

CHAPTER I

INTRODUCTION

This chapter deals with introduction consists of background of the research, research problems, research objectives, research significances and definition of key terms. This chapter is ended by the organization of writing.

1.1 Background of The Research

In process of communication people not only use verbal communication but also use non-verbal communication. According to Chaer (2004:17) communication is a process by which information is ex-change individual through a common system of symbols, signs, behavior. It means in the process of communication people use symbols and sign to convey a message.

Semiotics is study of sign. It means the linguistics area which is concern in sign is semiotics, the origin semiotics is from Greek language; *someion* it has means mark or sign (Chandler, 2007:2). Ferdinand de Saussure (quoted in Kris Budiman: 3) stated that semiotics is a general science of language, a science that examines the sign in people area. Semiotics discusses signs and symbols. In order to understand what the communicator informed to communicant, not only using utterances but also using the movement, sign, and symbol for supporting a communication. Based on the usage communication, it is divided into two kinds of communication, *firstly*, verbal communication and *secondly*, non-verbal communication.

Guerrero and Floyd (2008:2) stated that verbal communication is typically conducted either by speaking or by writing. Verbal communication occurs when a person puts across their message by speaking. In verbal communication, people convey the message using the language is human language. It means that verbal communication is always used by humans in their lives. In daily life, people always use verbal communication to interact with others. Hence, the use of verbal communication is very useful in daily life but to convey the message not only using verbal communication but also using non-verbal communication.

According to Brown (2000:264) non-verbal communication is so subtle and subconscious in a native speaker that verbal language seems, by comparison, quite, mechanical, and systematic. Non-verbal communication refers to communication that is produced by some means other than words. It means in communication usually used such as kinesics, paralanguage, and artifacts. In non-verbal communication, people usually use a sign or symbol to communicate to others and to complete verbal communication, for example when people say goodbye they use their hand 'shaking hand'. It means non-verbal communication also needs to complete the communication based on the functions.

Non-verbal communication does not happen in daily life but also happens in movie scripts. The writer takes movie script titles in the analysis is *Insidious* chapter 1. The writer is interested in the movie script because the movie script is not only using verbal communication but also using non-verbal communication which is poured forth in a script and there are not a researcher who analyzes horror movies. In

Insidious chapter 1 movie script, there are conversations that need more than one movement to convey the message. Therefore, the communicator uses non-verbal communication to convey the message to the communicant.

There are two previous studies supporting this research: *First*, Non-Verbal Communication in *Twilight's* Novel by Stephanie Meyer by Denisa Yuniati (Sunan Gunung Djati Islamic State University). Non-verbal communication is human habitual in communication process to emphasize the meaning of very utterances in a conversation. Non-verbal communication also often found in a novel, especially in *Twilight* novel, which is expressed by means of act description. The findings show that nonverbal communication is novel mostly used kinesics category as emphasize the meaning of every utterance in verbal communication such as waving, raise hand, shaking hands, shaking head, nodding, and facial expression than other categories.

Second, Non-Verbal Communication as Reinforcement and Replacement of Verbal Communication in Dan Brown's *The Davinci Code* by Nurul Afifah (Sunan Gunung Djati Islamic State University). Sign is a thing that represents an object. Sign and symbol in linguistics is described in that research. In addition, the sign and symbol is a word, a phrase that signifies an object that reference beyond itself. A symbol can represent human's attitude like 'communication'. That research concentrates to analyze the novel written by Dan Brown (*The Davinci Code*).

The differences between the research and previous study are the writer analysis about horror movie script, used two theory (DeVito (1987 and Wardaugh (1977) and the other theory about non-verbal communication to supporting he analysis. While, each of the previous study use one theory to analysis and the previous study analysis the same object is novel.

Based on the previous studies the writer is interested in analyzing *Insidious Chapter 1* movie script. From the explanation above, the writer take a titled of research: **Non-Verbal Communication in *Insidious Chapter 1* Movie Script.**

1.2 Statement of Problems

Based on the background above, the problem of research in *Insidious* movie script not only use verbal communication but also use non-verbal communication. Not all messages are delivered from the communicator can get and understood by communicant. So, the communicator uses non-verbal communication. The questions of research are:

- a. What kinds of non-verbal communication are found in *Insidious chapter 1* movie script?
- b. What are the functions of non-verbal communication found in *Insidious chapter 1* movie script?

1.3 Research Objectives

Based on research problem, the writer gets purposes in this research. There are the purposes, are:

- a. To describe kinds of non-verbal communication in *Insidious chapter 1* movie script.
- b. To know the functions of non-verbal communication in *Insidious chapter 1* movie script.

1.4 Research Significances

Based on purpose above, the significance of this research, are:

- a. Theoretically, this research can provide a beneficial reference for the study in increasing knowledge and insight about semiotics and non-verbal communication. It is also expected that the results of the study can enrich the knowledge of semiotics.
- b. Practically, this research can provide useful activities and directions for successful implementations of semiotics and provided to students to be reference about research in the same problem.

1.5 Definition of Key Terms

Definition of key term consists of semiotics, communication, non-verbal, non-verbal communication, script and insidious.

- a. Semiotics : is a general science of language, a science that examines the sign in people area (Saussure: 1977:3).
- b. Communication : is a process by which information is exchange individuals through a common system of symbols, signs, behavior (Chaer, 2004:17).
- c. Non-verbal : is the communication not uses a language and not conversation form.
- d. Non-verbal communication : is so subtle and subconscious in a native speaker that verbal language seems, by comparison, quite, mechanical, and systematic (Brown:2000:264).
- e. Script : is written text of play, speech, film, system of writing, and handwriting (Oxford Learner's Pocket Dictionary).
- f. Insidious : is the American's horror movie released in 2009.

1.6 Organization of Writing

The arrangement of this writing is divided into five chapters, are:

- Chapter I : Introduction** which consist of background, statement of problem, research objectives, and research significance.
- Chapter II : Theoretical Underpinnings.** This chapter serves some theories, including: Semiotics, Non-verbal communication, types of non verbal communication, and the function of non-verbal communication.
- Chapter III : Research Method** consists of research design, population and sample, source of data, research instruments, technique of collecting data, and technique of analyzing data.
- Chapter IV : Analysis and Discussion.** It elaborates of data analysis related to finding and the further discussion the data that will be presented in this part.
- Chapter V : Conclusions and Suggestion.** It includes the conclusion and suggestion of data analysis related to the finding the data that will be presented in this part.