



## **The Meaning of Verbal and Non Verbal Sign of “Insidious” Film Poster**

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### **Abstract**

This research is entitled 'The Meaning of Verbal and Non-Verbal Sign of Insidious Film Poster. This study aimed to find verbal and non-verbal signs on the Insidious film poster and explain the meaning of verbal and non-verbal signs in the Insidious film poster. Research data were taken from websites on the internet. The data source for this research were posters in the Insidious film series. The films is Insidious 2011, Insidious chapter 2 (2013), Insidious chapter 3 (2015). These verbal and non-verbal signs were analyzed by using the Semiotic theory of Roland Barthes (1967) about denotative and connotative meanings using qualitative analysis methods. It was found 5 verbal and 5 non-verbal signs on the Insidious 2011 poster, 3 verbal signs and 4 non-verbal signs on the Insidious chapter 2 poster, and 3 verbal signs and 3 non-verbal signs on the Insidious chapter 3 poster. Verbal signs are: title, actor name, tagline, character, and place of occurrence. Meanwhile, Non-verbal signs were also found in the film poster in the form of: Haunted house, boy, scared character.

**Keywords:** *verbal sign, non verbal sign, movie poster*

### **Abstrak**

Penelitian ini berjudul 'Makna Tanda Verbal dan Non Verbal dari Poster Film Insidious'. Penelitian ini bertujuan untuk menemukan tanda verbal dan nonverbal pada poster film Insidious dan menjelaskan makna dari tanda verbal dan nonverbal pada poster film Insidious. Data penelitian berasal dari website di internet. Sumber data penelitian ini adalah poster-poster dalam serial film Insidious. Film-film tersebut adalah Insidious 2011, Insidious chapter 2 (2013), Insidious chapter 3 (2015). Tanda-tanda verbal dan non-verbal ini akan dianalisis dengan menggunakan teori Semiotika Roland Barthes (1967) tentang makna denotatif dan konotatif dengan menggunakan metode analisis kualitatif. Peneliti menemukan 5 tanda verbal dan 5 tanda nonverbal pada poster Insidious 2011, 3 tanda verbal dan 4 tanda nonverbal pada poster Insidious bab 2, dan 3 tanda verbal dan 3 tanda nonverbal pada poster Insidious bab 3. Tanda verbal adalah: judul, nama aktor, tagline, tokoh, dan tempat kejadian. Sementara itu, tanda non-verbal juga ditemukan dalam poster film berupa: Rumah berhantu, anak laki-laki, tokoh ketakutan..

**Kata kunci:** *tanda verbal, tanda non verbal, poster film*

## Introduction

Movie poster is a poster used to promote and advertise a film. On the one hand, useful as a medium for promotion and identity of a film, film posters are also a form of graphic design product. Posters are used as a medium that uses text, images, and colors that are combined to form an information that is intended to be read by the general public and attracts the public to watch the film. Film posters are also a way to inform audiences about the film. Starting from : Title, Producer, Director, Artist should be clear. Movie posters are also a part of communication because they convey a message of the film. Therefore, the film poster is interesting to discuss. Film posters have several signs, namely verbal and non-verbal signs.

According to Kreidler (1998:3), linguistics semantics is the systematic observation of that means, and linguistic semantics is the observation of the way languages prepare and explicit meanings. Verbal sign is the signal this is indicated by means of spoken and written language, which comprise the linguistic symbols including sentences, word, phrases, and letter. Verbal sign is decided as a some thing that offers with the textual content and word. Word as one of the types of textual content have an crucial role. It is generally refers to messages which could help the product, for instance the call of the product and the blessings of the product itself. Non verbal Sign is the sign this is indicated circuitously and offers with that means of the sign. According to Barthes (1964) (in Chandler's book entitled "Semiotics: The Basics", 2007:137), 'denotation' has a tendency to be defined because definition, literal, real or meaningful general experience of a sign. In the case of linguistic signs, denotative meaning is what dictionaries try to give and have goals that must be understood by the community to obtain the correct meaning. According to Barthes (1964: 91) connotative is defined as a term used to refer to socio-cultural aspects and ideological and emotional personal associations, derived from a sign. In another words, connotations are usually related to the interpreter of age, class, ethnicity, and so on related to context dependent. Connotative is a secondary word used to express an idea, quality, or feeling in relation to its literal meaning. Connotative describes about things which we can observe from the word or picture.

There are many studies on semantics, especially on verbal and non-verbal signs such as Devi (2017),discussed Verbal and non-verbal signs from the movie poster "Zootopia". And then, Solikah (2017) discussed A 10 Magnum of Semiotic Analysis in Advertising: Ferdinand de Saussure's Theory. Hawan (2018) discussed semiotic signs and their meanings in Pirates Caribbean movie posters. Sena (2016) discussed "The Analysis Of Verbal And Visual Signs Of ADIDAS Advertisement". And Merlina (2020) discussed "Verbal And Visual Signs of Brand Logo Designs in Some Fast Food's Advertisements. Previous studies were discussing verbal and non-verbal signs in films and advertisements. This study makes a speciality of the verbal and non-verbal signs in Insidious movie posters. This study analysed the use of Roland Barthes' semiotics. This research aimed to explore and analyze verbal and non-verbal signs in film posters and to know the meaning of the film poster.

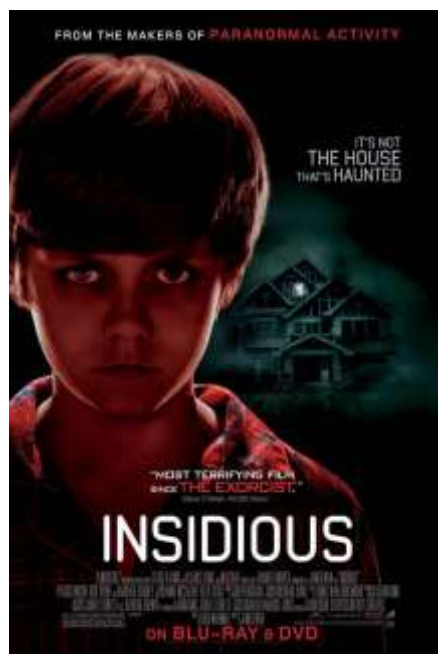
## **Method**

This study used descriptive-qualitative method. The study was taken from 3 Insidious movie posters, namely: Insidious (2011), Insidious Chapter 2 (2013), Insidious Chapter 3 (2015). This study used the observation method to obtain detailed information on verbal and non-verbal sign on the poster. There were several steps taken to get the data. First, data was collected by downloading poster images. Second, note taking technique of verbal and nonverbal signs in advertisements to ensure data. Third, the data were classified into verbal and non-verbal signs. The study and focused on analyzing verbal and non-verbal signs on posters by using the theory of of Barthes (1967) about denotative and connotative meaning.

## **Result and Discussion**

This research analyzed data of verbal and non-verbal signs from the movie poster. Verbal signs in Insidious movie posters consist of words, phrases, or sentences. While nonverbal signs in Insidious movie posters are pictures, colors, or shapes. With these verbal and non-verbal signs, denotative and connotative meanings in Insidious movie posters can be interpreted. The detail analysis of the meaning of verbal and nonverbal signs can be seen following the discussion.

### **Data 1**



**Figure 1. Insidious 2011**

Table 1. Verbal Signs in Insidious 2011 Film Poster

No	Verbal Signs	Meanings
1.	From the makers of Paranormal activity	The film's producer
2.	It's not the house that's haunted	The film's tagline
3.	Most terrifying film since the exorcist	The film's information
4.	Insidious	The film's title
5.	On Blu-ray and DVD	The film's media

After analyzing the pictures and tables above, here are the verbal signs on the poster : From the makers of *Paranormal activity* , It's not the house that's haunted , Most terrifying film since the exorcist , Insidious , On Blu-ray and DvD. While the meanings of the verbal signs above is: From the makers of Paranormal activity is film's producer, It's not the house that's haunted is film's tagline , Most terrifying film since the exorcist is film's information, Insidious is itle of film , and the last On Blu-ray and DvD is a media film's.

Table 1.1 NonVerbal Signs in Insidious 2011 Film Poster

No	Non Verbal Signs	Meanings
6.	Old house	The place for human life
7.	The figure of a young boy	The main character in the film
8.	The different eye	The different vision
9.	Red Pajama	Clothes for sleep
10.	Red Faced	Demons

After analyzing the pictures and tables above, here are the nonverbal signs on the poster : Old house , The figure of a young boy , The different eye , Red Pajama , Red Faced. While the meanings of the nonverbal signs above is: Old house is The place for human life, The figure of a young boy is The main character , and The different eye is The different vision, Red pajama is Clothes for sleep and for the last Red faced is Demons.

### **There were five verbal signs found in the first movie poster.**

#### *1. From the makers of Paranormal activity*

Paranormal activity is a successful film. The meaning of the word “From the makers of Paranormal activity” here is to inform the public that this film is produced by people who make paranormal activity films that are highly developed and liked by many people. The goal here is to lure people to watch this insidious film. The denotative meaning is Makers of Paranormal

activity is the name of the studio that produced this film. While connotative meaning is to tell the public that this film was directed by a great and talented person which aims to create an attraction for the public to watch this film.

2. *It's not the house that's haunted*

It's not the house that's haunted convey messages in simple words that are easy for readers to remember. The aim here is also to inform the public that this film is a horror genre with the word 'Haunted' in it. It has a denotative meaning.

3. *Most terrifying film since the exorcist*

The Exorcist here is a horror genre film that was released in 1973 in America. This film is very much in demand because of the plot that really scares the audience every second. The exorcist is the highest grossing film until 2017. The meaning of the word 'Most terrifying Film Since the Exorcist' is to return to inform and persuade the public to watch this film because based on its meaning, Insidious 2011 is the scariest film after the Exorcist. It has a denotative meaning.

4. *Insidious*

Insidious here is including the title of the film. Its function here is to find out the story of the film that will be broadcast and its genre. It has a denotative meaning.

5. *On Blu-ray and DVD*

On Blu-ray and DVD is a home media. Insidious was released on DVD and Blu ray in 2011. the function here is to tell readers to watch this film through that media. It has a denotative meaning.

**There were five non-verbal signs found in the first movie poster.**

6. *Old house*

The old house here is the house occupied by movie actors. Using an old house that aims to give the audience a more horror impression so that the audience can enjoy the horror genre in this film. It has a connotative meaning.

7. *The figure of a young boy*

The figure of a young boy here aims to inform the public the main character in the film.

8. *The different eye*

The different eye It gives the impression that he is possessed. The right eye is normal, and it suggests that it is his normal life. Thus, it connotatively suggests that the boy is in a trance trapped between the evil spirit/demon's control and reality on his life. It has a connotative meaning.

9. *Red Pajama*

Red Pajama Here aims to give the impression of a more horror. Because generally red and black are often used in horror films. This red pajama is the shirt that this boy wears to sleep, in the poster the boy's eyes are different and his face is red it means that his body is being controlled by the devil while he is sleeping. It has a connotative meaning.

10. *Red faced*

Red faced is the condition of this boy whose body is being taken over by the devil. And again this aims to cultivate and give a more horror impression to the reader. It has a connotative meaning.

**Data 2**



**Figure 2 . Insidious Chapter 2**

Table 2. Verbal Signs in Insidious Chapter 2 Film Poster

No	Verbal Signs	Meanings
1.	Opens September Friday the 13 <sup>th</sup>	The date of the film's released
2.	Insidious Chapter 2	The title
3.	It will take what you love most	Tagline the film

After analyzing the pictures and tables above, here are the verbal signs on the poster : Opens September Friday the 13<sup>th</sup> , Isidious Chapter 2 , It will take what you love most.

Table 2. 1 NonVerbal Signs in Insidious Chapter 2 Film Poster

No.	NonVerbal Signs	Meanings
4.	The woman	The main character
5.	Two boys	The supporting character
6.	Hammer	The woman's weapon
7.	Black background	Atmosphere

After analyzing the pictures and tables above, here are the Non verbal signs on the poster : The women , two boys , hammer , and black background.

**There were three verbal signs found in the Insidious Chapter 2 poster.**

*1. Opens September Friday the 13<sup>th</sup>*

Opens September Friday the 13<sup>th</sup> gives meaning to the reader that the will be released on that date. It has a denotative meaning.

*2. Insidious chapter 2*

Insidious chapter 2 is a title of the film. . Its function here is to find out the story of the film that will be broadcast and its genre. It has a denotative meaning.

3. *It will take what you love most*

It will take what you love most is a tagline convey messages in simple words that are easy for readers to remember. If the audience read the sentence "It will take you love most," they will remember that it is about Insidious Chapter 2. It has a denotative meaning.

**There were four non-verbal signs found in the first movie poster.**

4. *The women*

The women here aims to inform the public the main character in the film. She is the mother of two boys. The expression of the woman in the poster showing the expression of fear can explain that this film is a horror genre. It has a connotative meaning.

5. *Two boys*

Two boys this is a supporting character that will always accompany the main character. The attitude of the two boys who are hugging the woman can explain that they love each other and want to protect each other. The expression of one of the boys showed a shocked expression. It can indicate that he looks at some creature like a ghost while the other boy faces his mother's chest. It has a connotative meaning.

6. *Hammer*

Hammer here has the meaning that it is used as a media for weapons that aims to protect himself and his two children from ghost attacks. It has a connotative meaning.

7. *Black background*

The black background depicts a dark atmosphere which is intended to give a more horror impression. A black background is often used as a background in the horror genre because it can provide a more frightening atmosphere and the reader will be able to judge or guess and become curious about the film. It has a connotative meaning.



### Data 3



**Figure 3. Insidious Chapter 3**

Table 3. Verbal Signs in Insidious Chapter 3 Film Poster

No.	Verbal Signs	Meanings
1.	Insidious Chapter 3	The title
2.	The darkest chapter goes back to the beginning	Tagline the film
3.	In cinemas 4 June	The date of film released

After analyzing the pictures and tables above, here are the verbal signs on the poster : *Insidious Chapter 3* , The scariest chapter goes back to the beginning, and In cinemas 4 June. . While the denotative meaning of the nonverbal signs above is: Insidious Chapter 3 is the title of the film , The scariest chapter goes back to the beginning is the tagline of the film , and last In cinemas 4 June is the date of film released.

Table 3.1 Non Verbal Signs in Insidious Chapter 3 Film Poster

No.	Non Verbal Signs	Meanings
4.	The women	The main character
5.	Woman by the window	Ghost character
6.	Black background	Atmosphere

After analyzing the pictures and tables above, here are the signs on the poster : The women , Women by the window , and black background. While the denotative meaning of the nonverbal signs above is: The women is the main character , Women by the window is the supporting ghost character, and last black background is atmosphere.

**There were three verbal signs found in the Insidious Chapter 3 poster.**

*1. Insidious chapter 3*

Insidious chapter 3 is a title of this film series. which here explains that this film is a new series after Insidious 2011 and Insidious Chapter 2. It has a denotative meaning.

*2. The darkest chapter goes back to the beginning*

The darkest chapter goes back to the beginning is the tagline of the film. The sentence above which means that events in the past will happen again, darkness here symbolizes that the incident in question is a bad incident.. It has a denotative meaning.

*3. In cinemas 4 June*

In cinemas 4 June here is the date and place of the release of the film. ‘in cinemas’ explains that this film will be shown in cinemas, while ‘4 June’ here aims to explain the release date of this film. It has a denotative meaning.

*4. The women*

The women here aims to inform the public the main character in the film. A girl who looks scared. The function here is to entice readers to watch this film.

## 5. Women by the window

Women by the window this is a ghost character in this horror genre series. Here it aims to tell the audience that the figure of a devil or demon will be played by a woman.

## 6. Black background

Black background the poster background has a dark vibe. The dark vibe suggests mysteriousness, and it makes the more horror vibe in the poster.

## Conclusion

This study found 11 verbal signs and 12 nonverbal signs balanced with denotative and connotative meanings in the Insidious Film Poster. Sources of data in this study are posters for the film Insidious 2011, Insidious Chapter 2, and Insidious Chapter 3. All of them have verbal and non-verbal signs. It can be concluded that both verbal and nonverbal signs contain connotative and denotative meanings. This study found 11 verbal signs and 12 nonverbal signs balanced with denotative and connotative meanings in the Insidious Film Poster. Sources of data in this study are posters for the film Insidious 2011, Insidious Chapter 2, and Insidious Chapter 3. All of them have verbal and non-verbal signs. It can be concluded that both verbal and nonverbal signs contain connotative and denotative meanings. In this study, there were two meaning by Barthes such as denotative and connotative meaning. For the denotative meaning, it was found in all of verbal and non verbal sign represented the real meaning. While those signs had connotative meaning when they try to express other meanings beside the literal meaning they had. This study used one kind of movie poster that is horror movie poster.

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