

CHAPTER I

INTRODUCTION

In this chapter, the writer presents the introduction, which covers the background of the study, the research question, the definition of the key terms, the objectives of the study, the significance of the study, and the organization of the thesis.

A. Background of the Study

Semiotics is a branch of linguistics that investigates signs and symbols, particularly concerning their explicit and implicit meanings. In this field, a sign is conventionally understood as something else. According to Chandler (2022: 2) Signs can manifest in various forms, including words, images, sounds, smells, tastes, actions, events, objects to interpretation, nothing possesses an inherent meaning; in humans, a sign is created when it is understood to denote something. In the semiology, signs and their meanings can be examined within the frameworks of language, art, and mass media through a structuralist perspective. Fundamentally, language acts as a key element of a sign that is analyzed in the realms of semiology or semiotics.

According to Saussure in Hati (2024: 2), a sign consists of two components: the signifier and the signified. The signifier pertains to both verbal and non-verbal communication, while the signifier relates to the form and

appearance of the sign. Meanwhile, Barthes (as cited in Darmayati, 2023: 1), asserted that semiology is a branch of linguistics that delves into the deeper meanings embedded in discourse. He distinguishes between denotative and connotative meanings to analyze both verbal and non-verbal signs. Barthes categorizes signs into two types: verbal and non-verbal. Verbal signs are expressed through spoken or written language, intentionally conveying emotions and thoughts through words and expressions in two standard languages. However, non-verbal signs have been used by people for a longer time, as they can convey information without the need for words.

According to Dyer (as cited in Darmayanti & Marantika, 2023: 15), the term "advertising" refers to the act of attracting attention to a particular subject or informing someone about something. It is commonly presented in the form of a poster designed to engage viewers and encourage them to read it for more information. Pucacicua in Darmayati (2023) asserted an image placed in a public place carries a message known as a poster. Movie posters are not only used as marketing tools but also created as artistic works with aesthetic value. They are designed with care to capture attention and attract potential viewers. Interest and excitement for a film can be generated by a creatively designed poster even before its release.

As we know, there is a lot of information about movie poster advertisements circulating on several platforms, one of which is Netflix. Romantic movies are a very popular genre on streaming platforms like Netflix, which offers easy access to movies from different countries. Movie posters play

an important role in grabbing the attention of the audience and giving an initial idea about the theme and mood of the movie. Additionally, Wayne (2022: 193) states that Netflix is the world's largest subscription video-on-demand platform, with over 200 million subscribers in more than 190 countries. The platform's content enjoys widespread popularity, largely due to Netflix's effective promotional efforts.

According to Cameron in Sinaga (2025: 107), The Publishing Research Quarterly reports on the romance publishing industry and its extensive impact, affirming that it is a highly desirable genre. The romance genre is among the most popular genres in film and is in high demand by numerous audiences worldwide. Moreover, genre is an important factor in helping audiences identify their preferences and decide which films or series they want to watch, taking into account the audience's tendencies and understanding. In the last five years, the romantic movie genre on Netflix has seen a rapid growth, with more and more movies exploring the theme of love in various contexts and settings. Some of the most popular movies on the platform include: *All the Bright Places* (2020), *Malcolm and Marie* (2021), *Lady Chatterley's Lover* (2022), and *Love and First Sight* (2023). Currently, there is an increasing number of movie posters focusing on romance, and one such poster will be discussed in this study.

The popularity of these objects makes it important to analyze the potential to follow in the footsteps of the success of previous films. These romance movies are not only filled with profound themes but also very popular, as shown by Netflix's official data. Additionally, the Netflix engagement report in

november 2023 indicates that *Lady Chatterley's Lover* had approximately 47.1 million hours of viewing time, while *Love at the First Sight* had around 28.5 million hour duration worldwide from january to june 2022. This is consistent with the Watch More TV? Using Netflix's standard way mensuring, which divides total hoyrs watched by how long the movie is, these numbers show that huge numbers of people watched these film. Earlier, movies like *All the Bright Places* (2020) and *Malcolm & Marie* (2021) did well. Both made it into March 2020 and *Malcolm & Marie* in february 2021. All of these data points show that the films we are looking at were not only artistically impostant but also really popular and had a big impact in the global streaming world. In addition, the data from reliable industry sources such as Nielsen Streaming Charts and entertainment media outlets like Variety and The Hollywood Reporter provide insight into the early success of these movies. Netflix's global list was topped by *Lady Chatterley'S Lover* in December 2022, as reported by Variety. Nielsen also found that the film had over 20 million views in its first week. While Netflix does not disclose the number of downloads, its reports and IMDb data, such as user ratings for *Malcolm & Marie* and *Love at First Sight*, and consistent meta-records show that these romantic films were both watched and cared for. This popularity shows why it's important to look at their movie posters as visual texts that help shape what viewers expect and how they understand the stories.

According to Chandler, cited in Dewitri (2023), movie posters act as a powerful tool for conveying messages to viewers, employing visual symbols and text to enhance the audience's understanding of the movie's narrative.

Despite differing in settings and conflicts, they share common elements typical of romance, such as deep emotional connections and complex love struggles. Their posters serve as compelling visual representations that convey the theme of love and generate interest through various verbal and non-verbal elements, including titles, taglines, character images, and color compositions. The study aims to investigate how these posters function as promotional tools that communicate the movie narratives and influence audience perceptions of their central themes.

Well, the author wants it to be expected that identifying the verbal and non-verbal Signs in movie posters and identify the denotative meanings and connotative meanings of verbal and non-verbal signs of romance movie posters above it can help people to understand the sign system in the movie posters appropriately.

B. Research Questions

Based on the background above, the research questions which can be purposed are:

1. What are the verbal and nonverbal signs presented in the poster of romance movie on Netflix?
2. What are the denotative and connotative meanings of verbal and non-verbal in the posters of romance movie on Netflix?

C. Definition of the Key Terms

The title of this study is “Verbal and non-verbal signs in Posters of Romance Movie on Netflix”. Concerning this title, the writer would like to give some definitions to avoid misunderstanding. They are:

1. Verbal Sign

According to Chandler, as reported in Lestari (2023: 10), a verbal sign is a sign that utilizes language to communicate meaning. It is generally articulated through words, phrases, or sentences and serves to share information, express ideas, or convey messages. A verbal sign encompasses any text that is either written or spoken. These signs are utilized by individuals to articulate their emotions, ideas, and thoughts.

2. Nonverbal Sign

Non-verbal signs are effortlessly observable and range from simple to complex forms. They encompass body language, facial expressions, eye contact, gestures, and tone of voice. These signs can reveal aspects of personality and influence interactions with others, as seen in handshakes and hairstyles. In addition, Chandler in Lestari (2023: 10) describes nonverbal signs as natural indicators or images that resemble what they represent. These symbols are interpreted as signs due to their direct relationship with their meanings.

3. Denotative

According to Barthes in Siregar (2022: 3), denotation is the primary layer in the system of meaning that represents the first and most basic level of meaning.

4. Conotative

According to Barthes, as cited in Darmayanti (2023: 16), connotation is the secondary layer of meaning associated with a word or image beyond its literal definition.

5. Romance Genre

The word "genre" is derived from French, where it means 'kind'. According to Dowd and Pallota (as cited in Darliati & Mahmud, 2020: 141), romance originally referred to the adventures of chivalrous knights in medieval Europe. However, with the emergence of romance novels in the twentieth century, it has come to be understood as a love affair.

6. Movie Poster

According to Dyer (as cited in Wiradinata., Utami, and Dewi, 2024: 441), the term 'advertising' refers to the practice of capturing attention, providing information, and influencing opinions. It is particularly effective when marketers aim to promote products or services, making it an ideal tool for engaging consumer interest.

7. Netflix

Netflix is a film and television service based in Los Gatos, California. Established in 1997, Netflix initially operated as an online DVD rental service, utilizing Permit Reply Mail for DVD deliveries. In 2007, the

company launched streaming content, enabling customers to access its video library instantly. Since then, Netflix has further embraced streaming by creating a diverse range of original and award-winning shows and films (Jenkins, 2022: 682).

D. Objectives of the Study

The objectives of the study are:

1. To Identify verbal and nonverbal signs in the poster of romance movie on Netflix.
2. To analyze the meaning of denotative and connotative meaning of verbal and non-verbal signs in the poster of romance movie on Netflix.

E. Significances of the Study

The findings of this study are expected to be useful theoretically and practically:

1. Theoretically

Theoretically, this analysis can give more contribution to provide insight and understanding of verbal and nonverbal signs in poster of romance movie through semiotic analysis.

2. Practically

Practically, there are two significances of the study, as follows:

- a. For the Writer

This study can improve the ability to analyze verbal and non-verbal signs.

- b. For the Readers

This study's findings can be used as reference for next researchers who want to research the English department in learning semiotics, especially verbal and non-verbal signs. Additionally. It is anticipated that this analysis may be used to inform individuals interested in the kinds of verbal and non-verbal signs and their meanings.

3. Pedagogically

This study can be a resource for other academics who want to do research on English, especially in verbal and non-verbal signs analysis.

F. Organization of the Thesis

In this study, the writer presents the thesis in five chapters to create systematic writing. Chapter I is the introduction, it consists of the background of the study, research questions, definition of the key terms, objectives of the study, and organization of the thesis. Chapter II is the review of related literature. It explains the theoretical study, previous studies, and theoretical framework. Chapter III is a method of investigation; it consists of research design, the source of the data, the technique of data collection, and the technique of data analysis. Chapter IV is findings and interpretation. Chapter V is the conclusion and suggestions.