

CHAPTER I

INTRODUCTION

This chapter provides the background of the study, problems of the study and the objectives of the study, and the definition of key terms.

1.1 Background of the Study

Human as a social creature has an ability to communicate and interact to each other in a society in order to transmit any information, news, ideas and their feelings. According to Barelson and Steiner in their book entitled *Human Behavior* (1964, p.254), communication is the process of transmitting information, ideas, emotions, skills using symbols, words, pictures, figures, graphs, and so forth. Communication is essentially a process of explaining who is saying, saying what, in which channel, to whom, and with what effect (Lasswell, in Fiske, 2012, p.50).

In the process of communication, human generally talks and interacts with other to reveal their idea using a language. The existence of using language for communication nowadays is done in several ways. It can be done in verbal and nonverbal communication. In communicating, there must be a message that is transferred from sender to receiver either in spoken or written. This process is called as verbal communication. Meanwhile, a nonverbal communication is usually understood as the process of communication through sending and receiving wordless message. It can be communicated through gesture, body language, facial expression, eye contact, symbols, pictures, graphics, intonation,

emotion, speaking style and so forth. Such message is dealing with the production of signs and symbols. The study of the signs around us is called Semiotic.

Through his book, *Semiotic the Basic*, Chandler (2007, p.4), declares that we live in a world of signs and we have no way of understanding anything except through signs and the codes into which they organized. Every signs has its own concept, but not everyone have the same concept with any reasons they believed about what the signs actually refer to. Therefore, people can have misunderstanding while doing a communication. Moreover, in making the process of communication communicative and informative, the knowledge of semiotic study is needed to avoid the ambiguities that probably happen between the concepts of signs emerge around us. It needs a limit to interpret those hidden concepts behind the signs related in a semiotic analysis.

The philosopher Charles Sanders Peirce states that a study which he called semeiotic (or semiotic) was the formal doctrine of signs, which was closely related to logic (Peirce in Chandler, 2007, p.3). It concerns with everything that can be taken as a sign (Eco in Chandler 2007, p.2). Ferdinand de Saussure, the Swiss linguist, declares that semiotic is a science which studies the role of signs as part of social life. His signified is not to be identified directly with such a referent but is a concept in the mind, not a thing but the notion of a thing (Saussure in Chandler 2007, p.16). Therefore, the signs can also be visual signs like drawings, paintings, photographs, posters, movies, words, body languages and so on.

This research is concerned with movie posters. A movie poster is a poster used to advertise a movie. It normally contains visual and verbal signs.

There are images with text that supported each other to reflect the main idea of the story. It includes the title of the movie, the tagline, the pictures, names of the main actors and director, the release date and so forth. Those elements are used to show the viewer about what approximately happen along the story. Since semiotic is the study of signs, then it will be proper if it is used to analyze movie posters.

A movie poster can be included as a form of advertisement.

Advertisement is a specific message constructed to inform, persuade, promote, or motivate people on behalf of a brand or social cause. He also states that a poster is included as one of advertisement media (Landa, 2004, p.40). Therefore in releasing a movie, the production houses often publish more than one poster that vary in size and content for various domestic and international markets in order to attract people to watch their movie. The audience can get the message simply only by looking at the movie posters that the movie maker wants to show. People usually take a look at the movie posters first before deciding which movie they are going to watch. From the design, the image, the title of the movie, the tagline, the names of actors and director and other information provided on the movie poster can inform the audience about what actually the main story of the movie is.

The movie posters that the researcher use as the object of this research belong to *The Help*, a 2011 American drama movie adaptation of the novel in the same name, *The Help* (2009) by Kathryn Stockett. This movie is directed by Tate Taylor and produced by *DreamWorks Studios* and distributed by *Disney's Touchstone Pictures* label. *The Help* movie posters are chosen as the main object of this research because this sensational movie was nominated for over 102

awards and won 41 of those awards and became one of the nine movies nominated for Best Picture category in Academy Awards. Octavia Spencer, one of the casts of this movie also won the category of Academy Awards' Best Actress in a Supporting Role (<http://www.thehelpmovie.com>)

Moreover, the peculiarity in this movie is the theme of the story itself.

The theme is sensational and completely different from other American drama movies in general. Since it is a popular movie and tells about racism between white people (American) and black people (African-American) during Civil Rights in America in the late of 1960's, it must be important to find out the hidden meaning related to the signs through semiotic approaches by using denotation and connotation theories by Roland Barthes (1972) and how to bring them into a myth that people believe as a racism issue.

The researcher also hopes that this research gives new knowledge in semiotic field, especially about myth pictured in movie posters as a form of advertisement, and also can give positive contribution as the reference to the next researchers especially those who want to conduct the similar study. From the reasons above, the researcher finally uses the title in this research as **"A Semiotic Analysis on *The Help* Movie Posters"**.

1.2 Problems of the Study

1. What are the denotative signs found in *The Help* movie posters?
2. What are the connotative signs found in *The Help* movie posters?
3. What are the myths built in *The Help* movie posters?

1.3 Objectives of the Study

1. To know what the denotative signs found in *The Help* movie posters.
2. To know what the connotative signs found in *The Help* movie posters.
3. To describe what myths built in *The Help* movie posters.

1.4 Definition of Key Terms

1. **Semiotic** : Semiotic is concerned with everything that can be taken as a sign (Eco 1967, p.7)
2. **Sign** : It is a mark or symbol used to represent something (Oxford Dictionary)
3. **Denotation** : A meaning which tends to be described as the definitional, literal, obvious or commonsense meaning of a sign. (Chandler 2007, p. 137)
4. **Connotation** : All meaning aspects which are related to the feeling, emotion, cultural values, and ideology (Piliang 2010, p.17)
5. **Myth** : A speech that includes every symbol which conveys meaning. (Barthes, 1973, p.107).
6. **Movie Poster** : Movie poster is a form of commercial advertisement to sell or promote a movie.
7. **The Help Movie** : A 2011 American drama movie adapted from *The New York Times*' best seller novel in the same name, *The Help* by Kathryn Stockett. (<http://www.thehelpmovie.com>)

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter provides some reviews of related literature namely semiotics, sign, denotative and connotative, myth, movie posters, *The Help* movie, and previous studies.

2.1 Theoretical Framework

The theories that are reviewed in this sub chapter are semiotics, sign, denotative and connotative, myth, movie posters, and *The Help* movie.

2.1.1 Semiotics

Semiotics is a theory and study of signs and symbols, especially as elements of language or other systems of communication. In a semiotic sense, sign takes the form of words, images, sounds, gestures and objects. According to Todorov in Chandler (2007) Semiotic is the theory of signs or 'symbols' appear throughout the history of philosophy from ancient times onwards. It concerns with everything that can be taken as a sign (Eco in Chandler, 2007, p.7).

Saussure in his book entitled *Course in General Linguistics*, published in 1974 declares that semiotic is a science which studies the role of signs as part of social life. While according to the philosopher Charles Peirce, semeiotic (or semiotic) is the formal doctrine of signs, which was closely related to logic (Peirce in Chandler, 2007, p.3).

From those definitions, it can be concluded that semiotic is the study of signs. The concept of semiotic is shown by the relation between the signified and the signifier in transmitting the information or meaning which the signs are actually refers to. Thus, semiotic is considered as appropriate theory that can be applied in this reseach since the data is movie poster that contains verbal and visual elements. The element itself is called as a sign in semiotic study.

2.1.2 Sign

Signs take the form of words, images, sounds, odours, flavours, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. Nothing is a sign unless it is interpreted as a sign, declares Peirce in Chandler (2007, p.13). Saussure defines a sign as being composed of a signifier (*signifiant*) and a signified (*signifié*).

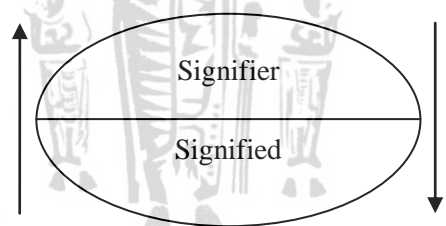


Figure 2.1. Saussure’s Model of Sign (Source: Chandler, 2007, p.14)

Contemporary commentators tend to describe the signifier as the form that the sign takes and the signified as the concept to which it refers. To make the constraint of these terms clearer, Saussure affirms the distinction among these terms:

A linguistic sign is not a link between a thing and a name, but between a concept [*signified*] and a sound pattern [*signifier*]. The sound pattern is

not actually a sound; for a sound is something physical. A sound pattern is the hearer's psychological impression of a sound, as given to him by the evidence of his senses. This sound pattern may be called a 'material' element only in that it is the representation of our sensory impressions. The sound pattern may thus be distinguished from the other element associated with it in a linguistic sign. This other element is generally of a more abstract kind: the concept. (Saussure in Chandler, 2007, p.14)

The signifier is now commonly interpreted as the material (or physical) form of the sign. It is something which can be seen, heard, touched, smelled or tasted which described as the external and perceptible part of the sign (Jakobson in Chandler, 2007, p.15).

In contrast to Saussure, Charles Sanders Peirce formulates his own model of the sign. He offers a triadic (three part) model, consisting of:

1. **The representamen:** something that represents something else. It can be said that representamen is the form of the sign itself, it could be in the shape of material or non-material. Some theorists call it 'sign vehicle'.
2. **An interpretant:** the sense or perception which comes to the mind when facing the sign vehicle.
3. **An object:** something beyond the sign to which it refers.

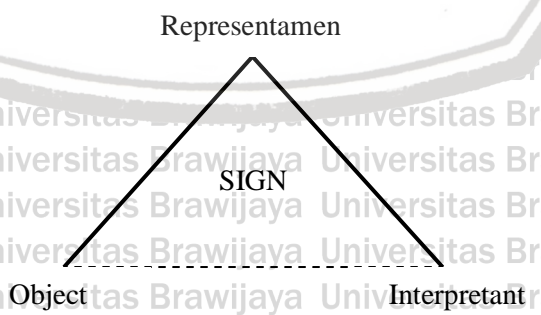


Figure 2.2. Peirce Semiotics Triangle (Source: Chandler, 2007, p.30)

To qualify as a sign, all three elements are essential. The sign is a unity of what is represented (the object), how it is represented (the representamen) and how it is interpreted (the interpretant).

According to definitions proposed above, signs can be a thing that can be accepted by our senses like the languages, codes, signals, symbols, photographs, sounds, body languages, and so forth. Sign is also contained in the movie posters, the data of this research, in the form of verbal and visual elements so that the theory sign is properly matched.

2.1.3 Denotation and Connotation

In semiotics, denotation and connotation are terms describing the relationship between the signifier and signified, and an analytic distinction is made between two types of signifieds, a denotative signified and a connotative signified.

In the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide (Chandler, 2007, p.137). For the art historian Erwin Panofsky, the denotation of a representational visual image is what all viewers from any culture and at any time would recognize the image as depicting (Panofsky in Chandler, 2007, p.138). Meanwhile, the term connotation is used to refer to the socio-cultural and personal associations like ideological and emotional of the sign (Chandler, 2007, p.138). Signs are more open to interpretation in their connotations than their denotations. Denotation is sometimes regarded as a digital code and connotations as an analogue code (Wilden in Chandler, 2007 p.138). Barthes argues that in photography, connotation can be analytically distinguished

from denotation (Barthes in Chandler, 2007, p.138). Fiske also states that denotation is what is photographed and connotation is how it is photographed (Fiske 2012, p.141).

Berthes in Chandler (2007) mentioned the connotation and denotation are included in terms of level of representation or levels on meaning. Carried on Hjelmsev study, Barthes created the order about how the signs work through the orders of signification.

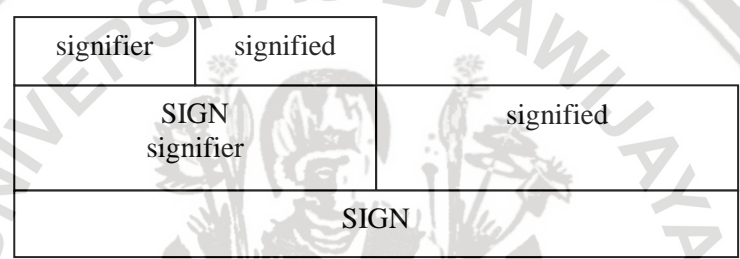


Figure 2.3. Orders of signification (Source: Chandler, 2007 p.40)

Barthes in Chandler (2007) also states that in the first level of the order of signification, there is a denotation sign which is consisted of a signifier and a signified. While in the second order of signification, connotation uses the denotative sign which consist of signifier and signified as its signifier and attaches to it an additional signified. In this framework, connotation is a sign which derives from the signifier of a denotative sign, so denotation leads to a chain of connotations. (Barthes in Chandler, 2007, p.140).

The function of denotation theory is used to analyze the surface elements in the poster so that the researcher can build the deeper meaning of that through

connotation theory. The theory is used not only to show the main idea of the story but also the real condition at that time.

2.1.4 Myth

Barthes in his essay, *Myth Today* (within the larger work entitled, *Mythologies*), 1972, defines myth as a speech that includes every symbol which conveys meaning. It can be a spoken or written text, and image, a design and even human actions. Myth is not only something that has association with old or traditional story from ancestor consist of fables with its heroes and gods which is inherited by a certain culture or society by a generation to other generation. However myths are the dominant ideologies of our time (Barthes, cited in Chandler, 1994). Myths produce signs, code or symbol, is not the same with popular use of the term 'myth' that refers to false belief, but in semiotics it can be considered as broadly metaphor. (Lakoff & Johnson, 1980, cited in Chandler, 1994). Further, Chandler (1994) says that myth can explain how the conceptual of a culture is organized.

Myth is not defined by the object of its message, but by the way in which it utters this message. Barthes ultimately concludes that a myth is figure of speech devoid of historical content that attempts to naturalize some ideology. Therefore any cultural product can be the subject of mythological analysis and review.

Barthes also states that myth is not confined to oral speech. It encompasses photography, films, reporting, shows, and publicity. Myth is a type of speech that is composed entirely of pre-fabricated speech patterns (Barthes, 1972, p.108).

In the framework of Barthesian cultural studies, myth, like connotation, can be seen as a higher order of signification. He uses the term second order signification in order to describe the way in which myth disguises its true intentions. By taking an already formed linguistic sign (composed of a signifier and a signified) and draining it of its meaning, he is able to form a system that is imbued with the myth-concept, in turn causing the formation of a second order of signification (Barthes, 1972, p.113).

2.1.4.1 Myth of Racism

In the relation with how to build the meaning behind the signs in *The Help* movie poster, myth here is dealing with the ideology that American people believe in the real condition in that time which round into the conceptual of culture in a society. Furthermore the theme of *The Help* movie itself is racism which was included as the product of myth of American in the late of 1960's. Racism according to William Rogers as the Director of *The Mississippi Historical Society* in his site www.brotherrogers.com is a serious problem in America, especially in Mississippi. The word of racism also conjures up many images, ranging from injustice toward minorities to unmerited claims for special treatment. In the relation of American culture in South America around 1960's, White (American) people claim to be sick of hearing it, and Black (African-American) people claim to be tired of experiencing it.

Rogers also add that the racism was formed because of its lack of historical perspective which was considered Black (African-American) people were morally and intellectually inferior to White (American) people. Black

(African-American) people also were not as smart as White (American) people.

Besides, Mississippi's population at that time was roughly 65 percent White

(American) people and 35 percent Black (African-American) people, such climate

of mistrust as the cause of Racism arose. Since racism is included as the myth of

American, the myth theory that is declared by Bathes is applied. The theory helps

the researcher to explain more the way myth pictured in the movie poster of *The*

Help.

2.1.5 The Meaning of Colour

Colour can be used in many different ways and for many different

purposes. A colour is a visual language that a designer uses to attract the eye and

focus attention on the intended messages in the work (Stone & Morioka in

Fagerholm, 2009, p.11). Every colour has its own meaning. The meaning of

colours used in this study are explained below:

1. Red

Red is one of the oldest colour names. It is the first to be seen in a

rainbow, and has the greatest emotional impact of all (Edith in Fagerholm, 2009,

p.12). The colour causes a chemical reaction in the body, which speeds up the

pulse, raises the blood pressure and causes the viewer to breathe more rapidly. For

this reason, red is thought of as the power of passion. In print or at sales counters

red colour is nearly impossible not to notice. It has an aggressive nature,

commanding attention and demanding action (Eiseman in Fagerholm, 2009, p.12).

Smith as a color expert and Chief Color Maven in his site

<http://www.sensationalcolor.com> states that this color can increase enthusiasm,

stimulate energy, and encourage action and confidence. Red is also a very political colour, which is often connected to communism.

2. Pink

Pink is youthful and feminine. Because of this very reason, it is a colour often favoured by the cosmetics industry. As the amount of red in pink increases, it becomes more vivid and youthful, and with lower amounts of red, it becomes more delicate and mature (Ambrose, G. & Harris in Fagerholm, 2009, p.12).

3. Yellow

Yellow is a colour that is often connected to fruits. Although contrary to the sour taste of lemon, yellow is considered to be a bright and happy colour. According to Smith, a color expert and Chief Color Maven in his site <http://www.sensationalcolor.com>, this bright color shines with optimism, enlightenment, and happiness. Bright yellows are equally cheerful, although more energetic and eye-catching than the paler yellows. It is an excellent colour to use at point of purchase or in displays because the eye sees highly reflective yellow before it notices any other colour (Eiseman in Fagerholm, 2009, p.13). This could be explained as the reason that gossip magazines often use yellow in their print or advertisement to get attention and stand out on the magazine stands. The use of yellow to catch the viewer's attention has been noted in many different contexts. This is mostly used for warning signs, to signify a possible danger. Yellow is a very versatile colour as it can represent many emotional states (Ambrose & Harris in Fagerholm, 2009, p.13).

4. Blue

Blue is often thought of as a calm and serene colour. There is some evidence that when blue enters our line of vision, the brain sends out chemical signals that work as a tranquilizer. For this reason, many hospitals new use blue on the surgeons, nurses and walls of the operating room (Eiseman in Fagerholm, 2009, p.14). Blue is also generally thought of as the colour of depression and sadness, illustrated in the common use of the word “feeling blue” to illustrate this specific state of mind.

5. Green

Green is often used to represent nature and purity, sometimes portrayed by green leaves and forests. It is a peaceful colour and can be used to create harmony. Deep greens are also identified with money and prestige. People feel secure and safe in its presence (Eiseman in Fagerholm, 2009, p.115).

6. Purple

Purple is a colour often connected with royalty and prosperity. Purple has been used to symbolize magic and mystery, as well as royalty. Purple has also been said to have a calming effect, used for example in meditation. It has the hot nature of red and the cool nature of blue, all in one. For this reason, purple is associated with imagination and inspiration. According to Ambrose and Harris in Fagerholm (2009), it can be used in a negative context to suggest cruelty and arrogance. Smith, a color expert and Chief Color Maven in his site <http://www.sensationalcolor.com> also add the color of purple in the U.S. military

Purple Heart award represents courage. The Purple Heart is awarded to members of the United States armed forces who have been wounded in action.

7. White

White is a pure and clean colour. It is often used in products involving health and hygiene. It is associated with purity, which is why, in the West, brides wear white dresses to convey the image of them as innocent and pure. In the East, however, white is recognized as the colour of mourning and is therefore associated with funerals and death (Ambrose & Harris in Fagerholm, 2009, p.16).

White provides a good contrast to strong colours, such as black and blue. It can be used in small amounts or large amounts without becoming too overpowering or overwhelming, a positive aspect of the colour. A negative point is that it is the colour associated with surrender and cowardliness as the symbol of surrender is a white flag.

8. Black

Black has an image of being conservative, sophisticated and powerful, yet at the same time sexy. Black can be seen as the most powerful, dramatic, elegant and expensive presence colour (Eiseman in Fagerholm, 2009, p.16). In western countries black is the colour we associate with mourning and death.

Although this image is strongly rooted, black is still used in design a lot, which takes away a bit from the image of it as a death colour, yet keeps its air of elegance and sophistication.

Color is existed in the movie poster so that the theory of color is needed to understand the meaning behind the color is. The color also supports the interpretation built in the movie poster.

2.1.6 Movie Poster

Movie poster is a form of commercial advertisement to sell or promote movies. It normally contains an image with text that reflects the main idea of the story. It includes the title of the movie, the tag line, the pictures, the names of the main actors and director, the release date and so forth.

Though a form of commercial advertisement, poster is collected for their aesthetic value and for the movie they advertise. Talking about movie poster as advertisement, it is actually a form of a message which is constructed by several of signs, so it will be proper if it is analyzed by semiotics approaches.

The verbal and visual signs found in the advertisement consist of signified and signifier which function as the elements to represent meanings.

Piliang, (2010) also concludes that signs and images that occur in the advertisement can influence the perception, understanding, and behaviour of a society to buy their product.

The data that are analyzed in this research are five posters of *The Help* movie. The posters chosen consist of two official posters and three reprint posters.

2.1.7 *The Help* Movie

The Help Movie is adapted from *the New York Times*' best seller novel by Kathryn Stockett comes to vivid life through the powerful performances of a phenomenal ensemble cast. Led by Emma Stone, Viola Davis, Octavia Spencer and Bryce Dallas Howard, *The Help* is an inspirational, courageous and empowering story about very different and extraordinary women in the 1960's in Jackson, Mississippi in South America who build an unlikely friendship within American woman named Eugenia Skeeter and two of African-American women named Aibileen Clark and Minny Jackson around a secret writing project, one that breaks society's rules and puts them all at risk during the Civil Right era. It filled with poignancy, humour and hope. *The Help* is a timeless, universal and triumphant story about the ability to create change in erase the discrimination of African-American people by American people. (<http://www.thehelpmovie.com>).

2.2 Previous Studies

Many researchers have conducted research by using semiotic study. One of them is Burty (2013) entitled "*A Semiotic Analysis on the Movie Posters of Harry Potter and the Deathly Hallows*". She explained about the signs behind movie poster by using Pierce's typology of sign theories using icon, symbol, and index. She also used connotative theory by Chandler to deliver the meaning behind the signs appears in the movie poster and related it with the story of the movie. Burty (2013) in her research has found that the signs were mostly found in *Harry Potter and the Deathly Hallows* movie poster is iconic sign, while indexical sign is found more often than symbolic sign. She also found the similarities

between seven movie posters of *Harry Potter and the Deathly Hallows*. She concludes that almost in all posters feature the red flakes that splattered around them.

Another research belongs to Kafitasari (2013). Her research entitled “A *Semiotic Study on Indonesian Drama Movie Posters under Religion Difference Theme*”. Like Burty (2013) did, she also analyzed the movie posters using Pierce’s typology includes icon, symbol and index and explained it specifically using connotative theories by Barthes, Fiske and Piliang. Although the object and theories used were the same with Burty’s, Kafitasari then related the signs found that reflect the religion differences in the movie poster into Indonesia culture and compared them to know which one is the clearest in showing the religion differences theme. Kafitasari (2013) also found that the iconic signs are mostly used in the movie poster under the religion differences theme. The indexical signs are applied more often than the symbolic one.

Besides as the reference of this research, the previous researches are also used to know more about a study of semiotic and how to analyze the kinds of advertisement, especially in movie posters. Although the object are quite similar with both of those researches conducted by Burty and Kafitasari, one that can differentiate this present research from those two previous researches above is the theory that the researcher uses in analyzing the signs found in *The Help* movie posters. The researcher of this present research is using denotation, connotation, and myth theories by Roland Barthes (1972) to analyze the data.

CHAPTER III

RESEARCH METHOD

This chapter describes the methods used in this research. It consists of research design, data source, data collection, and data analysis.

3.1 Research Design

This research is a qualitative research because it attempts to describe the concepts behind the signs occurs in the movie posters. Qualitative researches are developing in the social sciences to enable researchers to study social and cultural phenomena. Its goal is to gain a deeper understanding of a person's or group's experience (Myers in Jabar et al, 2009, p.48). According to Creswell, qualitative research is an inquiry process of exploring a problem and developing a detailed understanding of a central phenomenon (Creswell, 2011, p.16).

The method used in this research is content or document analysis since the main data were taken from *The Help* movie posters. According to Ary et al (2002), the purpose of content or document analysis is identifying specific characteristic of the material which deals with semiotic in movie posters of *The Help* movie.

3.2 Data Source

In this research, the researcher used the form of verbal and visual signs from pictures, title and taglines found in *The Help* movie posters as the main data. There were five *The Help* movie posters which were analyzed. The posters came

from the two official movie posters that were launched by the studio and three of other reproduction or reprint *The Help* movie posters. The researcher downloaded the official of *The Help* movie posters from <http://www.dreamworkstudio.com>.

While the other reproduction or reprint *The Help* movie posters were downloaded from this following site:

1. *The Help* Movie poster designed by Katy Cacolice is taken from <http://kcacolice.tumblr.com/>
2. *The Help* movie poster designed by Hector Pahaut is taken from <http://artsschoolgeek.tumblr.com/>
3. *The Help* movie poster designed by Hunter Langston is taken from <http://huntrlangstn.tumblr.com/>

3.3 Data Collection

Data collection is the empirical phase, which involves the actual collection of data, is followed by preparation for data analysis (Polit & Hungler in Rolfe, 2006, p.306). According to Miles and Huberman (1994) in collecting the data, the researcher has to fulfil some of the criteria such as strong conceptual interest and educational background about semiotic.

The steps in collecting the data that the researcher did are as follow:

1. Downloading five movie posters of *The Help* movie from the internet. The posters chosen as the main data in this research came from the official movie posters that were launched by the studio. The numbers of these official movie posters were two. Besides those two official movie posters, the researcher also used three of reproduction or reprint of *The Help* movie posters.

2. There were twelve reprint movie posters that the researcher found. In reducing the number of the reprint movie posters, the researcher selected only three of them based on some reasons. The selected movie posters were chosen since they have the same characteristic: using image does not depict a real human or real character in the movie and all of them used black and white colour in the objects. Those characteristic was considered to contain signs that were closely related to the movie story as racism issues.

3. Identifying the signs both in verbal and visual elements found in *The Help* movie posters.

3.4 Data Analysis

According to Krippendorff, data analysis is a research technique used to make replicable and valid inferences from text or meaningful matters (Krippendorff in White and Marsh, 2010, p.23). Data analysis in qualitative research is a time-consuming and difficult process because typically the researcher faces massive amounts of field notes, interview transcripts, audio recordings, video data, reflections, or information from documents, all of which must be examined and interpreted (Ary et al, 2010, p.481).

In analyzing the data, the researcher analyzed the data using these following steps:

1. Identifying the denotative signs from the representation of visual images focused only at the pictures, gesture, facial expression, and colors, and also verbal images which are concerned to the utterances using denotative theory offered by Barthes (1972) found in *The Help* movie posters.

2. Interpreting the denotative signs using connotative and myth theory by Barthes (1972) to find the hidden meaning in *The Help* movie posters and how it is then bringing them into a myth that is people believed as racism issues.
3. Drawing the conclusion based on the result of the analysis.



CHAPTER IV

FINDING AND DISCUSSION

This chapter presents the finding that contain the detail analysis based on the problems of the study and the way the researcher related them with the theories explained in the discussion section.

4.1 Finding

Dealing with the problems of the study, the researcher presents the detail analysis about the meaning of the signs including verbal and visual elements found in *The Help* movie posters using Barthes (1972) theory. Based on the theory, every sign found in the movie poster is interpreted and analyzed into three levels. They are denotative, connotative, and myth levels.

Denotation is described as the definitional, literal, obvious or common sense meaning of a sign. It tends to be the representational visual and verbal elements appear in the fifth movie posters of *The Help* that all viewers from any culture and at any time would recognize the image as depicted. Meanwhile at connotation level, to find the hidden meaning, every denotative sign is interpreted based on the story in the movie, the socio-cultural, and personal and community association at that time. In the myth level, the researcher explains the way how the myth pictured in the fifth of *The Help* movie posters.

4.1.1 Analysis of *The Help* Official Movie Posters by DreamWorks Studio

There are two kinds of the official *The Help* movie posters published by DreamWorks Studio in 2011 that were analyzed in this chapter.

4.1.1.1 The 1st *The Help* Official Movie Poster



Figure 4.1 The 1st *The Help* Official Movie Poster by DreamWorks Studio

4.1.1.1.1 Analysis of Denotation

In the first *The Help* official movie poster, the first denotative sign that the researcher found is from the top of the poster. There is a tagline “Change begins with a whisper” printed in purple color. Also, the title of the movie, “The Help” is printed in purple color too. Overall, the background of this poster is a very saturated yellow with the blurry image of trees.

Another denotative signs in this poster can be seen from the picture of the main casts in the movie. There are four women in this poster. The women who sit on the green bench are women in white skin and the other two who are standing are women with dark or black skin color.

The first white woman in the right side who wears a floral dress is looking at her nails and her face is turned toward the right edge of the poster, while another white woman who sits next to her in a pink dress is facing directly to the viewer. Both of these two white women use high heels, make up and have a hairdo.

The next image is about two women in black skin who are standing, facing and whispering to each other. The black woman in the left edge of the poster is put her hand in the pocket. Both of them wear the same grey clothes in long sleeves with white apron and shoes with shoelace in low heel.

4.1.1.1.2 Analysis of Connotation

In the first *The Help* official movie poster, the signs occur do not only to represent the main idea of the story of the movie but also reflect the real condition about the race discrimination based on the skin color differences between American people who have white skin and African-American people who have dark skin during Civil rights era in the late 1960's.

The sentence "Change begins with a whisper" as the tagline in this movie relays the idea that small steps can bring a big effect. This sentence is representing what the main casts in this movie, Aibileen Clark, Minny Jackson and Eugenia Skeeter did against the white supremacy by doing a little thing started from

whispering to each other before finally dared to tell their life story and their feeling becoming American people's maid in public thronging the book that Eugenia Skeeter wrote. In the movie, Eugenia was the only American woman who did not agree with the race discrimination. After the book was published, it gave more hope and strength to some African-American people to gain their rights.

The title of the movie itself, *The Help* is used to describe African-American women who worked as maid to help American people in taking care of housework and raising their children. It is supported by the story in the movie where Eugenia finally entitled the book she wrote which told about African-American maids' life story in South America, Jackson, Mississippi in the late of 1960's as "The Help".

Both of verbal elements are printed in purple color while yellow is used as the color of the background. This yellow background is considered as a bright color in contrast to calm color like purple used in the text. The use of these opposite colors is to show the sensation of contrast which aimed at pointing out the race discrimination between American and African-American people.

Smith (2013) also states that the color of yellow describes the optimism and hope for many African-American people in this movie to gain their human rights. Although purple can be included as a calm color, but Smith (2013) has explained that according to the American culture, purple means courage. It can be a good representation as the courage of the main casts, Eugenia Skeeter an American woman, and the two of African-American woman, Aibileen Clark and Minny Jackson in created change and broke the rules of society during Civil

Rights era in the late of 1960's when racism based on the skin color differences was still exist.

The trees image that blurry appears in the background of the poster shows the setting where the story happened. The setting in this movie is a town in the South America called Jackson, in Mississippi.

In this official movie poster of *The Help*, there are also images of two white skin women that share the privilege to have a seat on the deep green bench.

The deep green bench itself represents American people's public facilities which African-American people were not allowed to use. According to Eiseman (2009), the deep green color that is used as the color of the bench indicates the prestige.

That is why most of American people's public facilities in the late of 1960 have been made better and differentiated with African-American people.

By looking at their skin color, it can be identified that the woman who sits on the bench were included as American woman. From the dress, high heels, make up, and hairdo that they both wear shows their class in their society. The floral dress and high heels that the first woman wears in the right edge of the poster is the mode which was commonly worn by the American woman in the upper class. It is an American woman's fashion style in the late of 1960's. Her make up and hairdo also indicate that she must be a rich woman.

Based on the movie, the first American woman in the right side who wears a floral dress named Hilly Holbrooks is looking at her nails and her face is turned toward the right edge of the poster representing her passiveness in the story of the movie about African-American women's rights that are standing in the left

side. Her passiveness can be also used to show her agreement at the race discrimination based on the skin color differences. It is also signifying the norms of the rest society that consider American people were superior to other races. It was then bringing the entire of African-American people into lower class of a society.

Meanwhile, another American woman who sits next to Hilly Holbrooks on this poster named Eugenia Skeeter. Her make up, hairdo and high heels she wears also indicate that she comes from a rich family. Based on the story, the pink dress that she wears indicates her maturity in facing the racism based on the skin color differences. This is proven by Ambrose and Harris's explanation (2009) that pink as the lower amount of red becomes a delicate and mature color. In the poster, she is facing directly to the viewer. Her placement is the same as Hilly. Her gesture, the way she is leaning and gazing forward, seems like to beg the viewer, "What would you do to solve racism?". Since Eugenia in the story of the movie considered every human is equal no matter what their races background, it then shows her neutrality which clarifies that she is not taking side between both of American and African-American people.

The next image is about two women in dark skin, named Aibileen Clark and Minny Jackson, known as African-American women standing in the left edge of the poster. The grey uniform in long sleeves with white apron and shoes with shoelace in low heel that they both wear show their position as an American people's maid. Both of them are standing because as an African-American people

they did not have the same privileges as the American people. They are forbidden to use the same public facilities with American people.

In the poster, one of these African-American women is whispering while another is listening. This image actually is supported by the tagline in the movie poster "Change begins with a whisper". What the writer story of the movie trying to tell us is about the effort against the white supremacy when African-American women, Aibileen Clark and Minny Jackson is whispering each other talking about the injustice they get as an American people's maid and share it to Eugenia Skeeter, an American woman who disagrees about the race discrimination. Many of other maids then followed what Aibileen and Minny did to gain their rights as the citizen of America. Eugenia then writes and publishes to public the life story of these maids into a book entitled *The Help*.

Meanwhile, the image of Aibileen Clark in the left edge of the poster who put her hand in the pocket indicates that she is hiding something in reference to her writing project with Eugenia Skeeter and other African-American maids talking about their life story working as a maid of American people which very discriminative to them.

4.1.1.1.3 Analysis of Myth

Most of American people in the late of 1960's believed that every African-American people bring the contagion which was spreading through many physical contact like touching and using the same dishes or public facilities. It becomes the reason why many of public facilities that were used by African-American people were different and separated from American people. Using

American people's public facilities were not allowed for African-American people. In comparing the public facilities between American people got, the public facilities for African-American people were not good enough than American people. It is shown by the image found in the movie poster. There are two African-American women standing separated from the two of American women who share the privilege to have a seat on the bench.

4.1.1.2 The 2nd *The Help* Official Movie Poster

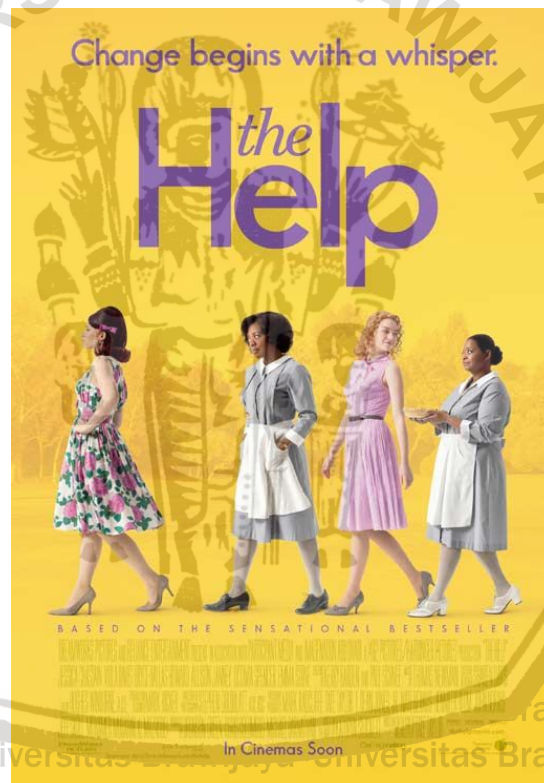


Figure 4.2 The 2nd *The Help* Official Movie Poster by DreamWorks Studio

4.1.1.2.1 Analysis of Denotation

In the second official *The Help* movie poster by *DreamWorks Studio*, the denotative signs are quite similar with the first movie poster. The title and the

tagline still use purple color and the background of this poster also use very saturated yellow color with the image of trees which blurry appear.

The only thing that can differentiate this movie poster with the first is the images of the main casts. There are four women consisting of two white women and two black women that are walking through in the poster.

From the right edge of the poster, the first woman in white skin who wears a floral dress, high heels, using make up and has a hairdo is walking ahead with arms akimbo and looking straight forward, seems like to lead the others.

Meanwhile, a woman behind her is having dark or black skin color. She used grey clothes with long sleeves and white apron and black shoes with shoelace in low heel. In walking, this second woman rather puts herself away from the first. She also put her hand in the pocket of her white apron.

The next woman is a woman in white skin who wears a pink dress, high heels, also use make up and hairdo. She is walking very closely between two women in dark (black) skin. She is also looking back and smiling to black woman who walks behind her. The last woman who wears grey clothes with long sleeves, white apron and white shoes with shoelace in low heel that is walking in the left edge of the poster also has dark or black skin color. She is walking while bringing a plate of dessert and staring at smiling at the white woman in front of her.

4.1.1.2.2 Analysis of Connotation

Since this movie poster is quite similar with the first official movie poster, the analysis of connotation will not far from the first. The tagline "Change begins with a whisper" relays the idea that small steps can bring a big effect. It

can be shown in the movie that Aibileen Clark and Minny Jackson as the main casts in this movie and also other African-American women who work as a maid start to tell their life story and their feeling becoming American people's maid to Eugenia Skeeter, an American woman who does not agree with the race discrimination.

Meanwhile, the text, *The Help* is not only to show the title of the movie but it is also used to describe African-American women who work as maid to help American people in taking care of housework and raising their children like the story in the movie where Eugenia finally entitled the book she wrote which told about African-American maids' life story in South America, Jackson, Mississippi in the late of 1960's as "The Help".

Talking about the use of the opposite colors between purple and yellow for the text and background in this movie poster is to show the sensation of contrast which aimed at race discrimination between American and African-American people. Smith (2013) also states that the color yellow itself gives the optimism and hope for many African-American people in this movie to make a change in gaining their rights as the citizen of America, besides purple is the color used to show the encourage of the main cast, Eugenia Sketeer, Aibileen Clark and Minny Jackson in their effort to erase the discrimination of African-American people by American people.

The trees image that blurry appears in the background of the poster describe the place which is used as the setting in this movie. The setting is taken from a town in South America called Jackson in Mississippi.

The images of four women in the poster are the main cast of the movie.

The first woman who wears a floral dress, high heels, have a make up and hairdo is walking ahead with arms akimbo and looking straight forward in the left edge of the poster named Hilly Holbrooks. She was known as an American woman since she has white skin color. From the dress, high heels, make up and hairdo that she is used indicates that she must be a rich woman. Her gesture and the way she walked and followed by African-American woman who walked behind her indicate the superiority of American people. However this situation represents the social class in their society which American people always put themselves in the upper class and holds the highest authority while African-American people will be in the lower class level.

The next black woman who is wearing a grey clothes with long sleeves and white apron and black shoes with shoelace in low heel walking behind American woman, Hilly Holbrooks, known as Aibileen Clark, an African-American woman. Her clothes and shoes with shoelace in low heel she wore indicates that she work as an American people's maid. It is the uniform that maids are commonly used at that time. The reason why she is put behind Hilly indicates that most of African-American people are in the lower class and become the victim of white supremacy. In walking, Aibileen rather puts herself away from Hilly which indicates that although both of American people and African-American people are living in the same town, but there is still a gap that differentiates both of them based on their skin color difference and race they are coming from. Aibileen also put her hand in the pocket of her apron. This gesture

relays the story in the movie where Aibileen is hiding her secret writing project which tells about her life story and some of other African-American maids receive the injustice of American people with an American woman named Eugenia Skeeter.

The third woman in a pink dress who has white skin in the movie poster known as American woman is Eugenia Skeeter. Like Hilly Holbrooks, the dress, high heels, make up and hairdo that she is wear indicate her as a rich American woman. The pink color of her dress represents her maturity. Eugenia Skeeter is probably the only woman in Jackson, Mississippi who thinks that every human are equal, no matter who they are, where they are coming from and what their skin color. This opinion is supported by Ambrose and Harris explanation (2009) that pink is a delicate and mature color.

In the poster, Eugenie walks closely between two African-American women, Aibileen Clark and Minny Jackson. She also turns her head, smiling and looks back to the African-American woman who walks behind her. Her gesture indicates that she opposes to the race discrimination. In the movie, Eugenia Skeeter is the only American woman who dares to break the rules of society by pal up with African-American women, Aibileen Clark and Minny Jackson who works as American people's maid.

The last woman in the right edge is Minny Jackson. Her dark skin color indicates that she belongs to African-American woman. The uniform in a grey color with white apron and shoes with shoelace in low heel she wear and a plate she brings indicates that she works as a maid. Since African-American maids are

included as people in lower class level of the society. It then explains why in the poster she walks after American woman, Eugenia Skeeter.

4.1.1.2.3 Analysis of Myth

In the mythic level, some elements including verbal and visual signs found in the movie poster show that American people had a superior feeling that considered themselves as the best race and believed that another race like African-American people was not good enough as theirs. It was then bringing them into the upper class in a social structure in their society and put African-American people into the lower class that cause the white supremacy and discrimination race. It is shown by the image in the movie poster that both of American women always put in front of African-American women who walk behind them.

4.1.2 Analysis of *The Help* Reprint Movie Poster

There are three *The Help* reprint movie posters that were analyzed in this chapter. Every movie poster was designed by one of poster artist or graphic designer that versed in designing a movie poster.

4.1.2.1 *The Help* Reprint Movie Poster Designed by Katy Cacolice



Figure 4.3 *The Help* Reprint Movie Poster Designed by Katy Cacolice

4.1.2.1.1 Analysis of Denotation

Beneath the text "*The Help*" in the middle of the movie reprint movie poster designed by Katy Cacolice, there is a woman image with a curly hair that is divided into two parts of colors. On the left side has white color while another side is in black. There are also different collar images in the white and black side.

The woman's hand in the white side of the left part seems to hold a paper and pen while another hand in the black side is hidden inside in the pocket. The text itself is printed into white color while the background in this movie poster is in blue.

4.1.2.1.2 Analysis of Connotation

The text “*The Help*” on the top of the reprint movie poster designed by Katy Cacolice indicates the title of the movie itself. This text relays to the African-American women who work as a maid to help American people in taking care of housework and raising their children. This statement is proven by the title of the book which Eugenia wrote in the movie is “*The Help*”. The book was told about African-American maids’ life story in South America, Jackson, Mississippi in the late of 1960’s.

The image of woman with curly hair that appears in the middle of the movie poster represents two of the main characters in *The Help* movie. In this movie both of them are women with curly hair. One of them is belong to American woman named Eugenia Skeeter while another is an African-American woman named Aibileen Clark. This image is divided into two parts of colors, half white in the left side and half black in the right side. The use of these colors actually shows the issue of racism based on race discrimination and skin color differences. White color represents American people while black color represents African-American people.

In addition, the use of these two colors in one woman image seems like used as the representation of Jackson in Mississippi as the setting of the movie where both of American people and African-American people live. Although living in the same town but both of them are live separately in different area.

Besides, it is also used to show the idea of neutrality that although have different

skin color, both of American and African-American people are equal and no one race is superior to others.

The woman image in the white part which its hand hold a paper and a pen in the left side indicates one of the main characters in *The Help* movie, Eugenia Skeeter, an American woman. The paper and the pen itself represent her passion to be a writer. In the movie, she is the only American woman who dares to break the rules of society by writing about African-American maid's true life story about the injustice they get from American people. Meanwhile, the image of woman in the black part which her hand is hidden inside the apron pocket indicates Aibileen Clark, an African-American maid. Besides represent the uniform that African-American maid wear in the late of 1960's, the image of apron pocket that is used to hide the hand also relay the secret that she and Eugenia have. In the story, Aibileen and Eugenia have a writing secret project which tells about Aibileen and some African-American maids feeling working as American people's maid and how these American people are very discriminative to them.

The colors used for the image in the poster are not the only things that can show us the issue of racism. The use of colors in the text and background are also chosen based on a reason. The white color in the text can provide a good contrast to strong colors like blue as the color of the background in this movie poster. This contrast also indicates race discrimination based on skin color differences. Based on its characteristic, according to Eiseman (2009) blue color actually is included as a calming color that bring reconciliation message to erase

any racism issues. Meanwhile, since Ambrosia and Harris (2009) mentioned that white color is associated with purity, the text “The Help” in white color then is used to describe the goodness and patience of African-American maid in the movie as “The Help” in accepting the injustice they get from American people’s treatment.

4.1.2.1.3 Analysis of Myth

In the myth level, the graphic designer brings the image of woman in the movie poster into two colors inside, half white and half black. This image with two colors on it used as the representation of the setting in the movie, known as Jackson in Mississippi, a town in South America where both of two races between American people who have white skin color and African-American people who have dark skin color lived together on it. Although lived in the same town, actually they both lived separately used different public facilities where African-American people were forbidden to use American people’s facilities and conversely. American people believed if used the same facilities with African-American people could spread many kinds of diseases that African-American people brought through physical contact.

4.1.2.2 *The Help* Reprint Movie Poster Designed by Hector Pahaut

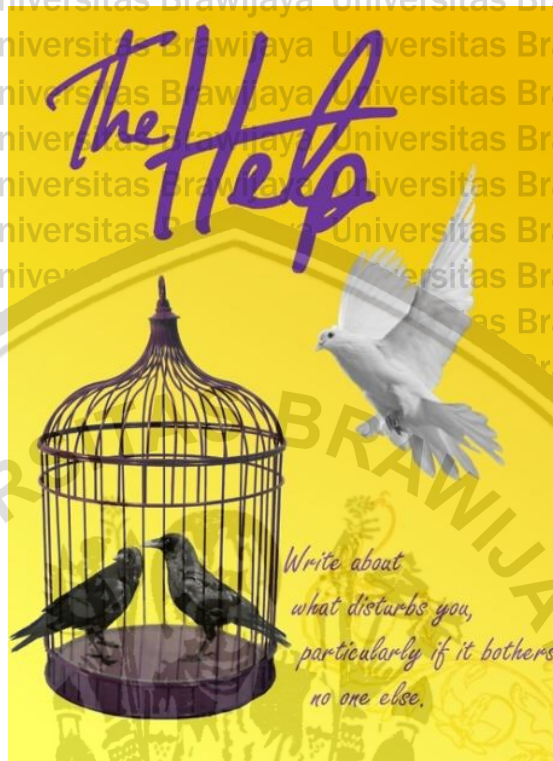


Figure 1.4 *The Help* Reprint Movie Poster Designed by Hector Pahaut

4.1.2.2.1 Analysis of Denotation

The reprint movie poster designed by Hector Pahaut use the same colors with the official of *The Help* movie poster in the background and the text. The background is using very saturated yellow while the texts are in purple.

In the top of the movie poster, there is a text “The Help” followed by an image of three birds that put beneath that text. There are two ravens which have black color that are trapped in the cage and a pigeon in white color is flying out of the cage. Besides the cage there is also a tagline, “Write about what disturb you, particularly if it bothers no one else?”

4.1.2.2.2 Analysis of Connotation

Based on the story in *The Help* movie, Smith (2013) had mentioned the use of yellow as the background color in this movie poster represent the optimism and hope for many African-American people to make a change in gaining their human rights to be equal with American people's. Meanwhile, Smith (2013) also stated that purple means the courage. It is properly used to describe the courage of the main casts in this movie, Eugenia Skeeter, an American woman, Aibileen Clark and Minny Jackson, an African-American woman who working as a maid in their effort to erase the race discrimination in Jackson, Mississippi. Besides, the use of yellow in the background with purple as the text color in the movie poster above shows that between yellow and purple as the opposite color. Since they are opposite colors, using these two colors are the best way to describe the sensation of contrast which aimed at showing race discrimination between American and African-American people.

The text "The Help" that is put of the top of the movie poster above is used to show the title of the movie itself and also to represent African-American maid who work for American people in taking care of housework and rising their children. This statement is supported by the title of the book which Eugenia wrote in the movie is "The Help". The book was told about African-American maids' life story in South America, Jackson, Mississippi in the late of 1960's.

Meanwhile, the birds' image is used to describe the different race between American and African-American people. There are two kinds of birds. The birds in black color are ravens while another white is known as a pigeon.

Since these two ravens in the cage is black, it then indicates that those two birds represent the African-American people whereas the pigeon that flying out of the cage represents American people since the color of this bird is white.

The image of the bird cage in the poster represents the race discrimination itself which is bounding African-American people to gain their human rights. That is why; the two ravens as the representative of African-American people are put inside of the cage. Related to the movie, these two ravens trapped in the cage are representing the two African-American women as the main cast in the movie, Aibileen Clark and Minny Jackson who work as American people's maids. Furthermore the ravens itself means sadness which represent the entire African-American people's feeling to the American people that very discriminative to them.

The image of a white pigeon in the movie poster actually makes reference to an American woman named Eugenia Skeeter. She is also the main cast in this movie. Since she is born as American people, her life is easier than Aibileen and Minny. She gets privileges as an American people that African-American people do not have. From that reason, the poster designer then tends to describe her as the white pigeon which flies outside the cage in the poster. It is supported by the fact that pigeon is used as the symbol of freedom. Besides, the poster designer also capture the pigeon image here in the position seems like want to approach and save the two ravens trapped in the cage. This image is properly matched with the story of the movie where Eugenia is offering some helps and

give hope and strength to the African-American women who working as American people's maid against white supremacy to gain their rights.

There is also a tagline printed in the poster, "Write about what disturb you, particularly if it bothers no one else". That sentence is actually taken from the dialog in the movie that is spoken by Eugenia's editor from *Harper & Row* in New York, Mrs. Elaine Stein for her writing project. Mrs. Stein asks Eugenia to write anything happened around her. In the movie, Eugenia is the only American woman who disagrees about race discrimination. That is why she then decides to write a book with unusual theme tells about African-American woman's life story working as American people's maid entitled *The Help*. She also believes that this book later can give some effects that bring the changes to these African-American women's life.

4.1.2.2.3 Analysis of Myth

Living as African-American people within white supremacy era was quite hard. Born as African-American people that have different skin color with American people, made most of African-American people had different facilities and rights like American people got as the citizen of America. Only, based on their skin color, American people believed that African-American people were not good as their race. They considered their race as superior compared to others. This belief then put African-American people into the lower class of society. Their rights were bounded by this race discrimination. White supremacy caused many difficulties for them in gaining their rights. They were not allowed to use the same public facilities with American people. They were also not allowed to give a vote

in general election and they had difficulties in getting the proper job. Most of them did not have any choices except to be American people's maid at the end.

This condition is shown by the image of cage with two ravens on it in the poster which reflects the boundary of African-American people in gaining their rights.

4.1.2.3 *The Help* Reprint Movie Poster Designed by Hunter Langston



Figure 4.5 *The Help* Reprint Movie Poster Designed by Hunter Langston

4.1.2.3.1 Analysis of Denotation

Different from others, in this reprint movie poster, Hunter Langston as the graphic designer put the title of the movie, *The Help* beneath the images. The images itself is put in the middle of the poster. There are two women images separated by a black line put between them. The woman image in the left side has

white color while another woman image has black color wearing a head craft and white apron. Overall, red color is used as the background of this movie poster while the text is printed in white color.

4.1.2.3.2 Analysis of Connotation

In the connotation level, the word *The Help* as the title of the movie is used to describe African-American women who work as the maid to help American people in taking care of housework and raising their children. This statement is supported by the story in the movie where the title of the book which Eugenia wrote is "The Help". The book was told about African-American maids' life story in South America, Jackson, Mississippi in the late of 1960's.

Meanwhile the women images which are put at the middle of the poster are used as the limelight to attract people attention to watch the movie. This woman images actually reflects all the main characters. The American people and African-American people in the story in this movie are women. American people are represented by the white woman image in the left side while African-American people are represented by the black woman image in another side. The head craft and the white apron that the black woman image wears show the uniform that the maids wear at that time.

Besides those two women images in the poster, there is also a black line image which is put between them. Based on the story in the movie, this black line actually shows the race discrimination between American people in Jackson, Mississippi who live separately from African-American people. Since Eiseman (2009) mentions black color is included as a strong color, this color then is used to

clarify this racism issues based on skin color differences which is strongly bounding the rest of African-American (people) gain their human rights.

In *The Help* reprint movie poster by Hunter Langston, the background color used is red while white color is used as the text color. The color of red is also included as a strong color like the black color. Related to the racism issue as the theme of the movie, Smith (2013) mentioned that red is included as a color to describe the enthusiasm of the main characters, Eugenia Skeeter and Aibileen Clark making change to erase the race discrimination based on skin color differences in Jackson, Mississippi. Meanwhile, according to Ambrosia and Harris (2009) white color is associated with purity. That is why, the white color in the word; "The Help" is used to describe the goodness and patience of African-American maid in Jackson, Mississippi in the movie as "The Help" in facing the white supremacy in the late of 1960's.

4.1.2.3.3 Analysis of Myth

They way how American people could be very discriminative to African-American people and decided to live separately from them is because there was a belief that having a direct contact with African-American people could spread the threatening illness. This reason then became the cause of American people to forbid African-American people to use the same public facilities as theirs. Every African-American people had to use public facilities that the government provided only for colored people separately from American people. It is shown by the black line image put in the middle of the poster that separate the white woman image with the black one.

4.2 Discussion

The interpretation of meaning behind each signs includes verbal and visual signs found in *The Help* movie poster using denotative, connotative and myth theory from Barthes (1972) had been analyzed in the finding. It is then confirmed that Barthes theory (1972) is appropriate to use in analyzing movie poster.

Every *The Help* movie poster that the researcher had analyzed consists of two elements, verbal and visual signs. These elements are related to each other in conveying meaning. The verbal signs in the form of word, text or tagline found in the poster actually support the visual signs that help the researcher to interpret the meaning behind each signs in the poster easily.

In delivering meaning, the researcher used denotation, connotation and myth theory from Barthes (1972). In denotative level, the researcher found the denotative signs from the representational visual and verbal images emerge in *The Help* official and reprint movie posters such as the title, tagline, and the image of women, gesture, and facial expression, the image of bench, pigeon, ravens, cage, cartoon, and also colors.

Meanwhile, connotation is used to build a hidden meaning behind each of denotative signs found in the movie posters relate to certain cases, socio-cultural and ideology of society such as the way the citizen of America facing the racism issues based on the skin color differences in the late of 1960's. The meanings of colors used in the movie posters also support to build the meaning behind the signs appears in the posters. The used of those colors and its meaning

can reflect the idea of the poster artist in deliver the information to the viewer about the theme of the movie which is concerned with racism and what approximately will happen along the story. Moreover, almost of the colors used both in the official and reprint *The Help* movie posters are included as the opposite colors. Those colors such as yellow and purple, blue and white, and also black and white are used to show the sensation of contrast which aimed to the race discrimination based on the skin color differences.

Furthermore, the researcher also analyzed the movie posters using myth theory. The researcher found that the myth of racism is built trough the visual and verbal signs appear in the movie posters. Those signs then bring an idea of American belief around 1960's that American (white) people are considered themselves as the best race within others. This belief was growing rapidly in South America; especially in Jackson, Mississippi in the late of 1960's and it is pictured in the fifth of *The Help* movie posters.

This research is similar with the research belongs to Burty (2013) and Kafitasari (2013) since the object used are the same, movie posters. The same with what the researcher did in this research, Burty (2013) and Kafitasari (2013) also used connotation theory to deliver meaning behind the signs appears in the movie poster and related it with the story of the movie, but Kafitasari (2013) in her research also related the signs found that reflect the religion differences in the movie poster into Indonesian culture and compared them to know which one is clearest in showing the religion differences theme. She found that the movie poster of *Cinta Tapi Beda* published in 2012 is considered as the clearest one. The

unity of signs that consist of worship places and religion symbol in the movie poster of *Cinta Tapi Beda* makes this poster clearer than others. In analyzing *The Help* movie posters, like Kafitasari (2013) did in her research, the researcher also compared the official of *The Help* movie posters released by *DreamWorks Studio* with the reprint *The Help* movie posters designed by graphic designers that versed in designing a movie poster to know which kind of movie poster can show the clearest sign of racism. The official movie posters bring the clearest signs of racism issues than the reprint movie posters. It can be seen from the main images that appear in the official movie posters are the picture of the real American women in white skin color and African-American women in a dark skin color. While the images appear in the reprint movie poster are more symbolized. It must be harder to interpret the meaning behind of the signs appear in the reprint movie posters since the viewer does not have the same concept about what those signs were actually refer to. It shows that the graphic designers of *The Help* official movie posters are braver to show the idea of racism based on the skin color differences behind the signs appear in the poster.

In comparing to Burty (2013) in her research, Burty found the similarities between seven movie posters of *Harry Potter and the Deathly Hallows*. She found that almost in all movie posters featured the red flakes that splattered around them. As Burty (2013) did, the researcher also found the similarities between five of *The Help* movie posters in this research. Since the theme of the movie is racism which aimed to the skin color differences, the fifth movie posters of *The Help*

movie shows two different characters that represent American people and African-American people.

Compared to those two previous researches, the researcher in this present research also uses the myth theory by Barthes (1972) to explain more about the way racism issues in the form of myth that American people believed in the late of 1960's pictured in the movie poster of *The Help*.



CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion dealing with the findings of the research. The conclusion contains of the summary of the finding that have been discussed. Meanwhile, the suggestion is given to the next researchers who want conduct the same research.

5.1 Conclusion

This research talks about semiotic study which concerns to find out the hidden meaning of the signs include verbal and visual elements found in *The Help* official and reprint or reproduction movie posters using Roland Bathes theory. Based on the theory, every signs found in the movie posters is interpreted and analyzed into three levels, denotation, connotation and myth.

In denotation level, the researcher found the denotative signs from the representation of visual and verbal images appear in the posters, while in connotation level, the hidden meaning behind denotative signs are interpreted based on the story of the movie related to the certain cases, socio-cultural, and personal associations like ideological and emotional feeling. Those interpretations will give more information to the viewers about what the story of the movie is.

In the term of myth theory, myth here is dealing with the ideology that people belief in that time which round into the conceptual of culture in a society.

In the myth level, all of *The Help* movie posters describe the real condition in the late 1960's where many racism issues based on color differences were still exist.

Many people believed that American (white) people are better than other races.

This belief then influenced American people became very discriminative to other races especially to African-American people.

In delivering the meaning, the visual and verbal elements appear in the official movie posters were launched by *DreamWorks Studio* is clearer in bringing the signs reflecting the racism than the reprint movie posters. From those condition then it can be concluded that the graphic designers of *The Help* official movie posters are braver to show the idea of racism based on the skin color differences.

5.2 Suggestion

Related to this study, the researcher suggests the next researcher especially the student of English Department who want to conduct semiotic research to analyze any kind of motion picture like videos or movie as the object of the research. In addition, the use of different theories is also suggested for the next researcher to expand the knowledge about semiotic study.

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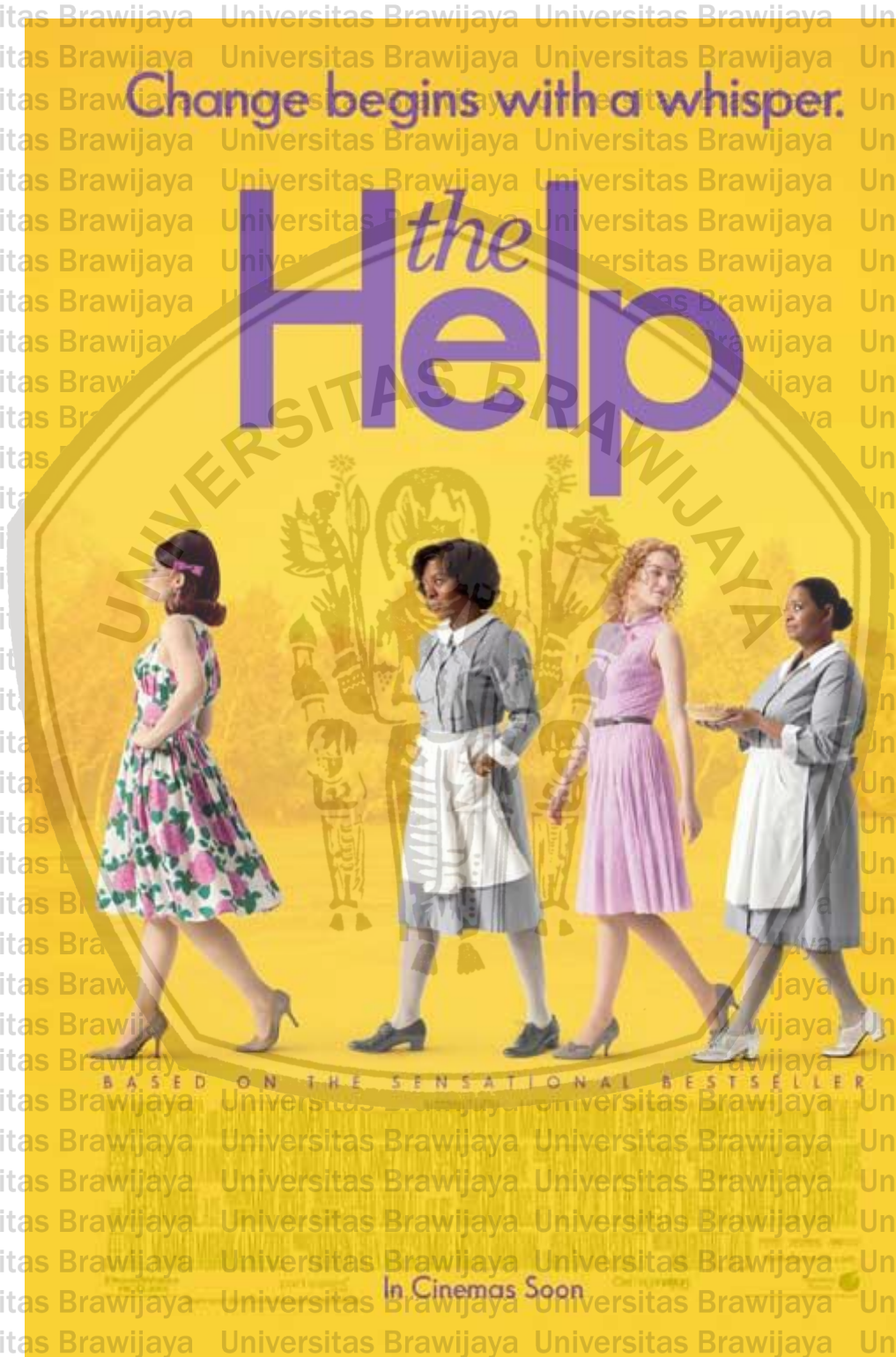
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The 2nd Official Movie Poster of *The Help* by DreamWorks Studio

Change begins with a whisper.

the Help

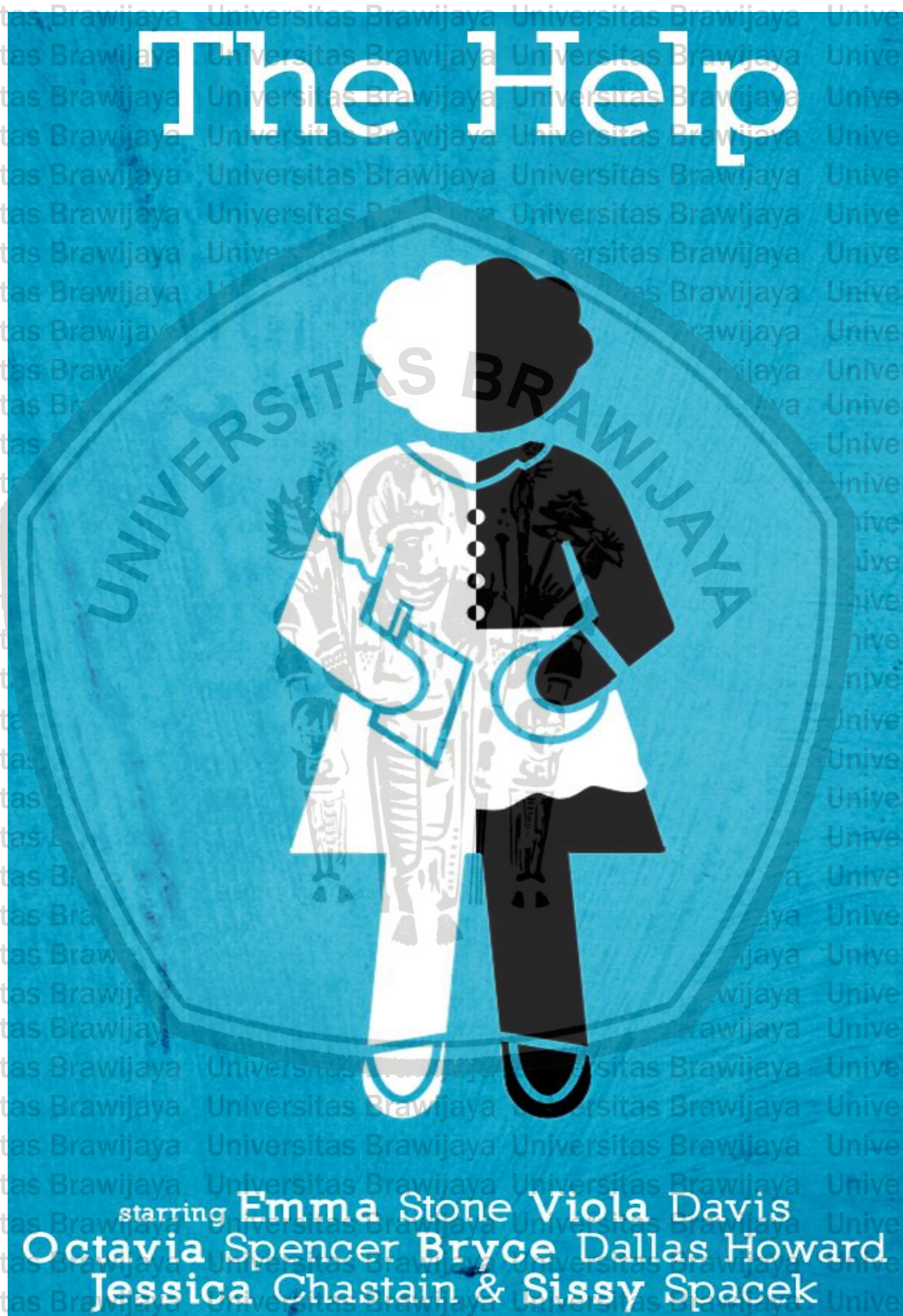


BASED ON THE SENSATIONAL BESTSELLER

In Cinemas Soon

Reprint Movie Poster of *The Help* Designed by Katy Cacolice

The Help



starring **Emma Stone Viola Davis**
Octavia Spencer Bryce Dallas Howard
Jessica Chastain & Sissy Spacek

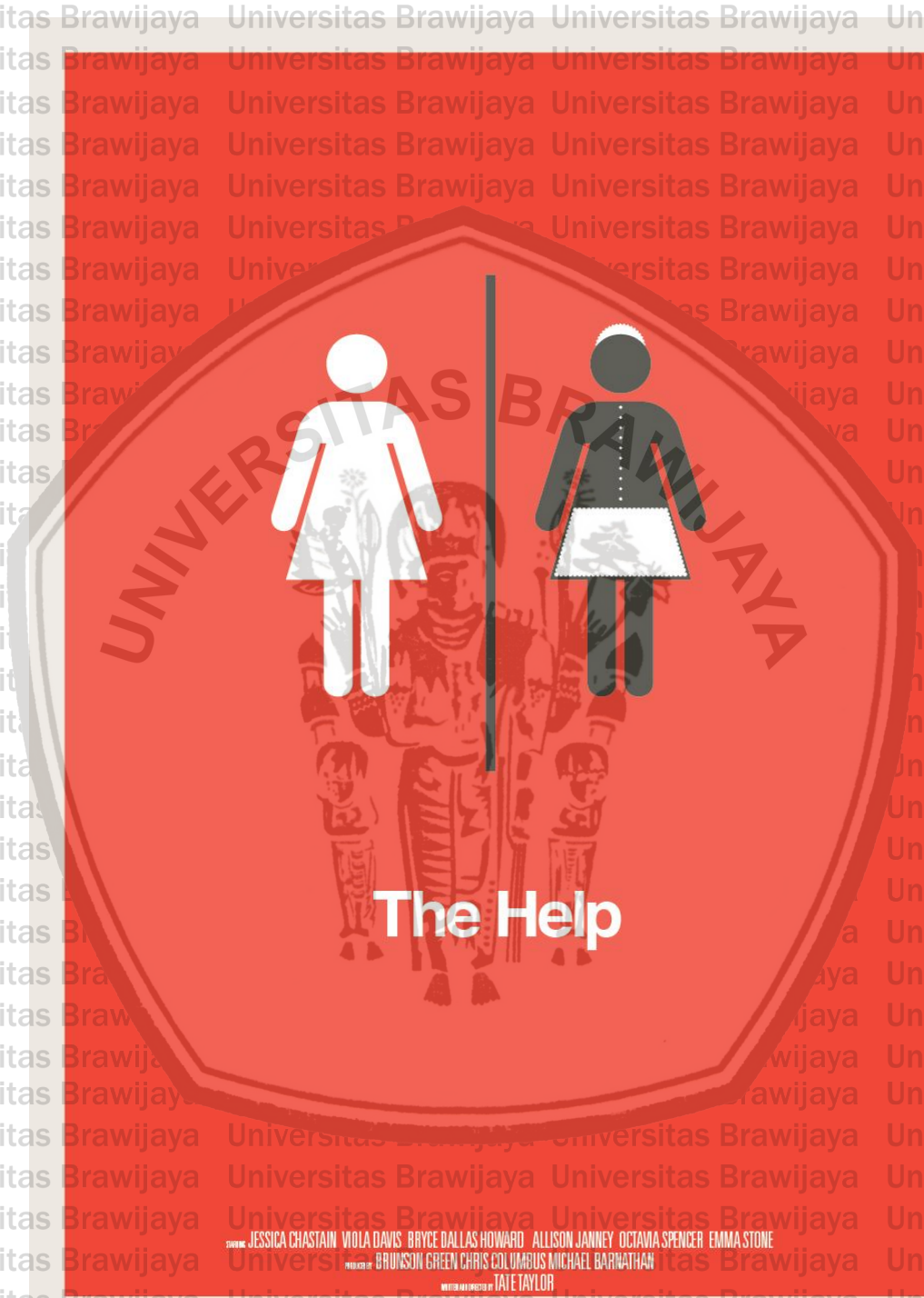
Reprint Movie Poster of *The Help* Designed by Hector Pahaut

The Help



*Write about
 what disturbs you,
 particularly if it bothers
 no one else*

Reprint Movie Poster of *The Help* Designed by Hunter Langston



STARRING JESSICA CHASTAIN VIOLA DAVIS BRUCE DALLAS HOWARD ALLISON JANNEY OCTAVIA SPENCER EMMA STONE
 PRODUCED BY BRUNSON GREEN CHRIS COLUMBUS MICHAEL BARNATHAN
 WRITTEN AND DIRECTED BY TATE TAYLOR

Appendix 2: Berita Acara Bimbingan Skripsi

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama : Indah Rahmasari
2. NIM : 0911110187
3. Program Studi : Sastra Inggris
4. Topik Skripsi : Semiotik
5. Judul Skripsi : A Semiotic Analysis on *The Help* Movie Posters
6. Tanggal Mengajukan : 21 Februari 2013
7. Tanggal Selesai Revisi : 30 Januari 2014
8. Nama Pembimbing : I. Yana Shanti Manipuspika, M.App.Ling.
II. Emy Sudarwati, S.S., M.Pd.
9. Keterangan Konsultasi :

No.	Tanggal	Materi	Pembimbing	Paraf
1.	21 Februari 2013	Pengajuan & Persetujuan Judul	Pembimbing I	
2.	25 Februari 2013	Pengajuan & Persetujuan Judul	Pembimbing II	
3.	28 Februari 2013	Penyerahan Outline Bab I, II, III	Pembimbing I	
4.	11 Maret 2013	Penyerahan & Pembahasan Bab I, II, III	Pembimbing I	
5.	21 Maret 2013	Penyerahan Bab I, II, III	Pembimbing I	
6.	26 Maret 2013	Revisi Bab I, II, III	Pembimbing I	
7.	8 April 2013	Pembahasan & Revisi Bab I, II, III	Pembimbing I	
8.	15 April 2013	Penyerahan Bab I, II, III	Pembimbing II	
9.	17 April 2013	Revisi Bab I, II, III	Pembimbing II	
10.	24 April 2013	Pembahasan & Revisi Bab I, II, III	Pembimbing I	
11.	29 April 2013	ACC Seminar Proposal	Pembimbing I	
12.	29 April 2013	ACC Seminar Proposal	Pembimbing II	
13.	23 Mei 2013	Penyerahan & Pembahasan Bab IV-V	Pembimbing I	
14.	14 November 2013	Penyerahan Bab IV-V	Pembimbing I	
15.	27 November 2013	Revisi Bab IV-V	Pembimbing I	
16.	10 Desember 2013	Penyerahan Bab IV-V	Pembimbing II	
17.	11 Desember 2013	Revisi Bab IV-V	Pembimbing II	
18.	12 Desember 2013	Penyerahan Bab IV-V	Pembimbing II	
19.	16 Desember 2013	Revisi Bab IV-V	Pembimbing II	
20.	24 Desember 2013	Pembahasan & Revisi Bab IV-V	Pembimbing I	

21.	30 Desember 2013	ACC Seminar Hasil	Pembimbing I
22.	30 Desember 2013	ACC Seminar Hasil	Pembimbing II
23.	13 Januari 2014	Revisi Pasca Seminar Hasil	Pembimbing I
24.	14 Januari 2014	Revisi Pasca Seminar Hasil	Pembimbing I
25.	15 Januari 2014	ACC Ujian Skripsi	Pembimbing I
26.	15 Januari 2014	ACC Ujian Skripsi	Pembimbing II
27.	30 Januari 2014	Revisi Pasca Ujian Skripsi & ACC Jilid	Pembimbing I
28.	30 Januari 2014	Revisi Pasca Ujian Skripsi & ACC Jilid	Pembimbing II

10. Telah dievaluasi dan diuji dengan nilai :

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