

A Verbal and Non-Verbal Signs of Walt Disney Posters

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Abstract

This study aims to find out the verbal and non-verbal signs found in Walt Disney posters and analyze the meaning of verbal and non-verbal signs found in Walt Disney posters. Verbal sign is about text or words that appear in the Walt Disney poster. For the non-verbal signs appears as characters and colors used. The data of the research were downloaded from the pinterest. This study used a descriptive qualitative method. This study used a theory by Saussure in Chandler (2007) to analyze verbal and non-verbal signs. While the theory from Barthes (1977) to analyze the meaning of signs, and the supporting theory from Cerrato (2012) to analyze color terms. This research reveals that 6 verbal signs and 6 non-verbal signs were found in Walt Disney posters. These signs also contained 5 denotative and 9 connotative meanings from the story line in the poster. These meanings were found in the words and picture of Walt Disney posters.

INTRODUCTION

The system of linguistics has sounds, structure and meaning and rules to unify everything that is taught unconsciously without realizing that the rules are being studied (Fromkin et al 2011: 13). In linguistic, to study about meaning is part of semantic. Semantic is the branch of micro linguistic. As part of branch linguistic, many general theories of linguistics involves a level of semantic, in addition to cognitive structure (Cruse, 2000). Semantic is the study of the symbols that connect words and we can interpret those sentences so that people can easily interpret words differently and extract unique meanings

from those words (Culler, 2005: 55). As closely to semantic there is semiotic which unique to analyze and create the meaning. The semiotic system is understood as a code, a set of rules for connecting signs and meanings (Jewitt, 2012). A sign occurs a symbol whose unusual meaning or capacity to characterize who it symbolizes only in the fact of habit, disposition or another effective general rule that can be analyzed as such (Chandler, 2007). A sign can be found in many certain media such a poster, song, movie. One of them that most have sign to deliver the meaning is the poster. The meanings we assign to images are related to certain cultural

associations, although it should be noted that culture cannot completely determine our responses (Potts, 1996: 31).

Poster is a product that needs a picture for distributing content to the public in the form of a content, product, and brand to attract the attention of those who read or see a poster. According to (Pucacicua, 2014) a poster is a message consisting of an image and displayed in a public place. The poster contains clear information, creating it simpler for the reader to comprehend what the poster expects to convey. The poster is combined with words, design elements and colors to provide better information to the viewer (Anitah, 2008: 12). Thus, it allows us to draw the verbal and visual meaning of signs on the poster. Based on (Dyer, 1982) it can be a verbal sign that appears to be text, words, or sentences in a poster or film. Meanwhile, (Wierzbucka, 1996), in non-verbal signs include images and color choice, which is interesting depending on the reader's culture in written poster. According to (Dyer, 1982) visual and verbal images evoke a sense of status associated with the elegance, luxury, and public appearance of these things. When analyze an image from poster, it is not about what is in the image, but what the image looks like. In this case, several Walt Disney posters are chosen to be analyzed.

In this study focus on analyzing the verbal and non-verbal signs and the meaning of verbal and non-verbal signs in selected Disney posters found on pinterest with selected types in verbal sign of Disney posters. The disney poster publish about picture or product of film to attract people and contains the written text related to film. In analyzing this research is to make the readers know about sign that have meaning with the verbal and non-verbal signs. Thus, it is challenging to analyze the use of sign in disney poster. The specific thing that this research focused on 1) to find out verbal

and non-verbal signs in Disney posters and 2) to find out the meaning of verbal and non-verbal signs in disney posters. After analyzing this study to avoid confusion in the public in understanding the meaning, this study can give viewers a better understanding of that elements succesfully to the viewers.

METHOD AND THEORY

The data in this research was taken from pinterest application. There are three data used in this research which the data that selected were downloaded from the disney picture to get unique verbal and non-verbal signs. In the process of collecting the data. The observation method was used to obtain certain information from the data and often involves the researcher performing a range of roles and using various techniques, to collect the data (Baker, 2006). Thus, it is started with select the specificity of the verbal and non-verbal signs from the pinterest, download to identify the poster, reading and classifying the verbal and non-verbal signs, finding the meaning from verbal and non-verbal signs. In this analysis the data described academically. Thus, the researcher used descriptive qualitative method.

There are many similar study about semiotics analysis especially in poster. The study about analyze the verbal and non-verbal signs in the poster and the meaning of each sign. As the first same analysis by Pratiwi et all (2021), she analyzed the meaning of verbal and non-verbal signs of the posters. In previous study about verbal and non-verbal signs, it helps this current study to provide a clearer explanation for analyzing verbal and non-verbal signs.

The second study to review is by Prawiranatha (2018). This previous study explains the meaning and function of verbal and visual signs and how they are

related. The previous study helps the current study about analyzing meaning of verbal and non-verbal signs. Meanwhile, this current study more support in the discussion of colors in the data that has been analyzed.

The third study under review is by Devi et al (2017). This study identified the types of verbal and non-verbal signs found on Zootopia movie poster and explain the meaning of these verbal and non-verbal signs. This previous study only focused on analyzing the meaning of verbal and non-verbal signs while the current study discussed the verbal and non-verbal found, meaning, and colors used in the verbal and non-verbal signs. Thus, the discussion of the current study more supportive for the previous study.

The fourth study to review is by Nugraha et al (2019). This previous study identified and to find out message verbal and visual signs. This study also analyzed the relation between verbal and visual signs. Comparing to the current study, there is analyze about colors meaning while the previous study is not discussed it. Thus, the current study can support the previous study because it have a new discussion about meaning to make the reader better understanding.

The fifth study to review is by Widiarta et al (2021). This previous study have the same analysis to the current study about to find verbal and non-verbal signs and analyze the meaning of verbal and non-verbal signs. Both of this study is related about discussion but the theory that used to discussed about meaning of the data is different.

There are many types of research to analyze this study. The research analyzes the meaning from each verbal and non-verbal sign of the posters. There are relations of signifier and signified in the verbal and non-verbal sign to support the poster. A sign is anything that can be considered as an important substitute for

something else (Eco, 1979: 3). This study were complete the analyze by denotation and connotation meaning. As stated by (Barthes, 1998) signs consist of denotative and connotative meanings. Therefore, this analysis used color meaning to know what is hidden meaning in non-verbal sign.

There are several theories in this research:

Semiotics Theory from Saussure in Chandler (2007)

Saussure divides the sign into 'signifier' and signified'. The connection between the signifier and signified is named "meaning" symbolized in the Saussurean diagram by arrows. There is an example of linguistic about shop doorway, a sign consisting of:

- The words 'open' implies signifier
- The store is available for business. It means signified.

Thus, a sign should have a signifier and signify. It can not be able completely irrelevant signifier or a shapeless signified.

Theory of Denotation and Connotation from Barthes (1977)

Barthes in the book *Elements of Semiology* expand the idea including denotation and connotation meaning. Barthes explains that each system of significations consists of an expression (E) and a content field (C) and that the signification overlaps with the connection (R) of two planes: ERC. Therefore, the first system (ERC) becomes the signifier, from the second system. The first system is denotation and the second system (wider than the first) is a connotation. Connotation of signifier which call connotators, consist of a sign system (integrated signifier and signified) of a denoted system. Certainly, several denoted signs can be grouped together to form a connotator, provided the latter has a common signified of

connotation. In other words, the units of the connoted system do not necessarily have the same as the system denoted size.

Theory Meaning of Color Terms by Cerrato (2012)

Cerrato (2012: 4) states that different colors emit different wavelengths, and this different frequencies have different effect on us. In Cerrato, color has many different meaning, such as:

1. Red color
Cerrato says red is a positive and warm color. In psychology, red means energy, passion action, power, and pleasure.
2. Orange color
Orange seen as a very warm color, it gives a special sensation to the human eye. Orange in physiologically, means refreshing, stimulating, and creates enthusiasm only if too many oranges can be considered cheap.
3. Yellow color
It stands in the color of sunlight. This color is related to pleasure, satisfaction, and stability.
4. Green color
It is the color of climate that represents growth, peace, freshness and fertility. Green is physiologically associated with balance and harmony of mind, body and emotions.
5. Blue color
Blue is calm which reduces arousal and fear, and excessive blue can encourage boredom, manipulation, or inflexible vision.
6. Purple color
It is a royal color and symbolize power, luxury, and ambition.
7. White color
Its color is related to light, integrity, and purity. It represents a successful beginning.
8. Black color
Black gives a sense of perspective and death, but black reduces

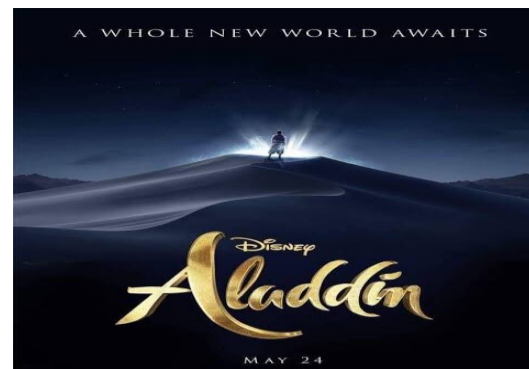
readability. It is a serious color that evokes strong emotions.

9. Pink color
Pink is associated with affection, and romance. Pink is inspiring, warm and showing hope for the future.
10. Gold color
Gold is seen as the color of inner wisdom, quality and wealth. It can cause feelings of happiness, deep anxiety and fear.
11. Brown color
Brown is expresses stability and reliability. It is related to growth, fertility and the earth.

RESULT AND DISCUSSION

The analysis from three data of the Walt Disney posters, it found that both verbal and non-verbal signs. There are 6 verbal signs and 6 non-verbal signs from those three data. For the denotative, it found 5 meanings and connotative, it found 9 meanings. The explanation is below:

Data 1: Aladdin Disney Poster



Picture 1. Aladdin Disney Poster

Verbal Signs of Aladdin Poster

The poster above was published by Disney to inform the audience about their new movie. The Aladdin movie is a story about his life and a magic lamp. There is the date about the movie showtime also. This poster has one complete verbal sign, namely "A WHOLE NEW WORLD

AWAITS”. This verbal sign express the meaning that the movie tells about the story in the movie Aladdin itself, and witnesses the beauty of nature from a height and then describes the beauty that is witnessed. That written text also has a connotative meaning. It is because that something in this world does not come to your life twice. A moment in this world happens to someone is just temporary measure and the moment that will be passed becomes a memory. And the moment will be forever remembered. However, in denotation meaning that signifier means Aladdin’s old world will change with magical things.

Non-Verbal Signs of The Aladdin Poster

The poster from Aladdin above has two non-verbal signs that make the poster interesting to appeal the attention of the readers. The line is not well connected with the next ones. The first non-verbal signs in this poster is the picture of the Aladdin standing on the desert. It signifies that Aladdin is waiting for a miracle to come to him because he was stand alone in the middle of the desert and hope a good things come to him. Aladdin is the main character in this movie, so his picture made in the poster to make the viewers know who the important character. This image also has a connotative meaning. Based on the Aladdin’s picture that he standing alone that hope a good things come. It is because Aladdin will change his life with magic lamp. When he is alone in the middle of desert that is the meaning of patience to awaits a good things.

The second is the color of the poster background as the last signifier in this poster. This color is combined with black as the dark color and blue as the light color. This meaning of two different color is to create a good image. Related to the background color in this poster, the black color means power and mystery. In

connotative meaning, it explains about the life story of Aladdin. Aladdin is a street boy who falls in love with a princess but they have difference in caste and wealth, so Aladdin tries to find a way to become a prince, unexpectedly he finds a lamp with a Genie in it. It means that Aladdin’s life changes directly. In other hand, black denotes strength. In this poster, blue color means trust and faith. It has connotative meaning from the color. That Aladdin movie wants to give a message about life in this world. They taught that this world will be granted our wish if we faith and trust. This color in denotation meaning means sky and sea.

Data 2: Finding Nemo Poster



Picture 2. Finding Nemo Poster

Verbal Signs of Finding Nemo Poster

The second poster is Finding Nemo from disney movie. The movie displayed a little fish lost and almost eaten by a big squid. The first verbal sign in this poster is the written text “THEY ARE 3.7 TRILLION FISH IN THIS OCEAN”. It has a denotative and connotative meaning. The denotative meaning of the words is the number of fish in the ocean with various types. While in connotation meaning, it explains that the fish are creatures that live in the sea from the smallest to the largest. These fish also to balance of life in the ocean.

The second signifier is “THEY’RE LOOKING FOR ONE”. The meaning of

these words is looking for one type of fish to be eaten by big fish. This word has connotative meaning because it is about “LOOKING” which indicates there is a fish named Nemo losing his memory and becoming disoriented, he field into the channel leading to the sea.

Non-Verbal Signs of Finding Nemo Poster

This second poster also contains non-verbal signs. The first non-verbal sign of the poster is a picture of Nemo which have orange and white color. This color has a positive meaning because it expresses a characteristic of Nemo who is cheerful even though he has an abnormality in the large side of the fin, this interferes with his movement. Also, the second signifier is written sentences in picture uses white color. This written sentences with the bright color is to make the reader more clearer to read the title of this poster.

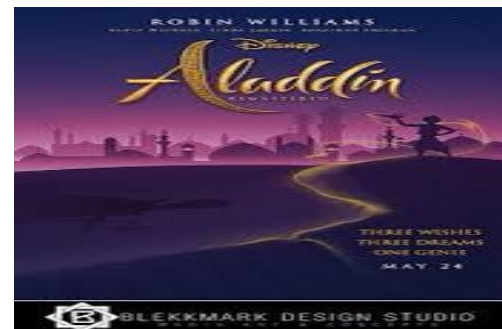
According to Cerrato’s color there are the meaning of blue color in the poster. In this third non-verbal sign, the blue denotes the color of sea. Meanwhile, in connotative meaning blue means stability. This ocean in the picture means where the fish live with many kinds of them while there is a safe and comfortable place to stabilize their living environment. The fourth non-verbal sign is the fish aorund Nemo. The shoal of fish surrounds Nemo who looks confused and he stays in his position because his fins are so large side that is difficult for him to leave. In that situation illustrates that Nemo is being separated from his friends.

Verbal Signs of Aladdin Poster

The third poster from Disney is Aladdin. There are 3 lines of verbal signs which the first line is “THREE WISHES”. This signifier indicates about demand of something that happened to Aladdin. The Aladdin film shows about

magical from Genie who is offered the wishes to Aladdin because he rubs the magic lamp subconsciously summoning the Genie, the almighty being who lives in it. And Genie explains that he has the power to grant three wishes to Aladdin. Denotatively, “THREE WISHES” in this poster means a short offer that is not certain because it might not happen in real life. However, the connotates there is magic from Genie to make happen the wishes. The second lines of verbal signs is “THREE DREAMS”, it signifies the most unexpected things if it really come true. The word “DREAMS”, denotatively is something good that you often think because you would like it to happen. The third lines is “ONE GENIE”, it signifier the the person who is give an offer to Aladdin. The “GENIE” signifier the name of the magic lamp Genie. Meanwhile, connotatively, that words mean all of the things Genie offers about wishes and dreams can be granted in one request.

Data 3: Aladdin Movie Poster



Picture 3. Aladdin Movie Poster

Non-Verbal Signs of Aladdin Poster

In this poster, there are some non-verbal sign to create a good poster. The first signifier is Aladdin who is holding up the magic lamp while his hand is on his wrist. It expresses the feeling of Aladdin because he felt that he would have good luck because he found the magic lamp and became a person who was fulfilled his wish through that magic lamp. The magic lamp have a gold color.

Gold color expresses material wealth because this color is usually related to something luxurious. It has a connotative meaning that the magic lamp granted wishes like the Aladdin to be rich because his request was fulfilled by Genie who came from magic lamp. The second signifier is dome-shaped building in the poster depicts that Aladdin lives in the Arab city. In this city, Aladdin lives as an ordinary guy who wants to steal before finding the magic lamp. The last signifier is the color of posters with dark blue, magenta, and gold colors. In dark blue it suggests success. In connotative meaning, this color indicates the magic lamp that changed Aladdin's life into a wealthy guy in his city. And from magenta, it expressed creative and became creative has been done by Aladdin, through Genie and the magic lamp to changed his life.

CONCLUSION

The poster is the way to inform the event for public. Many of poster is created with unique picture, written texts and colors. Those three posters analysis with verbal and non-verbal signs. The verbal signs found in this research are in the form of sentences that indicate the poster with a unique written text to make the readers interested in that posters. Meanwhile, the non-verbal signs are found from a picture and colors to make the poster more attractive even though it has a meaning of each color from the poster. These verbal and non-verbal signs have denotative and connotative meanings. Denotative means a literal meaning of signs, such as inscriptions and characters. Meanwhile the connotative meaning conveys more details about the signs, especially in the story line of posters.

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