

**SEMIOTIC ANALYSIS ON *JOKER* MOVIE POSTER
ADVERTISEMENT**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UINVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2020**

**SEMIOTIC ANALYSIS ON *JOKER* MOVIE POSTER
ADVERTISEMENT**

THESIS

Presented to

**Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfilment of the Requirement for the Degree of *Sarjana Sastra* (S.S)**

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FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
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2020

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “ **Semiotic Analysis on Joker Movie Poster Advertisement**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 19 June 2020
The researcher



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APPROVAL SHEET

This to certify that Ulfa Muazzomah's thesis entitled **Semiotic Analysis on Joker Movie Poster Advertisement** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

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MOTTO

"No sweet without sweat."

Don't expect you to achieve sweet things if you don't want to sweat to run after
your sweet dreams.

DEDICATION

I dedicate this thesis to my parents and six siblings. My beloved father Moh Hasan, who always supported me, encouraged me and my best advisor. My mother Minarsih, as a beloved mother who always gives me attention, the best love and who always pray for my success, and motivates me to be a good person.

To my four beloved sisters, *Be'Ho*, *Bena*, *mbak Mila*, and *mbak Uyun* , who always give me motivation, support and happiness for me.

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I am truly grateful for the energy and time were given to me, and I hope that all of you are safe and healthy under any circumstances.

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I do aware that I have a lot of mistakes and weaknesses of this research that I conduct. Therefore, I wish that everyone who read this thesis may give me advice, critic, suggestion for the betterment of this research in order to help the future researcher who conducts mush much better researchers in this field of study.

Malang, 19th June 2020

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ABSTRACT

Muazzomah, Ulfa (2020) Semiotic Analysis on Joker Movie Poster Advertisement. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor Dr.Hj. Galuh Nur Rohmah,M.Pd.,M.Ed.

Keyword: semiotics, Sign, Charles Sanders Pierce, Advertisement.

Advertising is a medium to send messages to people with the aim to influence them to use certain products. Semiotics is applied to develop correlations in the elements used in advertising. In this study, researchers chose Joker poster advertisements as object to be analyzed using semiotics studies based on Pierce's theory. This research uses Pierce Theory in the process of identifying and classifying the types of signs and the process of analyzing and describing the meaning of a sign. The semiotic approach is used in interpreting signs, symbols, icons, and indexes in movie poster advertisements.

This study aims to identify: (1) semiotic signs found in Joker Poster Advertisement, and (2) interpretation of semiotic signs in Joker poster advertisements. This research is a descriptive qualitative in the form of document analysis. The data used by researchers is ten posters. Each sign can be found in a poster advertisement and will be identified and classified into three types of signs namely index, icon, and symbol. Then, each sign meaning will be analyzed and explained according to a process called semiosis / triadic model.

The results of this study indicate that each ad contains a semiotic sign like a symbol, icon, and index. There are 14 icons, 12 indexes, and 42 symbols. Symbol is more widely used than indexes and icons. The text is provided as a symbol in most of this Joker poster. In addition, researchers also found that posters (icons) can be the first aspect that can give direction to meaning, then the language used in advertisements. It can be concluded that each advertisement has a different sign and meaning. These differences provide different interpretations. From the semiotic analysis of ten advertiser posters, advertiser's complex ideas can be easily conveyed by consumers.

ABSTRAK

Muazzomah, Ulfa (2020) Analisis Semiotika Pada Iklan Poster Film Joker..
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Keyword: semiotika, Tanda, Charles Sanders Pierce, Iklan

Periklanan adalah media untuk mengirim pesan kepada orang-orang dengan tujuan untuk mempengaruhi mereka untuk menggunakan produk tertentu. Semiotika diterapkan untuk mengembangkan korelasi dalam unsur-unsur yang digunakan dalam iklan. Dalam penelitian ini, peneliti memilih iklan poster Joker sebagai subjek untuk dianalisis menggunakan kajian semiotika berdasarkan teori Pierce. Penelitian ini menggunakan Teori Pierce dalam proses mengidentifikasi dan mengklasifikasikan jenis-jenis tanda serta proses menganalisis dan mendeskripsikan makna tanda. Pendekatan semiotika digunakan dalam menginterpretasikan tanda, simbol, ikon, dan indeks pada iklan poster film.

Penelitian ini bertujuan untuk mengidentifikasi: (1) tanda-tanda semiotik yang terdapat pada iklan Poster Joker, dan (2) interpretasi tanda-tanda semiotik pada iklan poster Joker. Penelitian ini bersifat deskriptif kualitatif dalam bentuk analisis dokumen. Data yang digunakan peneliti adalah sepuluh poster. Setiap tanda dapat ditemukan dalam sebuah poster iklan dan akan diidentifikasi dan diklasifikasikan menjadi tiga jenis tanda yaitu indeks, ikon, dan simbol. Kemudian, setiap tanda akan dianalisis dan dijelaskan maknanya menurut proses yang disebut model semiosis/triadik.

Hasil penelitian ini menunjukkan bahwa setiap iklan mengandung tanda semiotik seperti simbol, ikon, dan indeks. Ada 14 ikon, 12 indeks, dan 42 simbol. Simbol lebih banyak digunakan daripada indeks dan ikon. Teks disediakan sebagai simbol di sebagian besar poster Joker ini. Selain itu, peneliti juga menemukan bahwa poster (ikon) dapat menjadi aspek pertama yang dapat memberikan arah makna, kemudian bahasa yang digunakan dalam iklan. Dapat disimpulkan bahwa setiap iklan memiliki tanda dan makna yang berbeda. Perbedaan ini memberikan interpretasi yang berbeda. Dari analisis semiotika sepuluh poster pengiklan, ide-ide kompleks pengiklan dapat dengan mudah tersampaikan oleh konsumen.

مستخلص الحث

الفة معظمة (٢٠٢٠) التحليل السيميائي لإعلانات ملصق فيلم الجوكر .. أطروحة. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة مولانا مالك إبراهيم الاسلامية مالانج. المشرف: د. جلوح نور رحمه، الماجستير

الكلمات الرئيسية : سيميائية ، لافتات ، تشارلز ساندرز بيرس ، دعاية وإعلان

الإعلان هو وسيلة لإرسال رسائل إلى الأشخاص بهدف التأثير عليهم لاستخدام منتجات معينة. يتم تطبيق السيميائية لتطوير الارتباطات في العناصر المستخدمة في الإعلانات. في هذه الدراسة ، اختار الباحثون إعلانات ملصقات الجوكر كمواضيع للتحليل باستخدام الدراسات السيميائية القائمة على نظرية بيرس. تستخدم هذه الدراسة نظرية بيرس في عملية تحديد وتصنيف أنواع العلامات وكذلك عملية تحليل ووصف معنى العلامة. يتم استخدام النهج السيميائي في تفسير العلامات والرموز والأيقونات والفهارس على إعلانات ملصقات الأفلام

تهدف هذه الدراسة إلى التعرف على: (١) العلامات السيميائية الموجودة في إعلان ملصق الجوكر ، و (٢) تفسير العلامات السيميائية في إعلان ملصق الجوكر. هذا البحث وصفي نوعي في شكل تحليل مستندات. البيانات التي استخدمها الباحثون هي عشرة ملصقات. يمكن العثور على كل علامة في ملصق إعلاني وسيتم تحديدها وتصنيفها إلى ثلاثة أنواع من العلامات وهي الفهرس والأيقونة والرمز. بعد ذلك ، سيتم تحليل كل علامة وشرح معناها وفقًا ثلاثي / semiosis لعملية تسمى نموذج

تشير نتائج هذه الدراسة إلى أن كل إعلان يحتوي على إشارات سيميائية مثل الرموز والأيقونات والفهارس. هناك ١٤ رمزًا و ١٢ فهرسًا و ٤٢ رمزًا. تستخدم الرموز أكثر من الفهارس والأيقونات. يتم توفير النص كرمز في معظم ملصقات الجوكر هذه. بالإضافة إلى ذلك ، وجد الباحثون أيضًا أن الملصقات (الأيقونات) يمكن أن تكون الجانب الأول الذي يمكن أن

يوفر اتجاهًا للمعنى ، ثم اللغة المستخدمة في الإعلانات. يمكن أن نستنتج أن كل إعلان له علامة ومعنى مختلف. توفر هذه الاختلافات تفسيرات مختلفة. من التحليل السيميائي لعشرة ملصقات للمعلنين ، يمكن للمستهلكين نقل الأفكار المعقدة للمعلنين بسهولة.

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CHAPTER I

INTRODUCTION

This study is about semiotic analysis on Joker movie poster. This chapter explains the background of the study, research questions, objectives of the study, scope and limitation, significances of the study, definition of key terms, previous studies, and research method.

A. Background of the Study

In 2019, the society was shocked by the Joker movie advertisement as a bad guy with a clown-like appearance, the Joker character was identical with his "crazy" landscape and his popularity which made some people idolize him and they even falsify his madness. Alongside a unique appearance, full color of his face and the action is shown to have several symbols and meanings. Clown appearance provides a sign or symbol that is represented as a thought or message of a producer that will be given to the public.

Through the advertising media, an advertisement is important to discuss, it has many messages that the readers have to know. An advertisement is a part of communication because naturally, it is the way to delivered messages to the producer into consumers. It is one the way to inform about the product. Through the advertisement, a person or company can introduce and promote their products or services to the public. This media is mass communication to persuade people to watch a

movie. According to Dyer (1982:17), the term advertising means drawing attention to something, notifying, or informing somebody of something. Therefore, when advertisers want to draw someone's attention to certain products and persuade someone to consume and use the products or services, the advertising media becomes the most appropriate media to be used. Good advertising and good marketing depend on clear and creative visual art. It is not only about the persuasive language to be interesting, not only a picture of the product but also advertisement has longer dimension function, that is the way to sense symbol through language and visualize on advertisement. Thus the reason researcher why choose poster advertisement as object.

There are various kinds of advertising media. One of them is a movie poster. Movie poster becomes an important part of informing and persuading people to watch the movies. It certainly becomes the appropriate media to persuade and curiosity of the people. Moreover, it can also give important information about the movie. Furthermore, a movie poster advertisement will influence the public with messages and ideologies that are systematically embedded in advertisements for movie lovers. Poster advertisements advertised on media have an idea system with specific values. The advertisement has a code that is directed to influence the public for the product advertised with the message that show to the ad.

In addition, an advertising poster is an image that has a sign of semiotics. In other words, semiotic has linguistic signs found in posters. Linguistic signs function as tools by which one communicates with others about the world (Bühler 2011[1934]). He distinguishes between three functions of linguistic signs, the first as the sender expressing his own beliefs and feelings (expressive function). Second, signals as interest to the receiver (the appellative function), the third, symbols that refer to objects and state of affairs in the real world (representational functions).

Alongside, two prevailing contemporary models of what comprises a sign are those of the Swiss language specialist Ferdinand de Saussure and the American scholar Charles Sanders Peirce. According to Saussure, semiotics is a general science of signs, while Peirce interprets semiotics more into their logic (formal doctrine of signs). Peirce said that "Triple connection of sign, signified thing, cognition produced in the mind". On the same page Peirce also said that "Nothing is a sign unless it is interpreted as a sign". It is very clear that semiotic is a semiosis or a process, it includes three elements together, namely is the sign. The things they represent (objects) and interpretants are conditions that occur in a person's mind when they catch the sign. These three elements have a relationship with the sign because there are similarities, then the closeness of existence and conventionally formed.

Semiotics are sign related to objects that resemble them, their existence has a causal relationship with signs or due to conventional ties to

these signs. like a sign found in a cafe logo. Firmansyah, (2015), states that semiotic signs such as icons, indexes, and symbols are found in the cafe logo. Iconic signs are mostly applied and symbolic signs are used more than indexic signs. The signs found in the logo are interpreted through connotation theory, a cafe logo that has signs showing the relationship between connotation objects, history, concepts and purpose of the cafe. Inline with Firmansyah, Bahtiar (2010), states that his research concerns the way the author explores the meaning of sign in semiotic signification. That each of the signs has a system and formed by pictorials, teks, and context. The elements of contributing meaning in denotation and connotation meaning. And the object also supports an idea about a cultural and ideological term in connotation meaning.

The present study is going to focus on semiotic signs. This approach is going to analyze the Joker movie poster advertisement. It departs from the opportunity semiotic in various advertisement mentioned such as commercial advertisement (Rifa'i, 2010), poster (Hawan, 2018), dagadu T-shirt (Hasanh, 2010), media, (Adham, 2012), printed advertisement (Diantirta ,2013; Uraida, 2014), image (Stolan, 2015), marketing on internet (Tsotrs, 2004), logo of cafee (Firmansyah, 2015, and online advertisement (Asih, 2016; Solikhin, 2017).

The first research was conducted by Rifa'i (2010), semiotic signs related to the meaning of denotation and connotation found in the types of Coca-cola ads. Uraida (2013) analyzed advertisement in McDonald's

Printed, she observed seven print advertisements. Urida aimed to find out the semiotic signs, connotation meanings and interpretations of the myths contained in the McDonald's logo. She used the types of theory proposed by Pierce and also the theory of connotative meaning and myth proposed by Barthes. Furthermore, ad analysis that has been carried out by Indrawati (2014), Her research focuses on identifying signs, interpreting connotation meanings in Canon camera advertisements. The purpose of advertising is to influence them to use the product and to create correlations between elements in advertising using the theory proposed by Pierce.

Furthermore, the semiotic research in the advertisement that has been done by Wahyu Asih (2016). The semiotic analysis on Bukalapak, Tokopedia and Elevenia advertisement, the author soughts the meaning of denotation and connotation meanings and messages conveyed by Bukalapak advertisements that declare on television. The author analyzes using the semiotic theory proposed by Roland Barthes. The advertising aimed to compare the growth of the largest online website (Bukalapak) in Indonesia. Next, Solikhah (2017), he analyzed the signifier and signified and purpose of the sign-in ten Magnum advertisements. In his research revealed that verbal signs of text and nonverbal can be found in Magnum advertisements, such as slogans, descriptions, images, and meanings. The author used Roland Barthes's theory and Saussure's theory.

The last, Rizki (2018) has conducted semiotic research in several posters, in his research containing both visual and verbal meanings and signs. Rizki aims to find out the semiotic signs and meanings of the linguistic signs that are manifested in the film posters. The author uses four different Caribbean film posters each year: (2003, 2006, 2007, and 2011) using the theory proposed by Charles Sanders Peirces, namely to analyze semiotics, the writer also uses the advertising concept proposed by Gillian Dyer to find out signing a semiotic in the poster, and also the concept of the meaning of color proposed by Anna Wierzbicka.

Based on the previous studies, the researcher found out that several interested to analyze advertisement used semiotics. Semiotics can applied in various advertisements. As the other researchers have done in doing the research above, having been aware of the previous study is really important to get qualified in the research. Thus, in present study the researcher conducted to analyze on online advertisement but this research little differences with those previous study. It can be seen the data source that is used in this research, *Joker* (2019) movie poster advertisement.

The Joker poster as research data the researcher will uses ten Joker posters that found on different internet sites. Why the resercher used ten posters because in every poster have various types in text. Besides, the researcher will use theoretical approach from Pierce, namely the theory of signs. In addition, theory of sign revealed by Peirce, known as the Triadic model / threecotomy. This triadic model consists of three elements consist

of representamen, objects, and interpretation. Each of these elements. Pierce simplifies again by dividing the signs into three parts. In this study the researcher uses theory based on the object, which is divided into Icon, index, and symbol. What makes this study different from previous studies, the object will use the poster advertisement on 'Joker' (2019), this study uses a semiotic analysis approach proposed by Pierce that have a triadic model.

In addition, Pierce is an account of signification, representation, reference, and meaning. Therefore the purpose of this study will determine the meaning of visual, verbal signs caused by the poster adverts. In addition, analyzing the signs in poster advertisement, verbal and visual aspects they contain, and also the meaning of the colors in the poster advertisement.

In conclusion, present study is notable to be conducted because Joker movie poster advertisement do to some attention. First, the researcher chose Joker movie poster advertisement has complete aspect to be analyzed, such as the verbal and nonverbal in poster. In addition, in nonverbal sign, the advertisement also has exciting commercial to be analyzed and also in ten joker posters have various types. The last, sign is indexed on a symbol in semiotic has another meaning.

B. Research Questions

Based on the background above, there are several problem arising from this study, those are :

1. What semiotic signs have existed in *Joker* movie poster?
2. What are the meaning of the semiotic sign that existed in the *Joker* movie poster?

C. Research Objectives

Based on the formulation of the problem that has been concluded, the objectives of the study is as follows.

1. To identify the semiotic signs which contain in “Joker” movie poster.
2. To identify the meaning of the semiotic sign that existed in the joker movie poster.

D. Significances of the Study

In the significance of the study, the writer deriders in two significances they used theoretically and practically.

Theoritically, this study provide some additional facts to the reader, mainly the peopple who are interested by representing an advertisement used semiotic in *Joker* movie poster advertisement, and capable to apprehend its hidden meaning on each post. It supply idea that knowing the illustration of the advertisement is easy and apprehend the message of the advertisement make a reader be aware to persuasive advertisement. The researcher hopes this study may be beneficial for English Department

students as a reference who wants to analyzing advertisement specially semiotic in *Joker* movie poster advertisements.

Practically, present study has advantage in several areas. This study practically has advantage to know the significance on Joker movie poster advertisement. The people also can observe that there are something hidden on the Joker movie poster advertisement. The researcher hopes this study could give the encouragement addition for everyone who interest in this study. It also can be references or supporting complement of the research that has been done.

E. Scope and Limitations

This research was conducted to analyze the signs and meanings of the semiotic signs in the poster advertisement. The researcher analyzed **ten poster** advertisements advertised by Cine Material on the movieposters.com website, Kirby McDaniel Movie art <https://www.movieart.com>. The researcher focused on visual and verbal signs displayed on the poster that consist of icon, index, and symbol.

As research data this ad was published from the beginning of April 2019 until October 2019. Meanwhile the focus of the study was on the semiotic signs (Icon, indext and symbol) and meaning that existed on poster advertisements, thus a semiotic analysis on Joker poster advertisements was applied to achieve this research.

F. Definitions of Key Term

There are some key terms in this research to avoid misunderstanding the researcher defines the following key terms below :

a. Semiotics :

is the study of signs or anything related to anything that is able to be considered a sign (Chandler, 2007). In addition, semiotics is the analysis of signs and the formation of meaning, where something is called as long as it takes a sign that allows us to think, relates to others, and it gives meaning to what is displayed in the universe

b. Advertisement Poster :

Is an information communication tool that has a function to promote film products that have an important role in marketing activities offered to the public in the form of posters, pictures or the like

c. Triadic Model :

According to Pierce theory, Triadic model is the process of reasoning and formation meaning through three signs: representation, object and interpretation. process that includes three equations, namely the sign. The thing it represents is the object, and the interpretant is the condition

that occurs in one's mind. Then the three elements are related to signs because they have similarities, and the closeness of existence is conventionally formed.

G. Previous Study

In previous studies as references for this research, So far, the researcher has investigated linguistic semiotics in various contexts, first, a researcher investigating semiotic analysis on context film, written by Alfian (2018), he took the John Wick 1 film. He explore the kinds of signs that expressed and to analyzed the meaning of three important elements of signs including icons, indexes and symbol found in the film. The study used descriptive qualitative method and analyzed data from the John Wick film 1. The writer use theory from Peirce about semiotic. Based on the theory, the writer is focused three elements of sign the relationship between their Object, Representament, and Interpretant. From those data, the researcher found nine kind of signs were found in the Film including qualisign, sinsign, legisign, icon, index, symbol, rheme, decisign and argument.

While for the next study is investigates the semiotic analysis focused on Dagadu T-shirt, written by Hasanah (2010), she took Dagadu T-shirt because to analyzing the cultural code in pictorial symbol. She explain the Dagadu T-shirt is tradition theme about Jogja, it's have relation between linguistic and pictorial symbol in Dagadu design. The

writer used semiotic theory in frame of cultural semiotic representation and focuses on aspect of signal object.

Advertising is one to convey a message to others with the aim of influencing them to use the product. Semiotics are used to create correlations between elements in advertising. An advertisements have a system and formed by images, text, and context. Through advertisements, the producer conveys meaning in terms of denotation and connotation. Rifa'i (2010) he was investigated on coca-cola commercial states that the discovery of semiotics in commercial advertising supports the idea of capital systems, cultural and ideological terms in the meaning of connotation. Indrawati (2014), found that there were 28 icons, 11 indexes, and 13 symbols out of 52 total signs in Canon camera advertisements, in her research the writer focused on identifying signs, interpreting connotation meanings in-camera advertisements. Connotative here the writer reflects the message and how to build the expected interpretation. Signs have a function to clarify, support and reinforce a message to be conveyed.

Then, semiotic research was conducted by Uraida (2014) she states that print advertising has a function as a medium to promote a product. Advertising invites people to buy a certain product. The writer found that there were 30 icons, 14 indexes, and 22 symbols out of 66 total signs. The connotative meanings reflect messages and certain ways of expressing product themes. Each sign has an important role to building the expected

interpretation. Signs have a function to clarify, support and reinforce a message to be conveyed. In his research the logo is considered to have the most powerful myth because of capital letters, in American culture the lifestyle and food that makes Americans fast in everything.

Furthermore, Wahyu Asih (2016) states that advertising is growing, advertising is also easy to influence consumers to choose or buy the products offered. Especially the growth of online buying and selling in Indonesia advertised on television. The results of the analysis show that people are more interested in accessing websites that provide a secure concept than websites that provide a large selection of goods and lower prices. The last in his study Rizki (2018) stated that advertisements delivered through posters were verbal and visual. The author found that the Pirates of the Caribbean poster has a semiotic sign in the form of visual and verbal or better-known images and written language. From the visual and verbal research, the researcher uses Peirce's theory that triadic semiosis aims to determine the semiotic sign realized through triadic semiosis that is representamen, object, and interpretant.

This research has the same approach as Rizki's research, namely the semiotic approach. But, the object is different. Therefore, in this research, the researcher were analyzed the semiotic signs in the *Joker* poster advertisement as a phenomenon.

H. Research Method

In conducting this study the researcher used a descriptive qualitative approach that has been chosen because the researcher analyzed and described the semiotic sign and used the semiotic analysis approach on the advertisement is in the form of poster. Descriptive qualitative research can be collected in the form of words and images. Usually contains quotes and description of the situation. According to Creswell (2014), he said that qualitative research methods rely on text and images and have unique rarities in data analysis, which means that all data generated from text and image forms are in accordance with the qualitative method. In addition, to find out the meaning of the sign it is also necessary to use the analysis approach using content analysis because this study needs to analyze the content in more depth where in this study are semiotic signs. The researcher aims to explore information about the message and the type of semiotic sign that contained in the Joker movie poster delivered by Todd Phillips (as producer), where the data are analyzed by applying Charles Sander Peirce's theory in triadic of meaning: representations, objects, and interpretant (Kriyantono, 2010). The objectives of this study include the object of research, namely the representation of icons, indexes, and Joker symbols in poster advertisement. The researcher has chosen ten posters to study that present a contra-culture of the rich people in his city by using triadic meaning analysis.

1. Data Source

Data were obtained from the official UK Kirby McDaniel Movieart website <https://www.movieart.com> and <https://www.deviantart.com>, and Instagram, published from early April to October 2019. Researchers consider that the Joker phenomenon that occurred in 2019 has a profound effect on consumer or audience behavior. In this study, the researchers discussed the signs and messages conveyed in the poster.

2. Research Instrument

The primary research instrument of this study was the researcher herself. Who perform all the processes which is started from collecting the data, analyzing the data until concluding the results of the study. In this study, the researcher analyzed the meaning of sign by Triadic model revealed by Pierce theory. The process triadic sign includes Icon, index and symbol.

3. Data Collection

The method used in collecting data in this study was documentation research. The researcher only studies the literature and verbal text in the posters that have been studied. This study makes several techniques to collect data. The first, the researcher has opened the websites of Movieart Original Film Posters on internet and Instagram. Second, the researcher was searched and typing the keyword of “Joker Movie Poster” then it given to me all posters related to Joker

poster 2019. Third, the researcher selected the posters from those websites published on April to October 2019, then the researcher was downloading five posters as the data. Fourth, the researcher made a table to classify poster based on data source,code, publisher and source.

4. Data Analysis

After collecting data the researcher uses several steps to analyze the data. First, the researcher begins to analyze the data, the steps taken are identifying the signs that are found on the research object (Poster joker) by grouping and explaining the signs in the table. Based on the object Pierce divides the signs into icons, indexes, and symbols.

Second, researchers identify meaning based on identification of the type of sign in advertising. Third, interpret the meaning based on the identity of the type of icon, index, and symbol. Then the researcher conclude the result of the study.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter intends to discuss the concept and theories dealing with this study which is used to analyze the semiotic on Joker poster. This study also presents the results of reviewing some theories related to the study. The concept in this study is divided into the definition of semiotic, sign, the theory of Charles Sander Peirce, the process of semiosis (Representamen, Object, and interpretant), three trichotomies, and advertisement.

A. Semiotics

The discussion about semiotic is closely related to the discussion of signs because semiotics is the study of signs. In his book Chandler (2007) explains semiotics according to Umberto Eco, semiotics is anything related to anything that can be considered a sign. Semiotics involves the study not only of what we call signs in the phenomena of speech that occur in everyday life but of anything that represents something else. In the semiotic meaning the signs that exist in daily life other than in the form of words in the form of images, sounds, movements, and objects. Semiotic theory helps understand the production and interpretation of meaning. The basic aim is that meaning is made by dissemination actions and objects that function as signs in connection with other signs.

Dwita (2018) explains that semiotics is the analysis of signs and the formation of meaning, where something is called as long as the sign is needed that allows us to think, relate to others, and give meaning to what is displayed in the universe. As for that, semiotics is a sign that helps to gather more information and communicate better through signs around.

In etymology, semiotics comes from the Greek semeion which means sign (Mayr, 2013) . The sign itself is defined as something which, on the basis of a previously constructed social convention, can be considered to represent something else. Semiotics which is defined as the study of signs is basically the study of codes, that the system allows us to see certain entities as signs that have meaning.

Semiology is the branch of linguistics that discusses the sign system. Jakobson said in Chandler (2007) that language is a sign system that is as a general science of signs that has the basis of the discipline of linguistics, namely the verbal science of signs.

Semiotic includes all signs that are visual and verbal . Sign and symbols form a code that systematically conveys information on human activity . In semiotic learning, there are concepts that can be understood as a basis for semiotic research . In addition, semiotics can help people be aware of what we take and are given to represent the world. According to Uswatun (2014), humans always deal with signs, without objective reality and the sign system is involved in the construction of meaning. In other words, semiotics is not only called the study of signs but also called the

study of symbols and meanings. In addition, everyone have to know that semiotics are able to learn how meaning is created. So, semiotics related to something that can be considered as a sign.

Discussing about modern semiotics, Charles Sanders Peirce states that semiotic does not only study about signs but discusses much deeper than that. The important thing about semiotics is learning to know how the meaning is formed. Then, semiotics learn how people first interpret a sign. In addition, study how people then draw on cultural or personal experiences to understand the sign that is indicated. This can be interpreted as communication.

B. Signs

At this point, signs are part of semiotics. Semiotics is a general philosophical theory related to the production sign and symbol as part of the system code to communicate information. Semiotics, or semiology is the study of signs, this is the study of how meaning is created. Oxford Advanced Learner's Dictionary (2007) defines semiotics as the study of signs and symbols and their meaning and use.

Two leading semiotic methods were followed to learn about meaning, namely Ferdinand de Saussure (1857-1913) and Charles Sander Peirce (1839-1914). According to Saussure, semiotics is called semiology. Saussure bases semiology on the assumption that human actions and behavior will carry meaning and the meaning of a sign is not an innate meaning but is produced through the sign system used in certain groups of

people. Meanwhile, according to Peirce, semiotics called semiosis, he argues that human reason is always done through the sign, which means humans are only able to think through tanda and semiotic is a name other than logic, that "the formal doctrine of signs. Pierce and Saussure have a fundamental theory, they explain that the fundamental difference in marks between the marker and marked ie, between oral or written of signs and meanings contained therein (Rizki, 2018).

Peirce proposes that the signs can be defined as three categories: Icons, Index, and symbol. The father of modern linguistics, Saussure proposes a theory of signification (a "dyadic" or two-part models of the signs). It's an easier structure of what a sign depends on Saussure: a 'significant' the structure sign takes; it is able to be expressed as the word doing the represent, and the 'signified' ' the concept it represents, the other word, it is the thought being represented.

C. Charles Sander Peirce Semiotics Theory

Charles Sanders Peirce (1839-1914) was an American philosopher, logician. He was a founder of modern semiotics, and he also made significant contributions to mathematical logic. Peirce's theory of signs is a theory of language and reasoning, which holds that all modes of thinking depend on the use of signs. According to Peirce, every thought is a sign, and every act of reasoning consists of the interpretation of signs. Sign functions are the mediators between the external world of objects and the

internal world of ideas. Signs are mental representations of objects, and objects can be known through their perception of signs.

In the theory of semiotics, Peirce's theory is different between Saussure in sign relation. Saussure's sign relation is signed in signifier and signified relation. On the other hand, according to Hanny (2014) the Peirce sign is in the sign or Interpretant relationship between object and ground. From the different Saussure sign models, Peirce formulates his own mode sign, from the semiotic or semiotic process, which has three important elements of the sign: representation, interpretant, and object. Its representation is a form taken from a sign. An interpreter is not a translator but the meaning of the sign, and an object is what refers to the sign (Daniel Chandler, 2002) thus:

" A sign ... (in the form a representament) is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which creates the I call interpretant of the first sign. The sign stands for something, its object ... (Daniel Chandler, 2002: 33)

In Pierce's theory, the main principles contained in semiotic namely the mind and human boundary signs, Pierce has three system dimensions, namely triadic / trichotomy. (Halina, 2014). Semiosis is used to determine the meaning of the signs have a relationship between

representamen (signs), interpreters, and objects called semiotic elements triadic / thricotomy.

Here is a picture of Peirce's semiotic elements in semiosis:

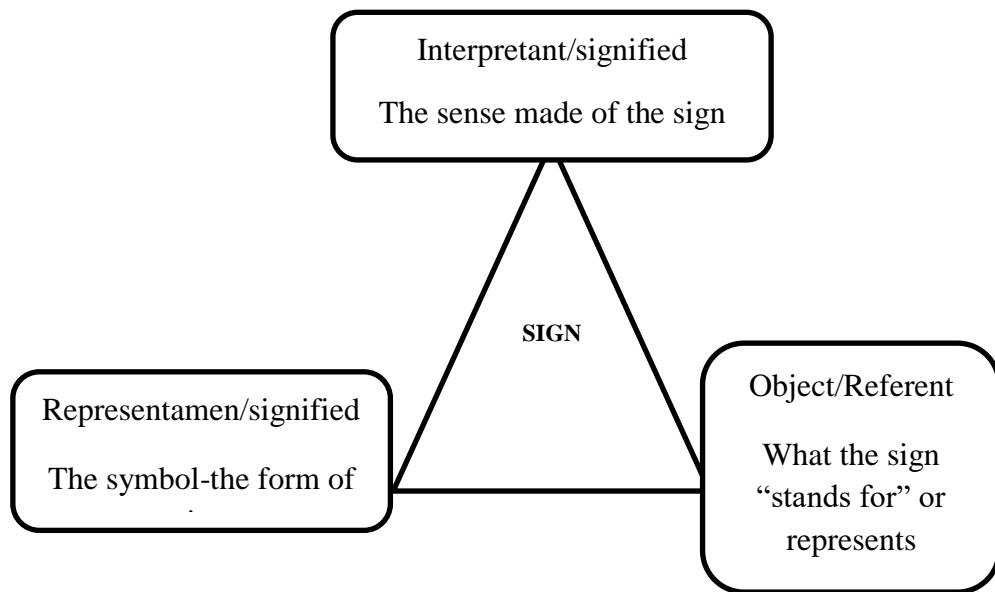


Figure 1 Triadic Semiosis Concept of Peirce

(Sobur, 2006)

In the triadic elements above, according to Peirce, the three elements are highly related in the formation of meaning, part of which is conceptual which has a sign function. It is a chain of meaning by new signs that interpret previous signs or a series of signs (Martin, 2014). Based on Peirce quoted from (Rizky, 2018) Peirce said that the sign is something that means something. The point is that the Representamen is the sign itself, the object is the thing intended, and the interpreter is the

product of the relationship between the interpreter and the object. For example, according to Peirce, the word pen is a representamen, and the object is a physical pen, for the interpreter is what is thought to appear when someone hears the pen, such as writing, ink, letters, paper, and so on.

As humans often find external stimuli and internal thoughts and ideas. They can see and find something that makes them think. According to Tanvi (2018) there are a variety of thoughts that are experienced by humans in the form of ideas, or images that may be present in a person's mind at certain times. Humans are always interested in the question of how we can understand an event or things that appear around us or think like what we do. Even when someone tries to analyze and study the flow of his own mind, he will try to reveal phenomenology. Charles Sanders Peirce has explained about the classification system. Each element of a sign has a classification. According to Peirce, there are three basic categories of semiotics that are separated into three categories (Hanny, 2014). The three categories need to be explained because each element has interrelated meanings to explain the human experience that has been referred to as firstness, secondness, and thirdness, and the categories correspond to the first, second, and third numbers.

Firstness, a conception of creatures that is independent of other things. According to Nicole (2006) Firstness is a field of possibility experienced by humans in eternity, which is related to emotional

experience. For example, this would be the mode of being of a "redness" mode before everything in the universe turns red, or general pain sensations, before people start asking whether the sensation comes from a headache, a burn or emotion of pain, from all of those experiences. It must be clear that in the beginning, there is only truth.

Secondness is the method of being that is corresponding to something different. According to Charlotte, quoted by Keane (2003) Secondness is a mode of something that has a relationship with something else. The second is the level of awareness where the notion of "reality" comes into play. While the first is about existence, and the second is about reality / or existence in life based on experience (Tanvi, 2018).

In Peirce's theory of triadic relationships, relationships have been made to link latent quality with object manifestations. The first is a relationship that has pure sensation, secondness is intellectual categorization. For example, the explanation of Firstness above has a relationship with secondness that is the level of 'real' existence and practical experience with the quality of 'redness' when associated with red roses, to be second. Secondness, it manifests itself as a compilation, first related to other objects, whether through relations, coercion, effects, reliance, independence, negation, events, occurrence, or results. The example above Peirce uses to illustrate the secondness of the state is that when someone sees a beam of light, he may feel the basic experience of only a beam of light (firstness); or he can regard the beam of light as

'God's creation' which is a secondary derivation interpretation (secondness).

Thirdness is the mediator through which a firstness and a secondness are brought into connection. Thirdness has a place with the area of rules and laws; in any case, a law should show through the events of its application, that is, by secondness; and these events themselves realize characteristics, and in this way, firstness. Though secondness is a class of independence, thirdness and firstness are classifications of all inclusive statements; however the all inclusive statement of firstness is fair and square of plausibility, and the consensus of thirdness is fair and square of need, and in this manner, forecast. According to Tanvi (2018) in Pierce Thirdness theory is a printout of interpreters defining the path determined by between firstness and secondness. Pierce revealed that thirdness ties conformity with the form in which a person's mind is formed. This kind of human mind can be seen as a predetermined or accustomed way of thinking aimed at knowing the pragmatic interpreter.

Furthermore , *Thirdness* is a category of thought, language, representation and a process of semiosis that enables the function of social communication in accordance with intellectual experience. According to Tanvi (2018) 'intellectual' thirdness is the result of human socialization with experience and culture of others. Thirdness is an interpreter that interprets everything that is in the mind of someone who becomes the third element between signs and objects. Intellectual is a synthetic awareness of

someone who is driven by a sense of learning, thinking, memory, experience and habits. According to Pierce in his book, firstness is a physical or apparent reality which is a feeling of 'creature' or a pure quality in itself. Firstness can also be defined for any latent potential quality or state, without physical sensations. For example, one can imagine the ideas of "greatness", "happiness", "success", "tranquility" that can manifest themselves either through mortality or all three through signs.

1. The Process of Semiosis

Sign is something that represents something or replaces something for someone . As we known Charles Sanders Pierce is the founder in the semiotics field. He defines semiotics as the study of infinite signs . In studying a sign, it certainly contains a meaning in it. Someone expresses an idea or ideas when they are exposed to something or a sign that makes them think. In interpreting a sign, of course, it will go through a process to find the meaning or message in the sign. Charles Sanders Pierce has a concept of interpreting meaning, known as a triadic model or trichotomy (Halina, 2014) . Pierce said that the relationship of the signs was interconnected. In addition, Peirce is called the relationship between the sign or representament (firstness), the object (secondness), and interpretant (thirdness) called semiosis, which creates the interpretant in the new form (Rifa'i, 2010).

Representamen (R) is something that represents something else in some way or capacity: the object. In other words, representamen is pure potential (firstness) before interpreted its meaning, or something that can be represented with various forms and circumstances that tam pack, while the other is something that interpretant of the first sign, and in turn refers to the object. Thus a sign (representamen) has a direct triadic relation with its interpretant and object. This process Pierce calls it a significant process. Representament can be words, phrases sentences, sounds, etc .

The object (O) is also referred to as a reference. According to (Leeds-Hurwitz, 1993). an object is something that refers to something that is represented or exemplified by a sign (such as pictures, photographs, etc). A sign can express something about its object, provided that it is an object with which the translator is familiar with the experience created from other signs (Nicole, 2006). For example, a piece of red paper used as a sample (as a representation) for paint cans (as an object), only shows the red color of the object, because it is represented that someone already knows other characteristics such as content, use, and packaging in it. The piece of paper shows that the paint in the can show red, but it does not say about the characteristics or characteristics that are in the paint can. Furthermore, if the translator knows that it points to

paint can, to make it more concise, according to Pierce quoted by Nicole (2006), that Pierce distinguishes objects by two types namely dynamic objects and direct objects. Objects dynamically are objects that do not appear as they are, while direct objects are objects such as those represented by signs. In this example, paint is a dynamic object, and red (paint) is a direct object.

Interpretant (I) is the result of assumptions or ideas from the connections between representamen (firstness) and object (secondness). It can be an image or concept (Eka, 2018). Interpretants can also be called interpreters who have the ability to interpret a sign in accordance with experience and intellect. The representamen triggers the interpreter to assume the sign by referring to the same object as the first representative, and thus allows the first person to return to the object. For example in the dictionary the word definition is a word interpreter because the definition refers to the object that is what the word represents, possibly the representamen (words) refer to this object. For the sign to be understood here, the definition itself requires a collection of other interpreters or other definitions. In this way, the process of semiosis is theoretically unlimited.

2. Three Trichotomies/Triadic Model

Semiosis is the process of sign analysis and the formation of meaning proposed by Pierce to find out the meaning and purpose in a sign, as a person who thinks about exposure to a sign or something that makes humans think then Pierce uses triadic theory consisting of representamen, object, and interpretant called semiosis, each of the three terms of semiosis is further divided into three categories. Thus, we distinguish between the first, second, and third in representations, in the relations between representamen and objects, and in the way of interpretation that implements the relationship between representation and objects. The interpretation formed from the three triangles will be described as follows:

First Trichotomy: Representamen (R) is divided into (1) a qualisign (firstness), which means quality that serves as a sign even though it basically cannot be a sign before it is realized. such as color concepts, (2) a sinsign formed by tangible physical reality or form of something. According to Pierce, quoted by Rizky (2018) said about Sinsign, sin is a single Latin language, which means that it is an event or an actual thing. (3) Legisigns are laws or rules about how the event should be like an order. For example the sound of a whistle in a soccer match, a rule for soccer players. As we know, laws are made to regulate people in social life, therefore almost all conventions are laws.

The second trichotomy: Object (O), that is, the relation of the representative to the object. Objects can be mental representations (present in

the mind), they can also be tangible things beyond signs (Pierce, 1931 and Silverman, 1993, in Chandler). Pierce revealed that the object here has three categories: (1) Icon, (2) index, and (3) symbol. Furthermore, **the icon** is the simplest form, because it is only a pattern that displays the object it signs, as the physical shape of the object. Icons tend to only simplify the shape, but try to display the most essential parts of the shape. According to Nicole (2006), an icon is a reference relationship between a sign and its object. icon has representation as qualisign, sinsign, and legisign. For example, the feeling (qualisign) produced by playing music is an icon of that music. A person's portrait (sinsign) is an icon of that person or a picture of a glass (sinsign) is an icon of a glass. In addition, according to Pierce Icon is a sign that contains a similarity "likeness" to the reference. In the icon, the relationship between representamen and object manifests as 'similarity in several qualities'.

Index is a sign that has a phenomenal connection or event and existential (proof of presence) including the representamen and the object. In other words, an index is something that can be seen, heard, or easily smelled, which then connects with certain objects. For example, dark clouds are understood as a sign (index) of the coming rain, or dialect in language can be understood as a sign that someone is from a certain area. According to Bahadian (2011), index is always understood based on the frequency of occurrence, which means to understand these signs, it needs repeated exposure. Humans learn from nature about the signs of nature, so that more

often a sign appears and it is followed by events, or with certain objects the more memorized and understand the human against the index.

Symbol is a sign that is conventional (social agreement). Usually, linguistic signs are symbols. In other words, symbols are signs that represent their objects through agreement in a specific context. Meaning in a symbol is built through social agreement or through some historical tradition (Danesi, 2004: 38.44). The symbol is a type of sign that is arbitrary and conventional. (Budiman, 2004: 32). Example of a rose symbolized by the symbol of love.

Third trichotomy : Interpretant. According to Sobour (2009) in the trichotomy sign interpreter Pierce divides the sign into three categories namely (1) rheme, (2) dicisign, and (3) argument. According to Henny (2019), a rheme means that every interpreter interprets the sign of not being right or not wrong. In addition, Rheme is a sign that is related to the possible understanding of the object marker for the interpreter. a sign that allows people to interpret based on their choice. For example, a person whose eyes are red, then it could be that he is sleepy, or maybe eye pain, irritation, he could also just wake up or even he could be drunk. Dicisign is a sign of information that functions as a sign of logical proportion in accordance with reality. For example, a road that is prone to accidents, so it can be installed caution signs prone to accidents. Then, argument is a sign with a person's interpretation that gives reason to prove the truth. For example, the sign that smoking is prohibited at the gas station because gas stations is a flammable place.

The following table is the categories in semiosis by Pierce:

Category Trichotomy	Firstness	Secondness	Thirdness
Representamen	Qualisign	Sinsign	Legisign
The object	Icon	Index	Symbol
Interpretant	Rheme	Dicent	Argument

Figure.2 diagram of Charles Sanders Peirce's classification of signs

D. Advertisement

Advertisement is a product of advertising, in this study the advertisement is used to inform a film work formed with pictures or posters as a producer technique to attract the attention of consumers or the public. The meaning of advertising itself is the activity of advertising a business on media publications. In addition, advertisement has the marketing meaning of producer communication to persuade others. which is intended to persuade people that are useful to provide information about available jobs, events that will occur, and consumers can also enjoy the products or services they offer.

Furhtemore, Arens (2004) provides a definition of advertising. He said, "advertising is the structured and composed non-personal communication of information, usually paid for and persuasive in nature,

about products, services, ideas by identified sponsors through various media." It means advertising is a paid form of communication that has the function of promoting products, services, and ideas. In other words, advertising is an attempt to persuade other people or consumers to buy or consume more certain products and services.

To give a good impression and make the audience more interested in the products offered, advertisements have good and unique components that make consumers want to consume them. As explained by Eka (2018) in his quote, Altstiel (2006) mentions the components contained in an advertisement are visual, color, title, subtitle, tagline, etc. Visual advertising includes elements such as photos, illustrations, and videos with unique shapes so that consumers increasingly have a strong interest in consuming them. So, advertising here is an attempt by a producer to consume consumers to consume a product or service.

CHAPTER III

FINDING AND DISCUSSION

This chapter presents finding and discussion on the types of signs and semiotic analysis on the Joker movie posters. The discussion has purposes to answer the research problems in the chapter one. Which is about semiotic signs that have existed in Joker movie posters. In addition, in this chapter the researcher analyzes the meaning of semiotic signs in Joker movie posters, and the discussion of further arguments and interpretations of the findings were given.

A. Findings

In this chapter, the researcher is going on to extend the data related to the research problem in chapter one using the triadic model of sign revealed by Pierce consisting of representamen, objects, and interpretations. In this study, researcher used ten Joker posters published from April to October 2019 on different media publisher.

After identifying the movie poster carefully, the researcher found some signs in the poster. The researcher found several types of signs including Icon, index, and also symbol. The researcher collected the data and classified on the table according to the data source, code, publisher and source. .

Analysis of the three interrelated sign components to form a meaning that is presented for analysis using Pierce triadic model. In this

Joker poster, the researcher found nine kinds of signs that were expressed in the posters. They are mentioned as follows: qualisign, sinsign, legisign, object, icon, index, rheme, decisign, and argument, based on the object the sign is divided into three: icon, index and symbol. Therefore the researcher selects three types of signs that the researcher is analyzed.

So, from the data the researcher took only icon, index, and symbol as the focus of this study. They are expressed on Joker movie posters, are described as follows

Poster 1



Joker Data 1

In this data, there is a picture of a man seen holding a picture "KILL THE RICH". A man who made his face as clowns wearing shirts and pants red color. He is Joaquin Phoenix who has the character as Joker. The verbal image "KILL THE RICH" shows a Joker who said that rich

people must be killed. His expression showed happiness, but his face was interpreted as a psychopath who drew his face like an extreme and terrible clown. In this picture, there is also a man lying on the floor, showing that a Joker has killed him.

The image is the representamen (R) for this observation from the icon. So the semiosis process for this data is that the representamen (R), which are the images mentioned above, which represent crime, murder, extremism, sadism, and crime (O). Representamen and object relations produce interpretants (I).

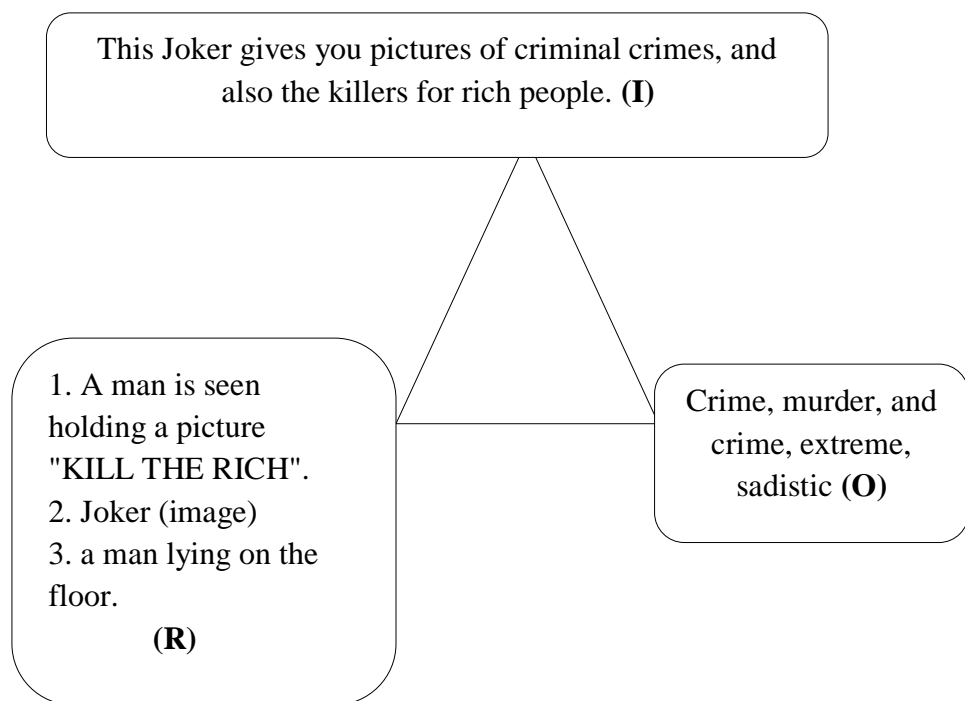


Diagram 1. Icon's diagram of Data 1

Next is the symbol analysis. The symbol of this data is written the language: Joker, "KILL THE RICH". From Pierce's semiotic theory, this is the representation (R) of the symbol. After that, the process of semiosis is the word Joker is a representamen (R) who acts as a killer, psychopath, and crime of the word 'KILL THE RICH' (O). Then, the relationship between representamen and objects results in the interpretant (I) is :

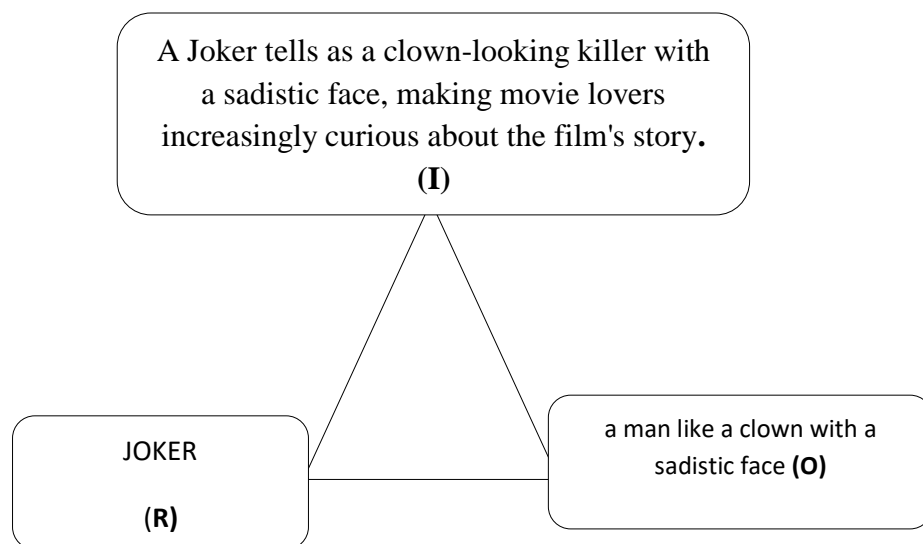
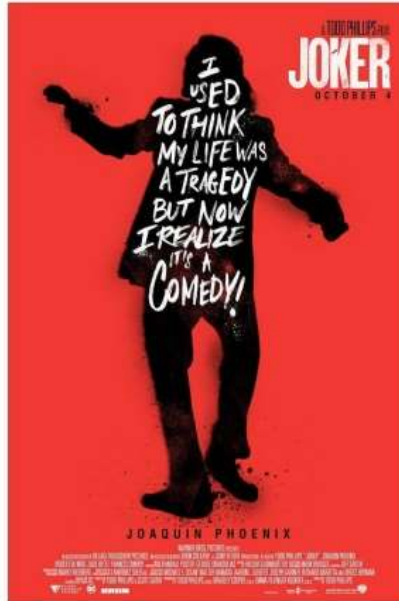


Diagram 2. Simbol's diagram of data 1

The last is the conclusion for these two processes to get the meaning of advertising in this poster. From what has happened, this poster advertisement sends a message or meaning that the appearance of the Joker gives you a picture that the story in the Joker movie has a crime. Joker's film tells about the killing against the rich. And her face to cover with color. as people have known a clown who covers his face not to show his real face.

Poster 2



Joker Data 2

This is a poster ad published by RJartworks (Independent Illustration Studio based in Kolkata, India) on its Twitter. This poster shows the story of a Joker in his life. This ad contains images (icons) and language writing (symbols). The icon is the first to be observed, then the symbol. In this data, there is a picture of a man, his hands raised and his legs played. The picture is black, dark, but relaxed. This image is an icon and is also a representative (R) of the semiosis process.

Triadic Pierce model is a process of semiosis in which a sign serves as a representative of what it signifies. The process of semiosis here is a picture of a man, his hands raised and his legs played (R), who personates dark, sad but relaxed (O).

Representamen and objects have a relationship process that will produce interpretation. The process of interpretation in the triadic model is as follows:

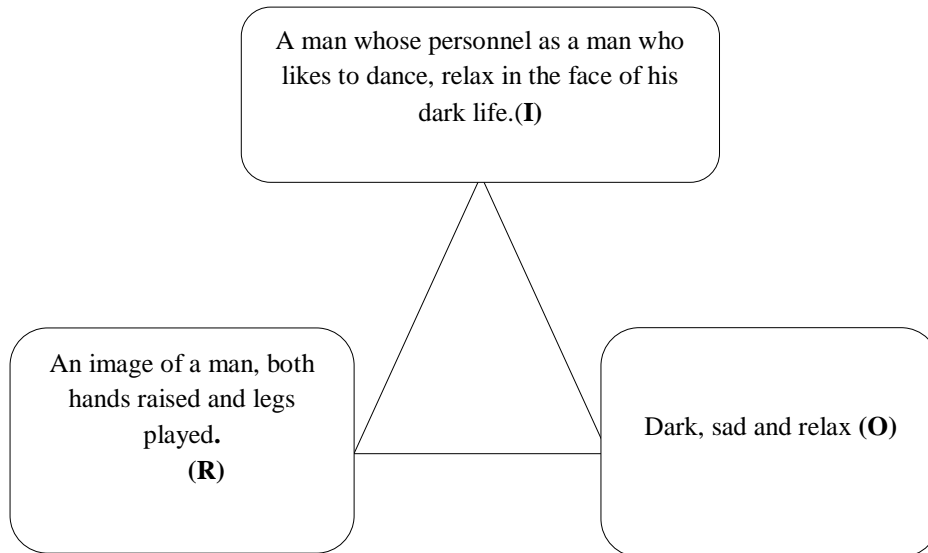


Diagram 3. Icon's diagram of joker Data 2

Next, symbol analysis. Symbol is the written language used in this poster advertisement. The ad symbol in this poster is the text "I USED TO THINK MY LIFE WAS A TRAGEDY BUT NOW I REALIZE IT'S A COMEDY! this is the written language representation that is on the poster, this representation acts as sadness, bitterness, darkness, relaxing, humor, and funny (O). Furthermore, the relationship between representation and objects will produce meaning or interpretation from an interpretant (I). The process of semiosis interpretation is as follows:

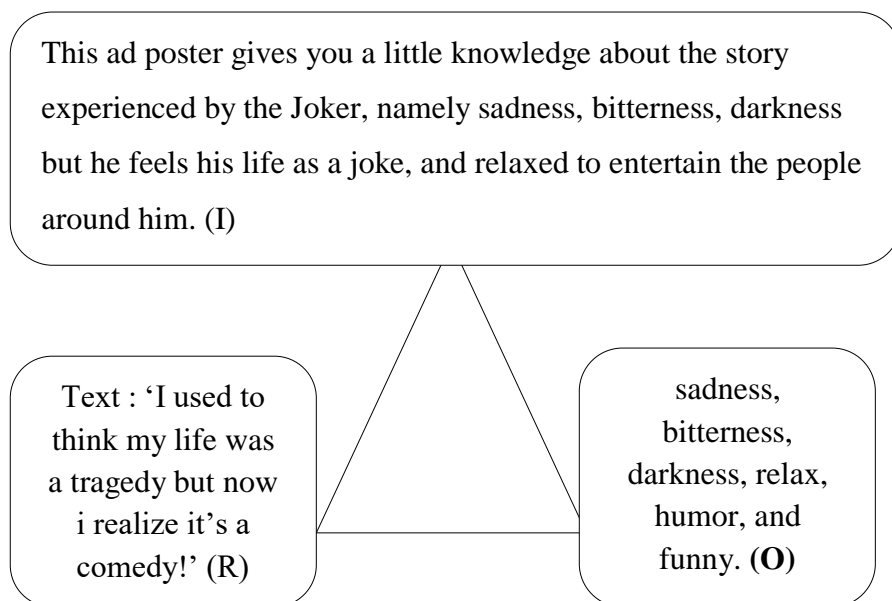


Diagram 4. Symbol's diagram of joker Data 2

In addition, the symbols in Picture 2 have several symbols that must be discussed. Namely text / verbal in posters such as, 'A Todd Phillips film', 'Joker', 'October 4', 'Joaquin Phoenix', and 'Tagline'. Everything mentioned above is a representation of the sign from poster picture 2. Then the object of explanation of each symbol is the word 'Joker'. The object of the word joker is a man like a clown with a sadistic face, while the interpretation of the relationship of representation and the object is a Joker who experiences a dark, sad life but he lives that life relaxed, happy and entertaining the people around him.

Then the interpretation of the word 'A Todd Phillips' is an American filmmaker Joker 2019. The representation of the symbol 'October 4' is the date that a Joker film is broadcast in all the world's

theaters, especially in Indonesia. Then, the representation of the word 'Joaquin Phoenix' is an actor who plays the role of Joker in the 2019 Joker movie.

Next is the conclusion, from the two semiotic processes above the researcher got the meaning or message from this poster advertisement. From what has been seen, this advertisement sends a message or meaning that the story in the Joker film is Joaquin Phoenix who became an actor as the Joker in this film, where some of the stories explain about the dark and sad life he will experience, but he enjoyed his life happily with its own way. This poster ad also provides information that the film will be aired on October 4th.

Poster 3



Joker Data 3

This is a poster advertisement that shows half the face published by Todd Phillips himself as the filmmaker of the 2019 Joker film in his

Instagram account. This poster ad contains an image (icon) and language writing (symbol). This poster shows a picture of a man's face that makes his face colorful like a clown. In the picture is a man who looks forward to half his face. His expression showed the seriousness, fear, and sharpness of his eyes. The image is representative of the observation of an icon. So that the representation of the semiosis process for this data is the one mentioned above, which represents seriousness, fear, and sharpness of view. To find out the meaning between representation and object that is located on the interpretation of meaning by the Interpretant. The process of semiosis to find out the interpretant as follows:

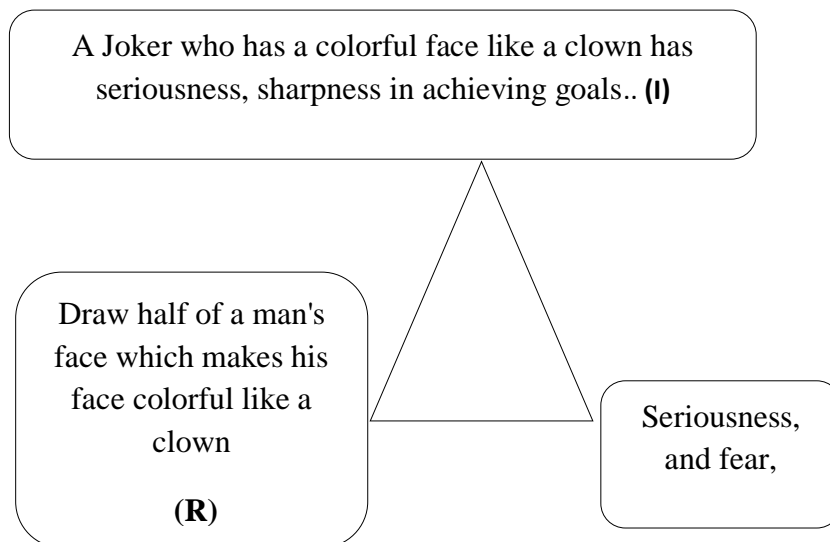
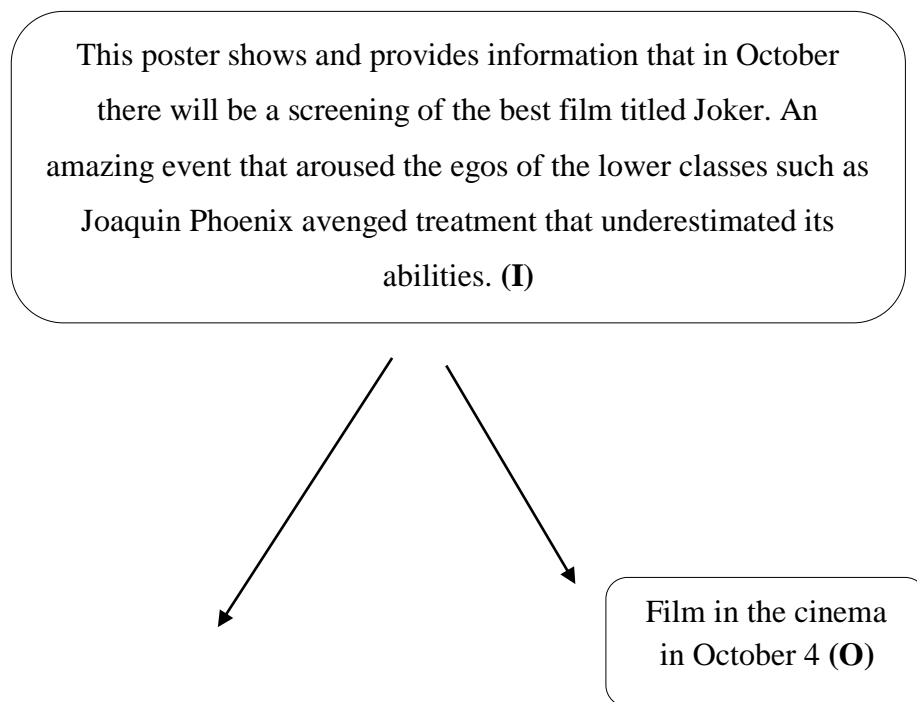


Diagram 5. Icon's diagram of Joker data 3

Then, the interpretation and analysis of symbols. Symbol is a sign that is conventional or agreement. Signs of language are usually symbols.

Symbols of this data are written languages namely 'THE FILM OF THE YEAR', 'JOAQUIN PHOENIX IS ASTONISHING', 'AN INSTANT CLASSIC,' A MASTERPIECE ', 'GLORIOUSLY DARLING ', JOAQUIN PHOENIX, A TODD PHILLIPS FILM, JOKER, IN CIN OCTOBER 4, and Tagline. The written / verbal languages are included as representamen who act as an explanation of this film poster.

The symbol in this poster advertisement is the text "IN CINEMAS OCTOBER 4", verbal in this poster is a representative who acts as a movie in theaters in October (O). Furthermore, the meaning of interpretation resulting from the meaning of the relationship between representamen and objects in the process of semiosis is as follows:



Verbal/ text:

1. 'IN CINEMAS OCTOBER 4'
2. 'THE FILM OF THE YEAR',
3. 'JOAQUIN PHOENIX IS
ASTONISHING',
4. 'AN INSTANT CLASSIC,
5. 'A MASTERPIECE',
6. 'GLORIOUSLY DARING',
7. JOAQUAN PHOENIK,

Diagram 6. Symbol's Joker Data 3

In addition, the symbols in data 3 are some representatives who will be discussed as follows:

In the text 'THE FILM OF THE YEAR', this is the symbolic form of a language sign that is shaped as a representamen, the object in this representamen is 2019, movie, published. Then the interpretation of the meaning of the verbal text here is a film production that will be released and published in 2019.

'JOAQUIN PHOENIX IS ASTONISHING', this is a representation of a text language symbol that is on the poster. The object of this representamen is a man, an actor, extraordinary. Then the interpretive meaning of the relationship of meaning between the

representamen and the symbol is Joaquin Phoenix is a professional actor and extraordinary to play two different characters in one story.

Then, the representation of this data is the text 'AN INSTANT CLASSIC'. The object of the verbal text is pleasing, well-liked, professional, greatest, and most charismatic. So, the interpretation of the relationship between the two is a film played by a professional, has professional acting experience that is highly praised and admired as a role artist.

'A MASTER PIECE' is the form of representamen (sign) in this poster 3. Representamen is a form of sign that represents something, namely an object. The objects of the representamen are masterpieces, critical praise, the greatest work, creative, extraordinary. Then the meaning of interpretation of representamen and objects is that the work produced has a lot of critical acclaims, which is considered to be the greatest work of the highest producing in the academy in the field of visual arts.

'GLORIOUSLY DARING' is a text-shaped representation that shows the symbol of the verbal language of poster ads. The object of the language symbol is bold and explosive. The meaning is a joker film that is very brave and explosive, full of ideas and sauntering towards anarchy (I).

Index is a sign that has an existential between the representamen and the object. Then the index of a sign in the data Picture 3 is a representation of a face drawn like a clown, which on the face is colored

white, red, and blue. Interpretation of the meaning of the pale white base color on Joker's face and there are facial lines that emphasize the shape of wrinkles in the base color on this makeup look messy to make it look scary. The color with this pale white base color characterizes the character's make up because white is considered to have an unreal effect on the face. Then the blood-red eyebrows by placing them on the forehead point to the fierce and spooky effect. The shape of the eyebrows soar up to the forehead can eliminate the impression of funny and adorable to the clown character in general. The next, the color of the eyes formed by triangles on the top and bottom of the eye by using blue, shaped like a teardrop that makes this character look sad while giving a dramatic effect. The blue triangles around the eyes are left in a mess and cover the shape of the eyebrows, aiming to make them look more sinister.

Next is a conclusion, after the researcher observed the three processes of semiosis, this advertising poster provides an interpretation of the meaning and message conveyed, that the message in this poster advertisement is to provide information that on October 4 a masterpiece will be played by a professional actor with a bold story. and explosive, a Joaquin Phoenix plays the Joker story with ideas and saunters towards anarchy.

Poster 4



Joker data 4

This is a Joker poster advertisement published by DC Film. This poster was created to show one of the events in the Joker movie. This poster ad includes an image called an icon and text or verbal language marked as a symbol. In identifying this poster ad the researcher will discuss the icon first, then the symbol and index. In this data the researcher found a picture of a man standing. Lifting both hands and the position of the head looking up face looking up. A man has a bloodstain on his face. This picture depicts chaos, mixture, anger, disorganization, and excitement.

So, the process of semiosis in this data is a picture of a car that was on fire behind, a man standing, his face is stained blood (R). That personifies chaos, mingling, anger, disorganization, and excitement (O). Then the

relationship between the representative and the object produces an interpretant which will be explained in the semiosis process below:

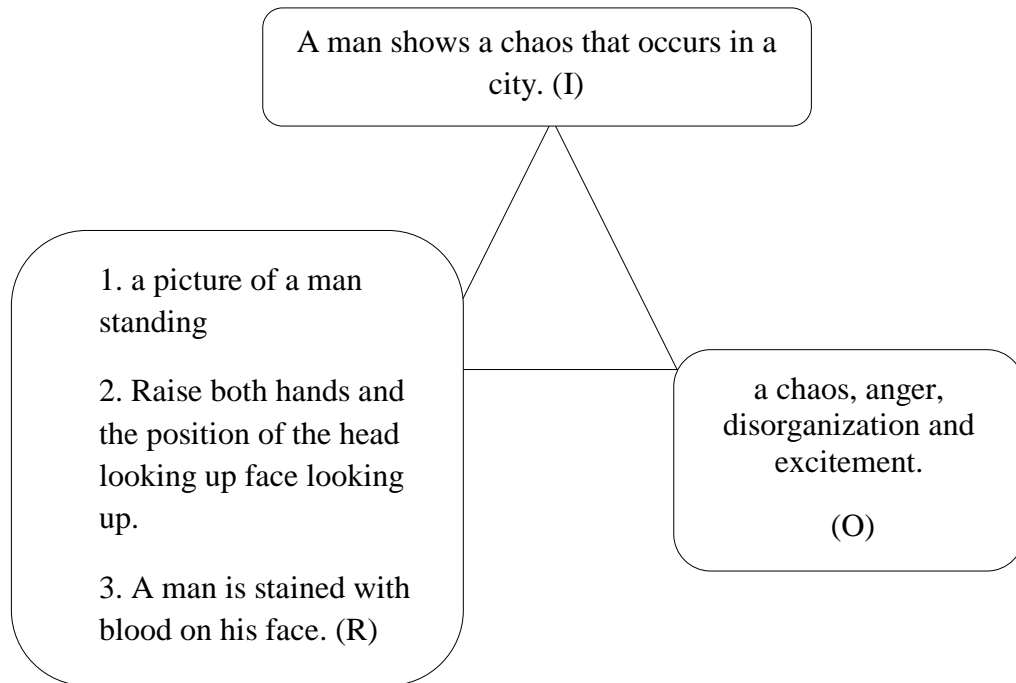


Diagram 7. Icon's Joker of Data 4

The next is to identify the symbols in 4D data. It has been told beforehand that the sign was made by the convention context. That means the symbol is a sign of language. In other words, symbols are verbal languages that exist in the text. The symbol in this data is JOKER. The written language is a representamen (R) that acts as the actor, character, and star (O). Then, the relationship between the representamen and the object produces the interpreter (I). The interpretation resulting from the semiosis process will be discussed as follows:

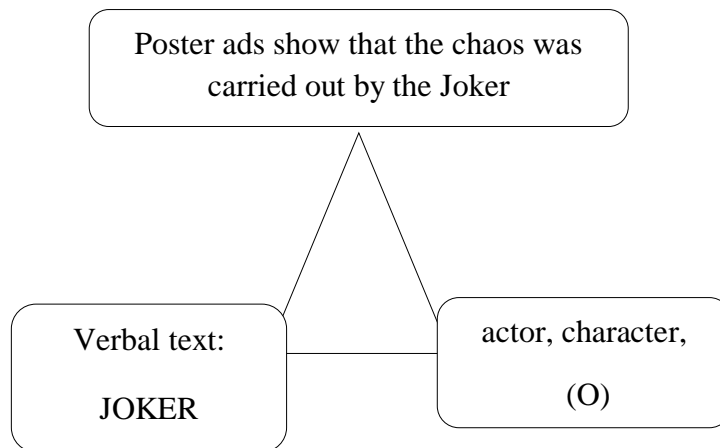


Diagram 8.Symbol's Joker Data 4

In addition, the symbols revealed in the 4D data are the words 'IMAX' and 'OCTOBER 4'. The object of the word IMAX is Image Maximum, cinema. This means a film projection which has the ability to display images whose size and resolution is greater than other conventional films.

Next, the word 'OCTOBER 4'. This is a representation of a symbolic form. The objects of this representamen are time, day, date, and month. While the results of representamen and objects are interpreters, that is, the meaning shows that the time of the film to be released and displayed in the cinema is on the 4th of October.

Then, Index. An index is the closeness of existence between signs and objects. Then the index from this 4D data is the Joker who is known as a frightening man, causing chaos causing the atmosphere in the city to crumble, fall apart and catch fire.

Next is the conclusion of the above process of semiosis to get the meaning of this ad. From what the researchers have done, this ad sent a message or meaning that this advertisement poster showed one of the events that would occur in the Joker movie story, that the incident showed that there was chaos caused by the actions of a Joker.

Poster 5



Joker Data 5

This is the advertisement chosen from Movieart. This poster shows a man with one hand raised. The face was covered in blood and his head looked up. This poster ad contains pictures (icons) and text (symbols). In this data, the researcher observes the first icon, then the symbol. In this data, there is a picture of a man acting as a Joker wearing a clown, and one

of his hands raised (iconic). In this poster, there is also a picture of a man covered in blood on his face (icon), and the image of his head looking up (icon).

Furthermore, in the process of semiosis, the picture mentioned above is a representamen (R), who acts as an actor from the Joker movie, he showings a grim face (O). The relation between representamen and object produces the interpreter, the interpretation of the interpreter through the process of semiosis is:

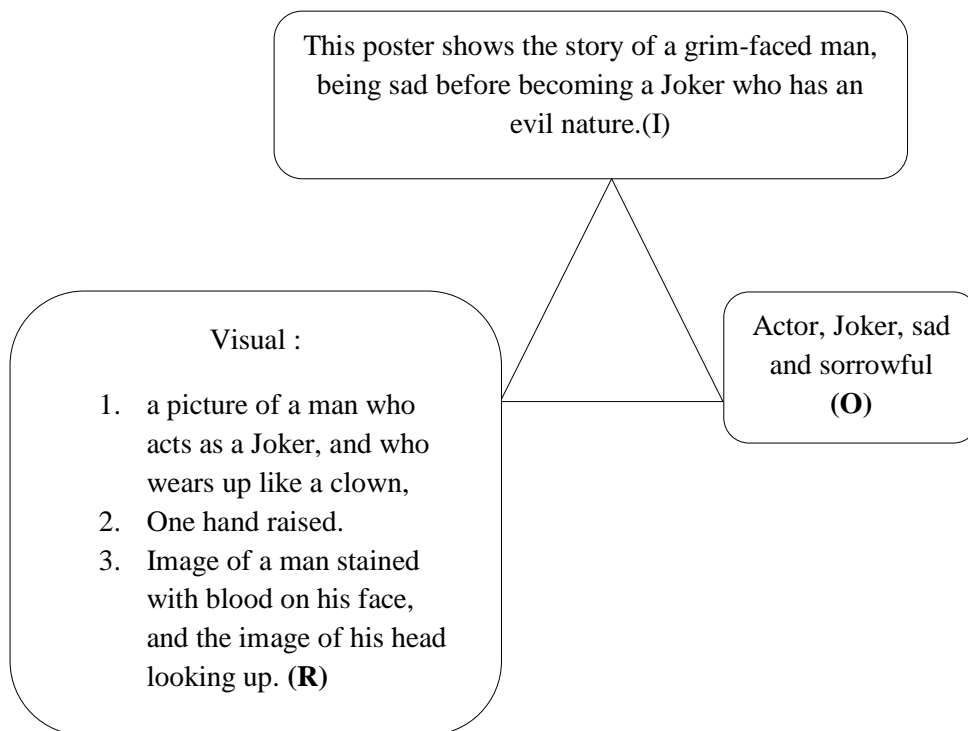


Diagram 9.Icon's Joker of Data 5

Next is analyzing the symbols in the data picture 5, as explained in the previous semiosis process, the researcher found the symbol that is the

written language (verbal text) that is on this poster. The symbol in this ad is the text 'PUT ON A HAPPY FACE' (R), this written language acts as to make a happy face, smiling, happy. Then the word 'JOAQUIN PHOENIX' is as a representative as an actor, actor, Joker. Furthermore, the word 'OCTOBER 4' is a symbol of a verbal advertisement poster, the object of the word is the time, date, month, and time the Joker film was released.

Furthermore, the word 'DC', is a symbol in the form of a word or verbal text, which represents the object as Detective Comic and publisher. Of all the above mentioned represent Representatives and objects of this ad Joker poster. Furthermore, the relationship between the representamen and the object produces the interpreter (I), and the process of semiosis is as follows :

This poster shows that Joaquin Phoenix is an actor who acts as a Joker, and tells a Joker who has a sad and gloomy face but the Joker still shows his happy face to others. This poster also provides information that the film's story will be released on 4 October. And DC is Detective Comic as a film publisher.(I)

Verbal text::

1. 'PUT ON A HAPPY FACE'
2. 'JOAQUIN PHOENIX'
3. 'OCTOBOR 4'
4. DC
(R)

1. Happy, smiling.
2. Actor, Joker
3. Time, date, month, time of release of the film.
4. Detective comic, publisher. (O)

Diagram 10. Symbol's Joker of Data 5

Index is a sign that has an existential between the representamen and the object. Then, the Index of a sign in data Picture 5 is a face representation stained with blood which makes Joaquin Phoenix feel gloomy and sad, and he changes himself as a scary Joker and makes him happy.

The last is the conclusion, from the semiosis process described above the researcher found an interpretation of the meaning or message of poster 5 that the advertising poster informed on the 4th October the Joker film will be released, to attract the attention of consumers. This poster is displayed with a Joker expression that is grim and sad.

Poster 6



Joker data 6

The researcher takes joker poster sixth data from.bhmpics.com, a collection of joker-posters on wab, this poster shows a simple man, a man wearing a shirt and wearing a black jacket (icon). In this data there is a picture of a man with dark hair, with a straight, wavy model, also has bangs. A man who has a sad expression with additional doodles to reveal a smiling face, but has many thoughts in his brain. The symbol in this poster is in the form of written language, with the words 'Hahaha' filling the background of the poster. The color of the picture is Black with a white background, and also color red on writing. This poster is an icon and also a representative (R) of the semiosis process..

The process of semiosis here is a picture of a man looking at the front face with a sad expression with additional strokes making it appear as if the expression is a smile (R), which means sad, confused and wondering about his condition (O). representations and objects have a relationship with each other, where both processes mutually reinforce the emergence of Interpretation. The interpretation process in the triadic model is as follows:

A man who has a sad expression with additional graffiti on his mouth to show a smiling face who gets non-physical violence, the people around him laugh at his situation (I)

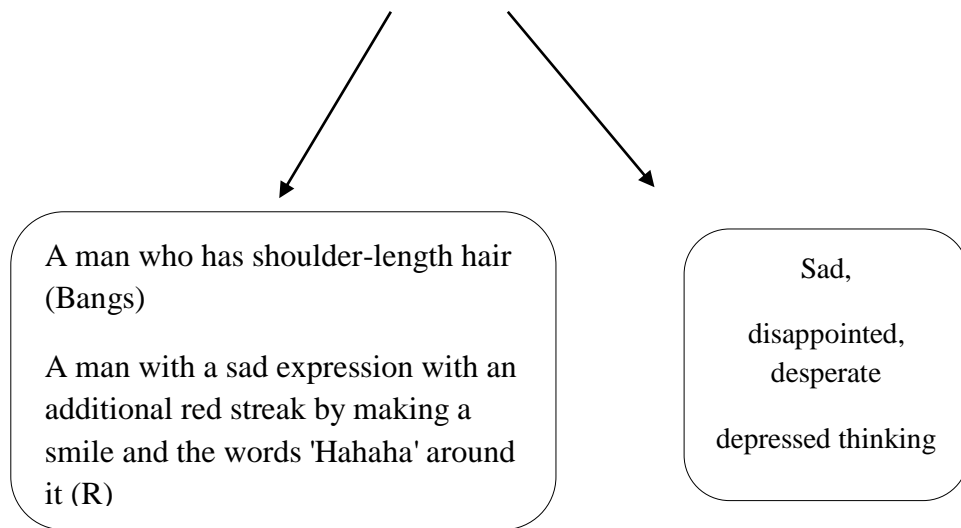


Diagram 11. Icon's Joker of Data 6

Next, the researcher will analyze and identify symbols in the sixth data. The symbol in this sixth data is a written language symbol, the writing in the data is the word 'HAHAHA' which fills all the poster backgrounds. According to the theory used by the author, the word 'HaHAHA' is called representation, then the written language symbol data contained in this data are 'Joaquin Phoenix', 'Joker', 'Put on a happy face', 'October 4', they are language symbols. write which is the representation (R).

Joaquin Phoenix is the name of an actor in Joker film. On the poster there is a picture of a joker as actor, sad expression, which is often laughed at by the public but he can laugh out loud, because he has a brain disorder, gets unfair treatment by his environment and gets discrimination (I).

Poster 7



Joker data 7

The joker poster in the seventh data shows one of the characters in the film scene. This poster contains visual and verbal signs. In the visual sign, there is a man wearing a red shirt and trousers, on the chest of the person there is a combination of yellow and green near his neck. On the face of a man using make-up like a clown that shows the face of a killer. Then around Joaquin Phoenix there are many clown skull heads. Joaquin Phoenix's position is above the pile of skull heads, Joaquin Phoenix's expression shows happiness, his face is facing forward with his head raised.

Furthermore, the symbols in the form of verbal text in the seven data are in the form of the words '*Joaquin Phoenix*', '*Joker*', '*a Todd Phillips film*', '*October 4*', and '*we are clowns*', according to theory, they are words or verbal texts that are part of the representation of the sign. The

object of the verbal text is Joaquin Phoenix as a film actor, joker is the title of a film, a Todd Phillips film is the director of the joker film, then 'October 4' is the show date in all cinemas in the United States. Then the two have a relationship so that an interpretation of the meaning of representation and object emerges. The interpretation resulting from the semiosis process will be discussed as follows:

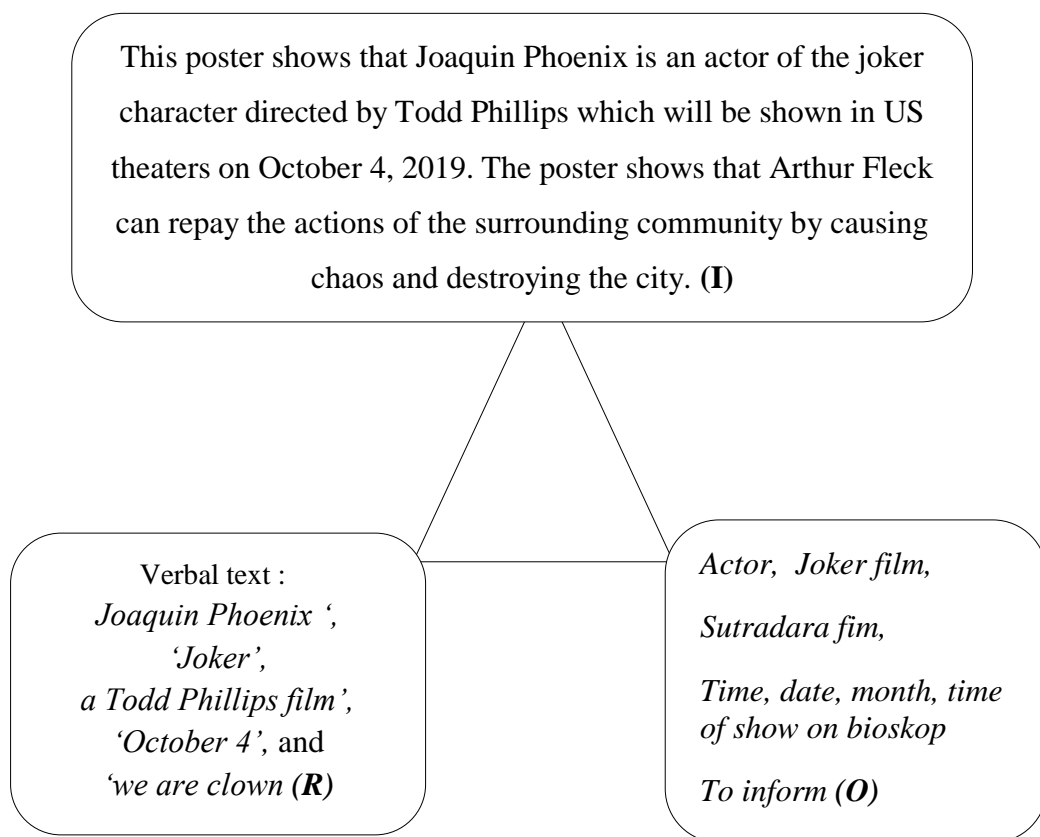


Diagram 12.Icon's Joker of Data 7

An index is a sign that has an existential relationship between the representen and the object. Then, the index sign on the seventh data poster is a representation of Joquin Phoenix who has a happy face and shows that he can repay all the treatment that has been done before by society by making the city of Gotham chaotic.

Then, the semiosis process described above, the researcher finds an interpretation of the seventh poster's meaning or message that the advertising poster informs that on October 4, the Joker film will be released in the United States which will be directed by Todd Phillips and Joaquin Phoenix. And then the poster shows a joker who is happy.

Poster 8



Joker data 8

This eighth joker poster shows all the actors in the Joker film. In this poster, several visual signs appear, including a picture of Joaquin Phoenix standing with his hands out happily. There is an image of an old woman staring at something seriously, then a photo of a man wearing a suit and tie. A woman wearing a sling bag stares ahead.

In another picture there is a burning car there are three men running. And also there are other people standing holding a sign with the words '*everything must go*' looking like a clown. Some of the images that have been mentioned in the theory that researchers use, these images are the Representation category of semiotic of sign.

Next, verbal text which is a form of semiotic sign itself is in the form of words '*Applause*', '*Everything must go*', '*live! With Murray Franklin*', and the last word '*Joker*'. All verbal texts are representations of the joker poster. The object of '*Applause*' is a public cheer that supports the joker in carrying out his bad actions. '*Everything must go*' has the meaning of a demonstrator dressed as a clown asking the people around to leave the place.

Next is the meaning of the verbal text '*live! With Murray Franklin*' the incident that occurred will be broadcast live with Robert De Niro, an employee of Murray Franklin. Then in the Joker text this is a verbal text that shows the actor of joker. The meaning of the interpretation between the Representation and Object relations above can be concluded that this

eighth poster shows each of the actors in this joker film. At a time when the city of Gotham was in chaos.

Poster 9



Joker data 9

Next, the researcher will analyze the semiotic signs on the joker poster in this ninth data. Like the analysis on some of the previous Joker posters. On this poster there are several visual signs in the form of a man who looks like a clown (R), the face of a man shows a face full of eyes and focuses, scary. On the Nine data poster here there is also a clown lying on the ground, a man who looks like a clown is holding his stomach like he is in pain, around him are several pieces of boards.

Then the verbal text on the poster is: 'All I have are negative thoughts', *'I used to think that my life was a tragedy but now i realized it's a comedy'*, *'The facts it just me or is it something crazier in there'*,

'Joker', and 'I should've laugh but cry', all the verbal texts mentioned above are representations of symbols. Object of representation is 'All I have are negative thoughts' All I have are negative thoughts' are what is in his mind are things that are not good, consider useless, riot and so on.

The facts it just me or is it something crazier in there verbal text this is a symbol of a riot maker, a troublemaker, someone who can do things that are not fair. Then, the verbal text 'Joker' has an object in the form of a clown character. Furthermore, the verbal text 'Joker' has an object in the form of a clown character. 'I should've laugh but cry' the object of the word is a sadness, gloomy, not in accordance with reality. Then the relationship between representation and object becomes an interpretation in the semiosis process as follows:

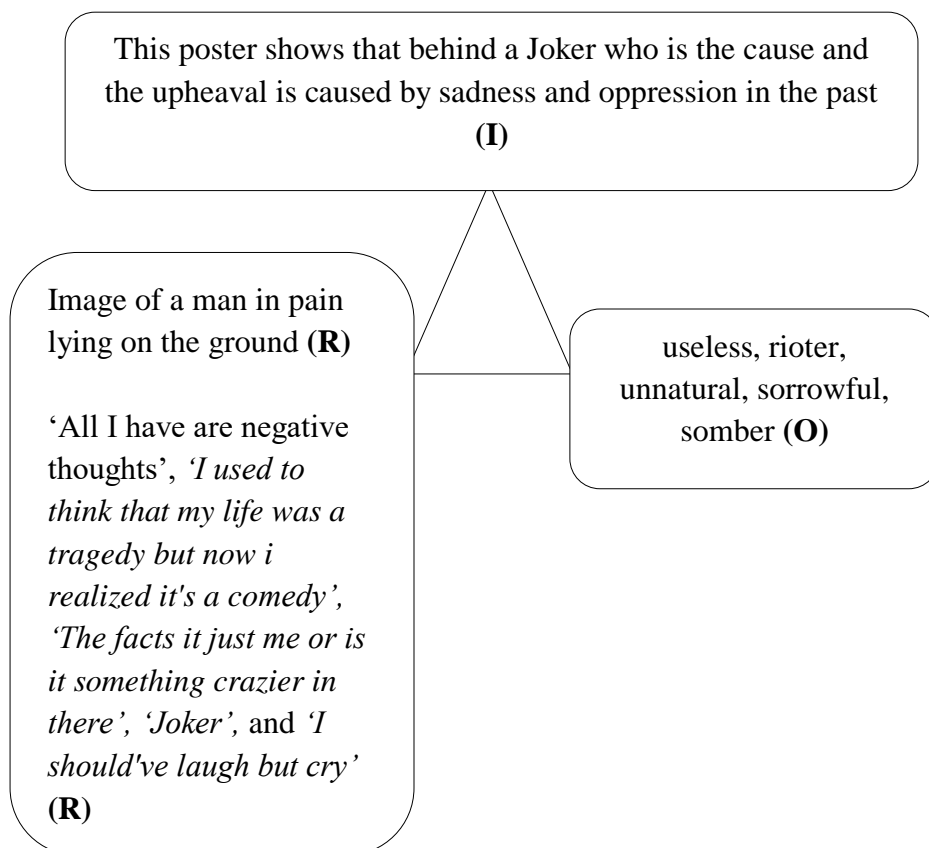


Diagram 13. Icon's Joker of Data 9

Furthermore, the results of the semiosis process above show the meaning contained in the poster, that before Joaquin Phoenix became a joker who caused a lot of trouble and commotion in the city, all of this was due to past events that happened to him. There is a picture of a clown lying on the ground which is a testament to the violence that befell him.

He was in pain by holding the stomach. Then in addition to supporting the message of this poster, there is a lot of text on the poster that shows all the events he experienced were a tragedy as a joke, but what he felt was sadness, turmoil, gloom and a dark life.

Poster 10



Joker data 10

The researcher took this data from an internet postercim.net, a poster advertisement is being sold, this poster is owned by an online shop in Turkey. This poster shows the parts of a joker's face. In this poster the writer found several signs. This sign is in the form of visual (image) and verbal text. This part of the poster shows half of the face showing only the forehead, a forehead has drawn fake eyebrows which are red and blue underneath, he has black and white hair(R), the object in the representation shows a killer, a criminal, and an adult.

Then there are the same three images, namely the red nose and mouth lined up and down (R), the objects in the representation of the face and nose show an ambitious person, getting a target, seeing a target, a murderer with a vicious expression (O). In the last picture, in the form of a mouth pulled back, you can see the teeth in the upper jaw, a man wearing a tie and wearing a suit showing a hunting expression. The index in this image is black on the background (R), black means evil, dark, killer (O).

From several representations and objects that the author has obtained, representations and objects have a relationship so that they get a meaning called interpretation which will be explained in the following semiosis process:

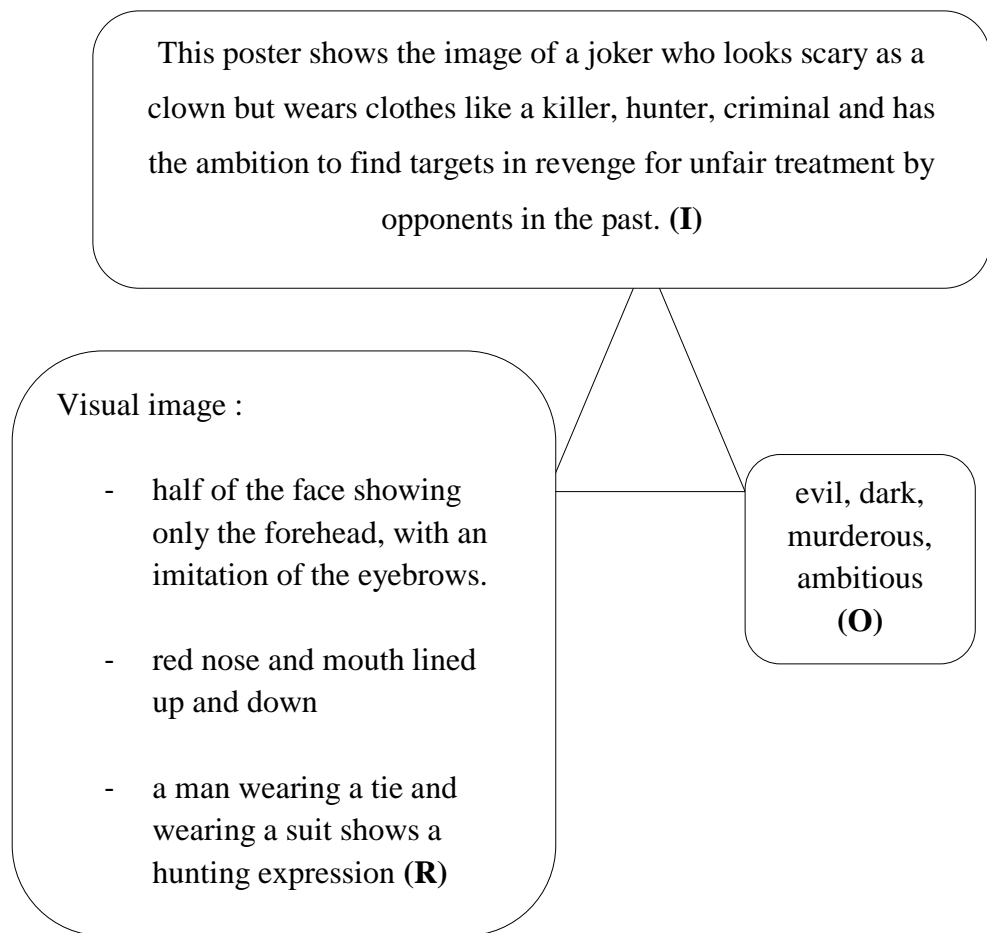


Diagram 14. Icon's Joker of Data 10

Furthermore, the results of the semiosis process above show that representations and objects are interrelated and have meaning, where the expression of this last poster shows that in the Joker film story, a main character has an antagonistic character, showing the story of a clown not to entertain like an ordinary clown, but this clown shows a joker. who is evil, has an ambition to kill someone he is looking for. In the poster's expression it is very clear in detail how very dangerous he is.

B. Discussion

After the data is found and analyzed on the ten poster advertisements, the discussion of the findings above is important to answer the research questions in the first chapter. Based on the findings in the previous sub, the data analysis findings show that the semiotic process known as the Triadic model revealed by Pierce helped to find the type of sign on the poster.

According to Pierce semiotic is a sign of logic because Pierce is an American philosopher of logic and mathematics. Based on Pierce's semiotic logic is the study of how the researcher thinks using signs, the signs that allow researchers to think that there is a relationship between people and something, something and else and gives meaning to physical/natural appearance (Sobur, 2001).

The study of signs on pierce theory is known as semiosis. Semiosis is the process of relations between representamen and objects that produce interpretants. In another sense, according to Pierce analyzed the sign known as the Triadic Model consisting of representamen, objects, and interpretants. The three elements are interconnected in search of meaning. Based on the object Pierce divides the sign into 3, namely icons, indexes, and symbols.

At this point, the researcher provides two sub-categories of discussion based on the findings. This researcher has two research problems, first the type of semiotic sign that is already on the poster, and

the second the semiotic analysis which contains the meaning of interpretation in the Joker poster advertisement. This research was analyzed using Charles Sanders Peirce's Triadic Model.

Based on the findings in the previous sub, it shows that the types of signs that exist on the Joker poster are in the form of icons, indexes, and symbols. In the semiotic sign icon found in the form of non-verbal, while in the semiotic sign symbol that is found in the form of verbal text / written language, and for the type of sign in the index category that is something related to the object, such as the color or clothes worn.

The researcher found a significant relationship between representamen, objects, and interpreters in the form of icon, index, and symbol to get the meaning conveyed on the poster. Examples of the existing icon in data poster joker 1, data icon poster joker 1 shows that a picture of a man seen holding a picture "KILL THE RICH" (Representamen), which shows an object that is Crime, murder, and extreme. To find the meaning or interpretation between Representamen and Object, it results in Interpretation: the meaning of the Icon on the Joker poster shows a psychopathic man who is anti-cultural with rich people.

From the types of sign and meanings that have been found by researcher, Peirce's triadic model has a significant relationship of meaning. Between sign and object have meaning related to something else. The Joker poster advertisement invites readers to enjoy a film that will be

shown in theaters on October 4, on the ten posters that have been analyzed by researchers it shows that the Joker poster tells about the character of Joaquin Phoenix, a party clown turned killer. Joaquin Phoenix is a poor man, he works as an entertainer clown, because there are certain people who treat him unfairly by the people of the city, he turns into a troublemaker and a killer who looks like a clown. The verbal text on the joker poster shows that the Joker (Joaquin Phoenix) has an immoral attitude, even looking at the movie poster, the Joker is a simple man who becomes a killer.

In this study, the researcher found sign elements in the form of interpretation, objects and representations that are interconnected to get a meaning. The researcher found semiotic signs in the form of verbal and visual signs on the posters. the Researcher analyzed ten posters from several different websites. ten posters show that the joker is a criminal, and a killer, the joker is also a troublemaker in a city. The similarity between present study and the previous study is the researcher analyzed semiotic signs on several Joker posters (in 2019) using the Pierce triadic model approach. Researcher also found types of signs in the form of visual and verbal text. As for what makes this study different, namely the objects used by researcher as material for analysis, the present study used ten Joker posters from different websites and publishers, while the previous study used four film posters from different year series. These findings strengthen the theory used, that Pierce's theory has a comprehensive idea,

a structural description of all marking systems. Pierce identified the basic particles of the sign and recombined all the components in a single structure, thus obtaining the meaning of the sign being sought, such as the relationship between Representation, object and Interpretation.

CHAPTER IV

CONCLUSION AND SUGGESION

After analyzing and interpreting the data, the researcher presents the conclusion and suggestion in this chapter. The researcher concludes the point of the whole of this study. The researcher also gives the suggestion for the next researchers who are interested to this topic.

A. Conclusion

In this study, researcher found semiotic signs that exist in poster advertisements, namely, icons, symbols, and indexes. Based on the triadic analysis model the researcher found the number of icons found in data *poster joker 1* amounted to three icons, two indexes, and seven symbols. Then, in data *poster joker 2* researcher finds two icons and five symbols. For the data *poster joker 3* the researcher finds an icon in poster 3, then three indexes and eight symbols. Furthermore, the number of icons found in *poster joker 4* data is three icons, one index, and three symbols. Finally, the researcher found three icons in the data *poster joker 5* and four symbols.

Next, the number of icons on the sixth joker poster is one icon and symbol. The seventh symbol joker poster has a total of 5 symbols and four indices. Then on the eighth poster data the researchers found only four symbols. While the data for the ninth joker poster consists of icon one and symbol 4, then symbol one, icon one, and index 2 in the last poster data.

Based on the analysis that has been done, it can be concluded that the Joker poster is one of the famous movies in 2019 that uses signs on its an advertisement to attract people's attention to buy the product. The researchers used ten posters as objects of analysis. Pierce's semiotics approach is used to examine the signs of each poster advertisement which is mostly constructed in the form of images by combining text.

In analyzing this poster advertisement, the process of semiosis starts from the representamen. Representamen are signs themselves which can be written images or language. After that, the process continues to the next step by determining the object. The object is the intended thing. Then the relationship between the representation and the object produces the interpretant. Interpretation is the interpretation of the researcher produced by a combination of representations and objects. The semiosis process is used to reveal hidden messages in ten poster advertisements. The advertisements have an implied message about some product information.

The analysis of ten posters in this study shows that semiotic signs have a relationship of meaning and appearance of messages in Poster advertising. Here are some meanings conveyed in each poster:

Poster joker 1 Shows the appearance of the Joker gives you a picture that the story in the Joker movie has a crime. Joker's film tells about the killing against the rich. *Poster joker 2* shows the Meaning of the Interpretation of the story in the Joker film, Joaquin Phoenix, who became an actor as the Joker in this film, where some of the stories explain the

dark and sad life he will experience, but he enjoyed his life happily in his own way. This poster ad also provides information that the film will be aired on October 4th.

Poster joker 3 shows that this advertisement is to provide information that on October 4 a masterpiece will be played by a professional actor with a bold story. and explosive, a Joaquin Phoenix plays the Joker story with ideas and saunters towards anarchy.

Then, *poster joker 4* This poster provides information that in October there will be a screening of the best film. An amazing event that aroused the emotional like Joaquin Phoenix to avenge that was underestimated his ability. Then, *poster joker 5* this advertisement sends a message or meaning that this ad poster shows one of the events that will occur in the Joker film story, that the event shows that there is chaos caused by the actions of a Joker. The last, interpretation of the meaning or message of poster 5 that the advertisement poster informs on October 4 that the Joker film will be released, to attract the attention readers, it is displayed with Joker's expression being grim and sad.

Next, the sixth joker poster data shows that a simple Arthur Fleck, shows a sad face who is looking for identity. In a sad condition Arthur Fleck thinks about the fate of his life and in this sixth data poster Arthur Fleck seems to be laughed at by the public. The seventh data poster is a joker sitting on a pile of clown skull heads, showing that he is proud of all the chaos and crimes he has done. This argument is also reinforced by the

verbal text printed on the poster “we are clowns”. in the verbal text it emphasizes that a clown is not to be laughed at but they can also laugh at people who have made it unfair and proud to be a killer. Next, the eighth poster data contains several actors in the Joker film (2019), there are several actor photos, an illustration of one of the scene designs that tells the story of the Joker film. Some of the verbal text listed on the poster shows an event in the Joker film (2019), the verbal text is in the form of "everything must go". making people in the Ghoutam city feel anxious and run for a safer place.

In ninth data poster, it happened that at first a Joker (Arthur Fleck) who was doing his profession as a clown whose job was to hold signs on the streets made him bullied, even sprawled in an alley. Arthur Fleck seems accustomed to being treated unfairly by his surroundings, from this incident Arthur Fleck plans to change his destiny by becoming a killer because he wants to avenge all the actions that were unfair to him. The last data of the tenth Joker provides a detailed image, starting from the top of the face covering the forehead, eyebrows and position of the mouth accompanied by a sadistic expressions. Based on the poster, it shows that the joker (Arthur Fleck) has an antagonistic nature, he also has a very sharp outlook and a sense of wanting to avenge the treatment he has done in the past.

From the types of signs and meanings found by the researcher, it can be concluded that the signs have a relationship of meaning with

something else. The Joker poster ad invited readers to enjoy the film work which will be shown in theaters on October 4th.

B. Suggestion

The limitation in this study is that the amount of data used is not large enough that it cannot be used as a comparison. The researcher only took data on the latest Joker film posters and did not include the Joker film posters in previous years because the researcher only focused on analyzing the signs and meaning on the Joker film posters. The researcher took several movie posters from different websites and public media so that the posters used were not comparative and could not be generalized from the research findings.

Given the limitations of the research, there are several suggestions that can be given, how to respond and digest the reality constructed by the mass media, especially films that contain acts of murder, persecution and suggestions for further researchers, as follows:

Maturity is needed for the people watching in responding to the effects of the Joker film. For film producers, they should be able to present films that contain more positive learning and with even more interesting stories. The future researchers are expected to be able to raise and examine similar study phenomena but in different contexts.

It is recommended for a researcher who wants to analyze semiotic signs using same theory but using different data or posters, as a

comparison of the findings that have been studied. And Further researchers be able to use other media to analyze semiotics. Not only posters, but also other media; such as event billboards, political party banners, or even other types of advertisements. This diversity be able to provide a deeper understanding of signs or semiotics, and also provide a variety of research in universities.

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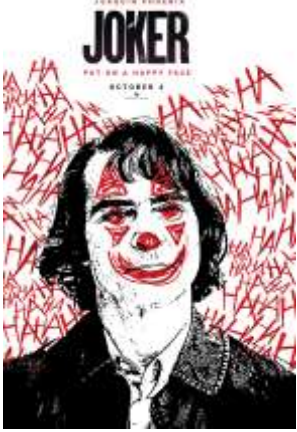






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APPENDIX

	DATA SOURCE	CODE	PUBLISHER	SOURCE
		<p><i>POSTER DATA JOKER 1st</i></p>	<p>Deviant art</p>	<p>https://www.deviantart.com/hydrate3/art/Joker-Movie-Poster-1-765406994.</p>
2		<p><i>POSTER DATA JOKER 2nd</i></p>	<p>RJArtworks</p>	<p>https://twitter.com/posterspy/status/1172193335622144001</p> <p>12:00 AM · Sep 13, 2019</p>

3		<p><i>POSTER DATA JOKER 3th</i></p>	<p>Todd Phillips</p>	<p>https://www.instagram.com/toddphillips1hl=en</p>
4		<p><i>POSTER DATA JOKER 4th</i></p>	<p>DC Films</p>	<p>https://twitter.com/dcfunit/status/1174033949431123971</p>
5		<p><i>POSTER DATA JOKER 5th</i></p>	<p>Movieart</p>	<p>https://www.movieart.com</p>

6		<p>POSTER DATA JOKER 6th</p>	<p>BHM PCS</p>	<p>https://www.bhmpics.com/</p>
7		<p>POSTER DATA JOKER 7th</p>	<p>BHM PCS</p>	<p>https://www.bhmpics.com/</p>
8		<p>POSTER DATA JOKER 8th</p>	<p>BHM PCS</p>	<p>https://www.bhmpics.com/</p>

9	 <p data-bbox="523 779 612 808">PosterCim.Net</p>	<p data-bbox="783 443 932 562"><i>POSTER DATA JOKER 9th</i></p>	<p data-bbox="975 443 1150 472">Postercim.Net</p>	<p data-bbox="1187 376 1315 663">https://postercim.net/urun/joker-2019-movie-poster/</p>
10	 <p data-bbox="520 1279 603 1308">PosterCim.Net</p>	<p data-bbox="783 985 906 1144"><i>POSTER DATA JOKER 10th</i></p>	<p data-bbox="975 985 1150 1014">Postercim.Net</p>	<p data-bbox="1187 916 1315 1202">https://postercim.net/urun/joker-2019-movie-poster/</p>