the research, these signs can be assessed in a case of display advertising through semiotic approach.

Semiotics is defined as a science or method of analysis to examine the signs (the study of sign). Basically semiotics is the study of codes, any system that allows us to look at certain entities as something meaningful. Semiotics can be assessed through a variety of approaches, one of them is semiotic approach proposed by Charles Sanders Peirce, where he states that we can only think with the medium sign (Chandler 2002). Peirce looked at their relationship in the semiotic triadic, that is representamen, object and interpretation.

To analyze movie's poster Harry Potter, the researcher uses semiotic analysis to found the signs in movie posters. The poster proves that sign is very important aspect in language and for advertisement purpose, it can guides the audience to know the story of movie based on its poster.

There are sixteen movies poster in this research. The poster is Harry Potter and the Philosopher's Stone, Harry Potter and The Chamber of Secret, Harry Potter and the Prisoner of Azkaban, Harry Potter and the Goblet of Fire, Harry Potter and the Order of Phoenix, Harry Potter and the Half –Blood Prince and Harry Potter and the Deathly Hallows part 1 and part 2. All posters showed the impression of fantasy movie, because there are the sign.

Fantasy is a general term for any kind of fictional works that is not primarily devoted to realistic representation of the common world. The category includes several literary genres (e.g. Dream vision, fable, fairy tale, romance, science fiction) describing imagined worlds in which magical powers and other impossibilities are accepted. Although the works of fantasy present of everything imaginative and impossible, it does not mean that fantasy has no relation at all with the real life, and does not mean anything to the people. Fantasy with its fictional characters that are so various and unique, and its imagined world that mostly tells about past and future rather than about present phenomena meanwhile is full of symbols.

In this research, the researcher is interested to analyze signs using a semiotic approach with a focus on fantasy movies. This is for the reason that there are similar studies previously conducted. Some of them are as follows: Munir (2013) studied in semiotics on Conan Doyle's novel entitled "A Study in Scarlet". He explored the Peirce triadic relation of signs of Scarlet found in Sir Arthur Conan Doyle's Sherlock Holmes: A Study in Scarlet. He also analyzed the sign classes of the "Scarlet" found in Sir Arthur Conan Doyle's Sherlock Holmes: A Study in Scarlet. And Farkhan (2012) performed his research entitled "A Semiotic Analysis on the Novel The Five People You Meet in Heaven" he focused on finding the people that the Eddie met on his way to the heaven and the meanings of Eddie's meeting with those people".

1.2 Research Question

Posters used to promote a performance, including film. In this research the researcher found some problems to be analyzed. The main problem in this research are signs

found on movie poster Harry Potter, how the pictures of Harry Potter movie poster represent fantasy movie. Therefore this research was conducted with the formulation of the problem as follows:

1. How are semiotic triadic contain in the Harry Potter movies posters?
2. What is the meaning of tagline shown in the movie posters?
3. How Harry Potter movie poster represent fantasy movie?

1.3 Research Objective

1. To analyze semiotic triadic contain in the Harry Potter movies posters.
2. To find out the meaning of tagline shown in the movie poster.
3. To examine that Harry Potter movie poster represent fantasy movie

1.4 Significance of the Research

Theorycally, this research will enrich the study of semiotic that can be used for further referance, especially dealing with sign in the movie poster.

Practically, expected to be material that contribute to the further researchers to be more creative and selective, and also to provide an overview of reading meaning contained in a movie poster, especially in the fantasy movie theme.

1.5 Definition of Key Terms

In this section, the researcher would like to present key term of an analysis of fantasy in movie Poster of Harry Potter, those are:

- a. Semiotics

Semiotic is not a thing and a name, but the concept and sound image. Semiotics is 'the study of sign' (Chandler, 2002).

b. Sign

Sign in semiotic, is something that can be interpreted as having a meaning, which is something other than itself, and which is therefore able to communicate information to the one interpreting or decoding the sign.

c. Poster

Poster are generally made with a full size on paper to be displayed to the public. Poster is advertising or announcements which is mass-produced. A poster usually contents illustrations with beautiful colors and some take or load trade mark. A poster is useful commercially to advertise a product, an educational activities, certain event, entertainment event. However, posters are made only for the purpose of art as well as decorative (Ensiklopedia Encarta- edisi 2004)

d. Representament

The representament is something that enters into relation with its object, the second component of the sign. (cobley, 2001)

e. Object

Something beyond the sign to which it refers (a referent) (Chandler, 2009: 29). The semiotic object can never be identical to the 'real' object, since according to Pierce our knowledge is never absolute.

f. Interpretation

This is the third component of the sign is the interpretation. The interpretation related to the mediates between the representament and the semiotic object in such a way to bring about an interrelation between them at the same time and in the same way that brings itself into relation with them. A sign must have a representament a semiotic object and interpretation (Cobley, 2001: 28)

g. Fantasy

The fantasy genre allows the author the freedom to create and built an imaginary world. It may include magical or supernatural elements or other paranormal forms as primary inspirations for plot and characters.

1.6 Organization of writing

This paper is organized into five chapters as follows: The first chapter consist of background of research, research question, research objective, significance of research, clarification of keys term and organization of writing. The second chapter present theoretical framework which contains of Semiotic, theory of sign, Saussure's theory of sign, Pierce theory of sign, Pierce theory, movie, fantasy movie, movie poster, element visual movie poster and Tagline.

The third chapter presents methodology of research there are: Research design, source of data, sample of data, techniques of collecting data and techniques of analyzing data. The fourth chapter present analyzed of Semiotic triadic in movie poster Harry Potter and the Philosopher's Stone, Harry Potter and the Chamber of Secrets, Harry Potter and the Prisoner of Azkaban, Harry Potter and the Goblet of Fire, Harry Potter and the Order of the Phoenix, Harry Potter and the Half-Blood Prince and Harry Potter and the Deathly Hallows part 1 and part 2. Second the meaning of tagline in the movie poster. Third explained how Harry Potter movie poster represent fantasy movie. The last chapter presents the conclusion; includes result of the research in summary. It also presents the suggestion for the further research.

