

SEMIOTIC ANALYSIS IN *TO ALL THE BOYS* TRILOGY MOVIE POSTERS

¹Annisa Eka Putri, ²Nurochman

English Department, Faculty of Letters and Cultures, Universitas Gunadarma
Jl. Margonda Raya No. 100, Depok 16424, Jawa Barat
¹annisaekap04@gmail.com; ²dr.nurochman@gmail.com

Abstract

In movie industry, posters are one of the most powerful media and important to advertise something and deliver some information to the public. Posters contain two elements: verbal (script) and visual (visual art). The problem of this research are: (1) what are semiotic signs that found in To All The Boys trilogy movie posters and (2) how is significance displayed on the verbal and visual signs in To All The Boys trilogy movie posters. The aims of this research are to find out semiotic signs that exists on To All The Boys trilogy movie posters and to describe the significance that displayed on the verbal and visual signs in To All The Boys trilogy movie posters. This research uses qualitative method by using Ferdinand De Saussure signification theory. As a result, the writer found verbal and visual sign in the object of this research. The verbal signs are shown through the ads line, movie title, movie distributor, tagline, release date, and movie logo. Meanwhile, the visual signs are shown through the background illustration of the poster, the character placement in the poster, and colors.

Keywords: movie poster, semiotic, to all the boys, verbal and visual

INTRODUCTION

In our surrounding environment, we often find information in the form of signs or symbols in various forms. This information is known as a sign. Signs or symbols in daily life are needed to help us think and imagine. A sign is anything that can convey meaning. There are various kinds of signs one of them is a poster, but the sign can not only be found in movie poster. Therefore, words can be signs, drawings can be signs, photographs can be signs, and anything around us can be signs.

Signs in this context are all things created to convey information. Thus, all sign systems can be analyzed with semiotics even though the substance is verbal, visual, or both. Signs can be anything that if it contains a certain meaning that is based on the result of

human thought and efforts to communicate with each other, for example: films, photos, posters, literature, drama, comics, advertisements (Sobur, 2004).

Saussure treated language as a sign-system, and his work in linguistics has supplied the concepts and methods that semioticians apply to sign-system other than language. One such basic semiotic concept is Saussure's distinction between the two inseparable components of a sign: the signifier, which in language is a set of speech sounds or marks on a page, and the signified, which is the concept or idea behind the sign. Saussure also distinguished parole, or actual individual utterances, from langue, the underlying system of conventions that makes such utterances understandable; it is this

underlying langue that most interests semioticians.

Saussure defines Semiotics as the science of signs in society. The study of social semiotics offers the promise of a systematic, comprehensive, and coherent study of communication phenomena as a whole, not just instances of it. Saussure offered a *dyadic* or two-part model of the sign. He defined a sign as being composed of: (1) a *signifier* (signifiant) - the form which the sign takes, (2) the *signified* (signifié) - the concept it represents. The relationship between the signifier and the signified is referred to as *signification* (Chandler, 2002).

As we know, every movie has a poster. Poster is one of the popular media used by various parties to convey messages or information because posters have an attractive and striking appearance, if they are displayed in public places that are easy to access, such as on roadsides, in front of buildings, or in easily visible areas, they can attract the attention of many people. Posters have several characteristics, such as a poster is artworks that combines elements of images and words made on large paper so that easier for people to read, usually posters contain elements of striking color, the aim is to attract public attention and contains sentences that are quite short, clear and easy to understand by readers.

Supriyono (2010:131) states that most print advertisements, in this case is film posters, contain two elements, visual (visual

art) and verbal (script). Visual elements, also called non-verbal elements namely illustrations (photos or images), typography, fields, or a combination of several graphic elements. Meanwhile, the verbal elements consist of headlines, subheads, text, and baselines (slogans or company names and addresses) (Febriani, 2021).

Supriyono stated illustration in general is an image or photo with the aim to explain text and at the same time create attractiveness. Meanwhile, According to Phaidon (1994: 32), illustration is the result of visualization of process with drawing, painting, photo, or fine art techniques that are more specific to the written. Illustrations are usually made to explain or decorate stories, writings, poems, or other information. It is expected that with a visual assistance, the writing is easier to understand.

According to Pratiwi (2012), color is one of the natural phenomena that can be further developed and researched. Color is scientifically an impression that obtained by the eye from the light reflected by the objects it recognizes, the appearance, such as yellow, red, blue and green. Color is a form of light reflected from an object into the human eye and causes the color cones on the retina to act, which allows the appearance of color symptoms on objects that are seen to change human perception. The light color is easier to see because it stimulates the retina of the eye and produces a larger image. Warm colors (colors that are close to red) are more

attractive than cool colors (colors approaching blue), but this happens depending on the object being seen (Sandy, 2019).

The objective of this research can be formulated as follows: (1) To find out semiotic signs that exists on *To All The Boys* trilogy movie posters. (2) To describe the significance that displayed on the verbal and visual signs in *To All The Boys* trilogy movie posters. Most people did not realize the sign around us especially poster, they just know about the illustration and appearance the poster without understanding signs and messages conveyed in the poster. From statements above, that's why the writer wants to analyze semiotic signs used trilogy of *To All The Boys* movie posters as an object and Saussure's theory (signified and signifier) because the writer would like to give the information to audience so that they can better understanding the signs in the movie poster.

METHODS

Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data. The final written report

has a flexible structure. Those who engage in this form of inquiry support a way of looking at research that honors an inductive style, a focus on individual meaning, and the importance of reporting the complexity of a situation (Creswell, 2018). Meanwhile, according to Moleong (2011:6) According to Moleong (2014:6) stated that qualitative research is research is to understand the phenomenon of what is experienced by the subject for example behaviors, perceptions, motivations, actions, and other, holistically, and by means of the description in the form of words in language, in a special natural context and by utilizing various methods of natural (Alvionita, 2019).

Based on the statement above, this research used descriptive qualitative method because the collection of data from various sources to get a deeper understanding of the individual, including the writer's opinions and perspectives. Therefore, the data are in words (verbal), pictures and colors (visual).

RESULTS AND DISCUSSION

From the analysis that has been carried out, First, the writer found two kinds of signs namely verbal and visual sign in the object of the research. Second, The verbal sign is shown through the ads line, movie title, movie distributor, tagline, release date, and movie logo. Meanwhile, the visual sign is shown through the background illustration of the poster, the character placement in the poster, and colors.

This research uses *To All The Boys* (2020), and *To All The Boys Always And Forever* (2021). To simplify in analyzing all the data, the researcher depicts the meaning interpretation all the data descriptively.

Table 1. Kinds Of Signs

NO	SIGNS	DATA
1	VERBAL	The Ads Line
		Movie Title
		Movie Distributor
		Tagline
		Release Date
		Movie Logo
2	VISUAL	Background Illustration
		Character Placement
		Colors

Semiotic Signs Found in *To All The Boys Trilogy* Movie Posters

First Poster (Picture one)

The first data is *To All The Boys I've Loved Before* movie poster. *To All the Boys I've Loved Before* is a 2018 American teen romance film directed by Susan Johnson and starring Lana Condor, Noah Centineo, Janel Parrish, Anna Cathcart, Madeleine Arthur, Emilija Baranac, Israel Broussard and John Corbett. Based on Jenny Han's 2014 novel, it was released by Netflix on August 17, 2018. It is the first installment in the *To All the Boys I've Loved Before* film series and followed by two sequels, *To All the Boys: P.S. I Still Love You* and *To All the Boys: Always and Forever*.

Verbal Aspect Analysis

In the picture two, there is *BASED ON*

THE NEW YORK TIMES BEST-SELLER text. This ads line can be analyzed as a signifier for this poster. It signifies to advertise the movie. So, the filmmaker emphasized that this movie was based on the New York Times Best-Seller.

In the picture three, there is movie title that is *To All The Boys I've Loved Before*. The title is written with bigger font and become the signifier in this poster. *To All The Boys I've Loved Before* text signifies the first installment of the movie series. The text has bigger font signifies that the filmmaker wants to make the audience focus and gives attention what movie is on the poster.

In the picture three, there is *A NETFLIX FILM* text. It shows that Netflix as the movie distributor. This text line also can be seen as a signifier for the poster. However, the font text smaller than the other texts, it signifies that

this part not too important for the audience because this text not specifically aims for them. It is to appreciate who involved in the movie.

From the picture five, there is *THE LETTERS ARE OUT* text. This tagline also can be signifier for the poster. This poster has tagline, it signifies to describe something about the movie. So that it is make the movie interesting and informed movie enthusiasts. *THE LETTERS ARE OUT* text signifies the letters that Lara Jean kept in the box were disappeared.

In the picture five, there is *AUGUST 17 / NETFLIX* text. This text can be the signifier for this poster. *AUGUST 17 / NETFLIX* text is the signifier which signifies to inform the audience about the release date of the movie in August 17 that will be presented in Netflix.

Visual Aspect Analysis

Background Illustration of The Poster

The background illustration can also be the signifier for this poster. It signifies to tell the audience what the story in the movie. On the poster, there is the love background with some icons and names. The love background signifies love letter that Lara Jean wrote. Some icons such as cupcake, milkshake, bicycle, signifies the memories of Lara Jean with the boy had.

The name in the background (Josh, Kenny, Lucas, Peter, and John) signifies the boys that Lara Jean ever loved. Moreover, there is also paper background on the poster.

The paper background signifies the letter that Lara Jean wrote.

Character Placement.

On the poster, Lana Condor whom becomes Lara Jean Covey is placed in the middle and quite large. Therefore, this placement signifies that Lara Jean Covey is the main character in this movie.

Colors

Colors on the poster also have a meaning to give message for the audience. There are several colors used in this poster such as white, pink and blue color. Those colors in this poster can be signifier. The background of this poster used white color. According to Adams Morioka (2008), white color is associated with light, purity. White symbolizes perfection, cleanliness, innocence, and lightness. From the poster used white color signifies the common color of the letter. The title of this poster used pink color. According to Scott-Kemmis (2018), pink color associated with compassion, nurturing, and unconditional love. Pink symbolizes romance, sweetness, and feminine. In this poster used pink color signifies Lara Jean's love story. Furthermore, the icons, boy's names and tagline in the background used blue color.

According to Adams Morioka (2008), blue is associated with sea, sky. Blue symbolizes knowledge, masculinity, contemplation, loyalty, and intelligence. In

this poster used blue color signifies Lara's mindset in her life.

Second Poster (Picture Seven)

To All the Boys: P.S. I Still Love You is an American teen drama-romance movie based on the novel of the same name by Jenny Han. The movie is a sequel to the popular *To All the Boys I've Loved Before*, and is directed by Michael Fimognari. The movie was released by Netflix on February 12, 2020.

Verbal Aspect Analysis (Picture Eight)

In the picture eight, there is movie title that is *To All The Boys P.S I Still Love You*. The title is written with bigger font and become the signifier in this poster. *To All The Boys P.S I Still Love You* text signifies the sequel of the movie series. The text has bigger font because the filmmaker wants to make the audience focus and gives attention what movie is on the poster.

In the picture nine and ten, there are two taglines. First is *First Love* text. Second is *Last Letter* text. This tagline also can be signifier for the poster. This poster has tagline, it signifies to describe something about the movie. So that it is make the movie interesting and informed movie enthusiasts. The "First Love" text signifies that this boy is Lara Jean's first love. Therefore, the *Last Letter* text signifies last love letter that Lara Jean wrote.

In the picture eleven, there is *NETFLIX / FEB 12* text. This text can be the signifier for this poster. *NETFLIX / FEB 12* text is the signifier which signifies to inform the audience about the release date of the movie in August 17 that will be presented in Netflix.

Visual Aspect Analysis

Background Illustration of The Poster

In the poster, there are envelope, paper, lacrosse stick with heart, tree house and some icons such as ball, flowers, cupcake and cotton candy as the background. Those signs can be signifier from the poster. The envelope background signifies a wrapper where Lara Jean put the letter. The paper background signifies the letter that Lara Jean wrote. Then, Lacrosse stick with heart signifies Lara Jean falling in love with lacrosse player because Peter (her boyfriend) is a lacrosse player. Tree house signifies old memories between Lara Jean and John Ambrose, where in their childhood they often played and read book together there. Moreover, some icons such as ball, flowers, cupcake and cotton candy signify the things that Lara Jean got from Peter and John.

Character Placement

On the poster, Lana Condor whom becomes Lara Jean Covey is placed in front and in the middle and also quite large. While, Behind Lara Jean, there are Noah Centineo as Peter Kavinsky is on her left side with the word of "first love" and Jordan Fisher as John Ambrose is on her right side with the word of

“last letter”. Therefore, this placement signifies that Lara Jean Covey is the main character in this movie and the other is the supporting character.

Colors

Colors on the poster also have a meaning to give message for the audience. There are several colors used in this poster such as white, pink, yellow, green and red color. Those colors in this poster can be signifier. The background of the title used white color. According to Adams Morioka (2008), white color is associated with light, purity. White symbolizes perfection, cleanliness, innocence, and lightness. From the poster used white color signifies the common color of the letter.

The title of this poster used pink color. According to Scott-Kemmis (2018), pink color associated with compassion, nurturing, and unconditional love. Pink symbolizes romance, sweetness, and feminine. In this poster used pink color signifies Lara Jean’s love story.

The envelope background used yellow color. According to Adams Morioka (2008), yellow is associated with sunshine. In addition, this color is first color that the human eye notices. In this poster used yellow color signifies to attract the audience and make eye-catching what movie is.

The tree house background used green color. According to Adams Morioka (2008), green is associated with plants, the

natural environment. Green symbolizes growth, healing, nature, harmony, honesty, youth. In this poster used green color signifies the tree as plants and also Lara Jean’s childhood preferred to spend her time in nature.

Furthermore, the heart and flower used red color. According to Adams Morioka (2008), red color is associated with fire, blood, sex, passion and love. In this poster used red color signifies that Lara Jean is in love.

Third Poster (Picture 12)

To All the Boys: Always and Forever is the third and last installment in the *To All the Boys I've Loved Before* movie trilogy. Based on Jenny Han's 2017 novel of the same name, it is distributed by Netflix. The movie was released by Netflix February 12, 2021.

Verbal Aspect Analysis

In the picture thirteen, there is movie title that is *To All The Boys Always and Forever*. The title is written with bigger font and become the signifier in this poster. *To All The Boys Always and Forever* text signifies the third and last installment in the *To All the Boys I've Loved Before* movie trilogy. The text has bigger font because the filmmaker wants to make the audience focus and gives attention what movie is on the poster.

From the picture fourteen, there is *YOU NEVER KNOW WHERE LOVE WILL LEAD YOU* text. *YOU NEVER KNOW WHERE*

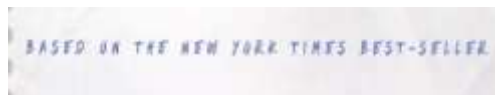
LOVE WILL LEAD YOU text signifies that according to Lara Jean, life is beautiful, messy, and never goes according to plan. But the love, true love, chooses each other through all things, beginning, middle, and end. This tagline also can be signifier for the poster. This poster has tagline, it signifies to describe something about the movie. So that it

is make the movie interesting and informed movie enthusiasts.

In the picture fifteen, there is *FEB 12 / NETFLIX* text. This text can be the signifier for this poster. *FEB 12 / NETFLIX* text is the signifier which signifies to inform the audience about the release date of the movie in August 17 that will be presented in Netflix.



Picture 1. *To All The Boys I've Loved Before* movie poster



Picture 2. *Based on The New York Times Best Seller* Text



Picture 3. *To All The Boys I've Loved Before* movie title



Picture 4. A Netflix Film title



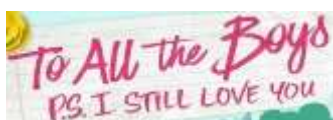
Picture 5. The letters are out text



Picture 6. *August 17/Netflix* text



Picture 7. *To All the Boys: P.S. I Still Love You* Movie



Picture 8. *To All The Boys P.S I Still Love You* Movie Title



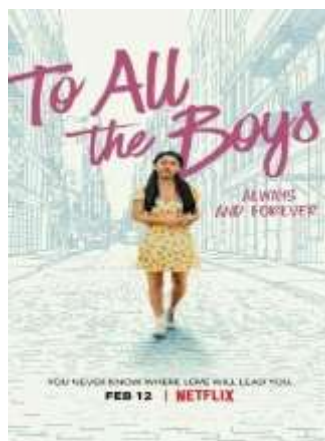
Picture 9. *First Love* text



Picture 10. *Last Letter* text



Picture 11. *NETFLIX / FEB 12* text



Picture 12. *To All the Boys: Always and Forever* Movie



Picture 13. *To All The Boys Always and Forever* title



Picture 14. *You never know where love will lead you* text



Picture 15. *FEB 12 / NETFLIX* text

Visual Aspect Analysis

Background Illustration of The Poster

In the poster, there is a street background. This background also can be signifier from the poster. In the storyline this background signifies Seoul Street which is Lara Jean goes on vacation to Seoul, Korea with her family. The design of this background is the inspiration from one of the

places she visited in Korea, namely Yeon Nam Green Coffee, which is this cafe used 2D cartoon as a concept.

Character Placement

On the poster, Lana Condor whom becomes Lara Jean Covey is placed in the middle and quite large. Therefore, this placement signifies that Lara Jean Covey is

the main character in this movie.

Colors

Colors on the poster also have a meaning to give message for the audience. There are several colors used in this poster such as purple, green, yellow. Those colors in this poster can be signifier. The title of this poster used purple color. According to Adams Morioka (2008), purple color is associated with imagination, inspiration. In this poster used purple color signifies the inspiration and imagination of Lara Jean about her future life.

The background of this poster used green color. According to Adams Morioka (2008), green color is associated with plants, the natural environment. In addition, green is a calming and refreshing color. In this movie poster used green color signifies Lara Jean on vacation for refreshing.

Furthermore, Lara Jean wears yellow dress. According to Adams Morioka (2008), yellow color is associated with sunshine, wisdom, optimism, joy, idealism. In addition, yellow is first color that the human eye notices. In this poster used yellow color

signifies to attract the audience and make eye-catching.

The Significance Displayed on The Verbal and Visual Signs in *To All The Boys Trilogy*

Movie Posters

After depicting the data analysis, the writer categorizes the verbal and visual signs from *To All The Boys* movie posters also defines the differences and meaning sign from the source of the data.

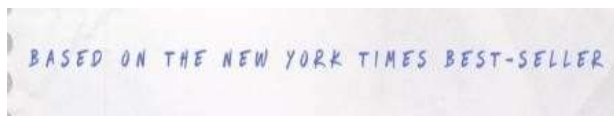
Verbal Sign

Based on the element of movie poster, verbal sign can be seen in the form of typography. This verbal can be included the title, tagline, writing credit titles and even some films that use typography in their illustrated illustrations. In *To All The Boys* movie poster, the verbal signs are included:

The Ads Line

The ads line on top of the movie posters only on first data or first movie poster, is categorize as a verbal sign.

SIGNIFIER

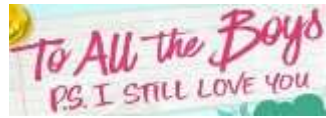


SIGNIFY

The filmmaker emphasized that this movie was based on the New York Times Best-Seller. It signifies to advertise the movie and

the filmmaker wants to tell the audience this movie is recommended to watch because high audience enthusiasm for the movie.

SIGNIFIER



SIGNIFY

The title is written with bigger font than any other text on poster. It signifies the filmmaker wants to make the audience focus and gives attention what movie is on the poster.

The Title

The title of movie posters also can be the signifier for the posters. This title are categorize as the verbal signs.

The movie title has a different over line or continuation sentence on the poster.

In the picture sixteen and seventeen, the over line in this poster has same size and the font type used is Script and Cursive. It

signifies the filmmaker wants to make the audience focus on the main title. The short text placed above the headline is called

an over line Therefore, the font type is Script and Cursive signifies to resemble a handwritten form, like pen, pencil, or calligraphy brushes. Scripts and cursive are designed only for used in text combining of small letters and capital letters.

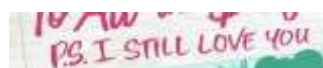
In the picture eighteen, the over line in this poster has small size than the headline. It signifies this movie is the end and last installment. It can make the audience become interested to watch from movie to movie.

The Movie Distributor

In all movie posters, there is a movie distributor line only on first data or first movie poster. Movie distributor has smaller text than any other text. This text line is to give information about who have contributed in the movie. The movie distributor is categorized as the verbal sign of the poster.



Picture 16. Movie Title



Picture 17. Movie Title



Picture 18. Movie Title

SIGNIFIER



SIGNIFY

The font text smaller than the other text, it signifies that this part not too important for the audience because this text not specifically aims for them. It is to appreciate who involved in the movie.

Tagline

There is a tagline in all movie posters. This tagline is categorized as the verbal sign of the poster.

SIGNIFY

It signifies to describe something about the movie. So that it is make the movie interesting

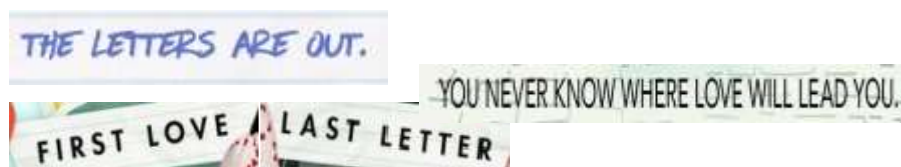
and informed movie enthusiasts.

On the poster, the tagline has a different font type. Each font type has own meaning.

In picture 19, the font type used is Script and Cursive. It signifies to resemble a handwritten form, like pen, pencil, or calligraphy brushes. Scripts and cursive are designed only for used in text combining of small letters and capital letters.

In picture 20, 21, 22, the font type used is San Serif. It signifies the san serif type (without hooks) appeared in the century 19. Used as a display type but not popular because the form that seems informal.

SIGNIFIER



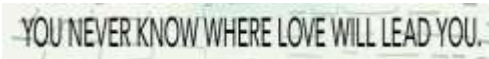
Picture 19. The Tagline



Picture 20. The Font Type



Picture 21. The Font Type



Picture 22. The Font Type

The Release Date

There is a date in all movie posters. There is only a month and a number of dates. This text is categorized as the verbal sign.

SIGNIFY

It signifies to inform the audience about the release date of the movie and when they able to watch it.

All movies are released with different year. The first movie release in 2018, the second movie in 2020, and the third movie in

2021. It means that all movies will have the differences in the release date.

Release date is the most important about the movie poster, all the release date are signifying the information when movie can be watched in picture 23, the release date is August 17.

The release date in picture 24 is the same asin picture 25 which is Feb 12, but the movie release date is in different year. In picture 24 or second movie in 2020. Meanwhile, in picture 25 or third movie in 2021.

SIGNIFIER



Picture 23. The Release Date



Picture 24. The Release Date



Picture 25. The Release Date

Movie Logo

Beside the release date, there is *NETFLIX* text. The Netflix text is categorized as a verbal sign.

SIGNIFY

It signifies to inform the audience about the movie will be presented in Netflix

Visual Sign

The Character Position

The character position is put as the visual sign and it also has a sign in giving some information. In all data, the character has different position because all posters are release with different story.

In picture 26 and picture 27, the poster just shows a girl. The girl positioned in the middle and quite large. Her name Lara Jean. This can signify Lara Jean Covey is the main character in this movie.

In picture 28, the poster shows a girl placed in front and in the middle and also quite large. Her name Lara Jean. Meanwhile, behind her there are two boys. In the left side with *First Love* his name Peter Kavinsky and the right side with *Last Letter* his name John Ambrose. This positioned can signifies that Lara Jean as the main character. Meanwhile, the two boys positioned behind Lara Jean as

supporting character. In this movie there will be a big conflict because of the emergence of a third person and make the audience more interested to watch this movie.

Colors

The title posters have a different color. These colors have their own meaning to give the information for the audience. The color of the movie title categorizes as the visual sign.

In picture 29 and picture 30, the title used a pink color. Pink means romance, sweetness, and feminine. The title color signifies Lara Jean's love story.

In picture 31, the title used a purple color. Purple color is associated with imagination, inspiration. The title used purple color signifies not only the love story and also the inspiration and imagination of Lara Jean about her future life. Therefore, this movie will be the end of Lara Jean's story.

SIGNIFIER



Picture 26. The Character Position



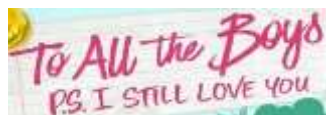
Picture 27. The Character Position



Picture 28.



Picture 29. The Title Posters Color



Picture 30. The Title Posters Color



Picture 31. The Title Posters Color

CONCLUSION

Based on the result of the data analysis, all data which is 3 *To All The Boys* movie poster have shown the verbal and visual sign. The writer found two

kinds of signs namely verbal and visual sign using theory Ferdinand De Saussure signification theory from all the object of the research. The verbal sign is shown through the ads line, movie title, movie

distributor, tagline, release date, and movie logo. Moreover, the visual sign is shown through the background illustration of the poster, character placement in the poster, and colors.

REFERENCES

- Alvionita, B. (2019). *An Error Analysis of Question Tag in Writing at SMP Negeri 4 Tanjung pinang*. L Education. L Education (General), 4.
- Chandler, D. (2002). *Semiotics the Basics*. London: Routledge.
- Creswell, J. W. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches*. Fifth Edition. Los Angeles: SAGE Publications, Inc.
- Febriani, D. H. (2021). *An Analysis of Semiotic Signs Found in Movie Poster of Dora and The Lost City of Gold*. Skripsi, 43.
- Sandy, M. N. (2019). *Semiotic Analysis of The Avengers Movie Posters As Popular Culture Product*. Undergraduate Thesis, 11.
- Sobur, A. (2004). *Semiotika Komunikasi*. Bandung: Remaja Rosdakarya.
- Stone, T.L., Adams, S., & Morioka, N. (2008). *Color Design Workbook: A Real-World Guide to Using Color in Graphic Design*. Rockport Publishers.