

# A SEMIOTIC SIGNS ANALYSIS FOUND IN HOTEL TRANSYLVANIA: TRANSFORMANIA MOVIE POSTER

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## Abstract

*Semiotics is a study that explains signs, and that all things in this world are signs. Even if some things have no inherent significance, we can infuse meaning into them to make them signs. This research aims to find the meaning of semiotic signs found in the Hotel Transylvania: Transformania movie poster using the trichotomy signs theory based on Charles Sanders Peirce's. The source data in this research is the Hotel Transylvania: Transformania movie poster. Then, the data studied are to explain the meaning of the trichotomy signs, categorize the verbal and non-verbal signs, and understand the color concept. A descriptive-qualitative method was applied in the analysis of this research. The result of the research shows that there are 97 data. In the representamen, there are 22 data: qualisign 1 data, sinsign 14 data, and legisign 7 data. In the object, there are 38 data: icon 14 data, index 9 data, and symbol 15 data. And for the interpretant, there are 37 data: rheme 29 data, dicent sign 1 data, and argument 7 data. Furthermore, for the verbal signs, there are 7 data, and for the non-verbal signs, there are 90 data.*

**Keywords:** *Movie poster, Peirce, Semiotic Signs*

## INTRODUCTION

Every business requires advertising in the era of globalization. In general, no business could grow in this era without marketing. A lot of companies use both print and electronic media to advertise their services to the public. An advertisement is also a statement online, in a newspaper, on television, or on a poster approximately something together with a product, event, or job. Besides, an advertisement is a product that results from advertising activities (Kriyantono, 2014). Advertising is any paid shape of non-private presentation and advertising of ideas, goods, and offerings thru mass media together with newspapers, magazines, television, or radio via way of means of a diagnosed sponsor. An

advertisement is used to build a positive image of a product (goods, services, or ideas) that will be sold in the market to influence customers to buy or use the product. A good advertisement will bring in a lot of new customers, which will significantly increase revenues. To increase customer awareness of a product or service, advertising relies on the creation of eye-catching, attention-grabbing tools, one of which is the poster. A successful advertisement will bring in a lot of new clients, which will significantly increase revenues. Examples include movie posters, campaign posters, commercial advertisements, and public service announcements. Moreover, according to William Wells (1984), advertising is non-personal communication.

A poster is a visual combination of a strong design, color, and message, where the aim is to capture the attention of the viewer and instill meaningful ideas for a long time (Sudjana and Rivai, 2010). Also, a poster is a form of publication in which there is text, images, or a combination of both that serves to provide information or messages to the public. Carter and DeNoon (2008), posters are a powerful and influential public art form they attract attention and distribute a message to a wide, diverse, and ever-changing audience. A visually appealing poster that people can relate to will help the business attract more customers in large numbers. Without posters, there is little likelihood that the public will recognize the movie. The movie poster needs to be compelling to get people to view the movie right away. The verbal and non-verbal signs are used in the movie poster to convey meaning and information about the movie. Some movie posters are challenging to interpret. Some people may be able to correctly interpret the meaning and message of the signs in certain circumstances, although this does not happen infrequently. A poster is an essential advertising device in maximum campaigns to promote merchandise to the public. According to Barthes (1986), a semiotic is an image, gesture, musical sound, or anything that can be a sign. Semiotics also studies how humans interpret and appreciate signs in society. Semiotics is concerned with general philosophy, where the production of signs and

symbols is the study of the code system used to communicate or convey information. Semiotics derives from the Greek language *semesion*, meaning sign, *semainon* which means signifier, and *semainomenon* meaning signified or indication. Generally, semiotics is the study of signs or an epistemology about the existence or the actuality of signs in social life. The purpose of semiotics is to examine the signs that are in an object, idea, situation, and feelings. Everything that can be understood to be a sign is the subject of semiotics. Anything that can be seen as substantially substituting for something else is a sign. Semiotics are consequently required for readers to become more conscious of the indications that have meaning in the poster.

Everything in language is based on relationships, and language is a system of signs. A sign is when a concept, sound, and image are combined in such a way that the idea of the sensory part reflects the idea of the whole. The examples of signs are words, images, sounds, smells, flavors, actions, or objects. Based on Saussure (1983), the sign has two aspects: a significant (usually rendered in English as a 'signifier') and a signifié (a 'signified'). Saussure state, words do not stand for things, and signifier and signified are not to be understood dualistically as 'signs' (vehicle) and 'referent' (a common misinterpretation). The signifier is commonly interpreted as the material (or physical) form of the sign, it is some, the thing that can be seen, heard, touched, smelled, or tasted.

Meanwhile, signified is a concept in the mind, not a thing but the notion of a thing. A verbal sign is defined as something that deals with texts and words. And, a non-verbal sign refers to a visual image (Prabasari, Savitri, and Dewi, 2018). The verbal and non-verbal signs are intended to help the public decipher the movie poster's aims and messages.

Semiotics is a study of how humans interpret and appreciate signs in society. Semiotics is concerned with general philosophy, where the production of signs and symbols is the study of the code system used to communicate or convey information. It is possible to draw the conclusion that semiotics is a study of signs and a method for analyzing signs. Everything in the world is a sign, and even though some things don't mean anything by themselves, we can give them meaning to make them signs.

There are three aspects of the signs, each of which can be divided into three classifications (Peirce, 1994). The classifications are representamen, object, and interpretant, and it is called triadic semiosis. In addition, Peirce states a sign or *representamen* is the first to stand in a true triadic relation to a second thing, called its *object*, so that it can tell a third thing, called its *interpretant*, to stand in the same triadic relation to its object as it does to itself.

A representamen is something that stands to any individual for something in a few recognize or capacity. It addresses any

individual, that is, creates withinside the thoughts of that person an equivalent sign, or perhaps a more developed sign. Moreover, the object is anything that should be a sign and it must 'represent', although the condition that a sign must be other than its object is perhaps arbitrary. According to Peirce in Febriani, (2021), the interpretant is the term for the meaning of a sign. Interpretant represents it as a sign of possible sign of fact or a sign of reason.

According to Peirce (2011) the first division, can be referred to as qualisign, sinsign, or legisign. A quality that is also a sign is a qualisign. It cannot function as a sign until it is embodied, but the embodied state has no bearing on the sign's nature. A sinsign is an actual thing or event that is a sign; the syllable *sin* is taken to mean "being only once," as in single, simple, Latin *Semel*, etc. The actuality of an event or object that is depicted on the sign. A sign that is a law is called a legisign. A legisign is not necessarily a conventional sign. It has been agreed upon and is significant as a general type rather than a single object. Continue, the second trichotomy, a sign can be an icon, an index, or a symbol. An icon is a sign that only uses its own characters to refer to the object it represents. The icon does not behave like a sign, but this has nothing to do with the sign's nature. In addition, an index is a sign that it is affected by the object. In so far as the object has an effect on the index, it must share some quality with the object. The index

demonstrates a causal relationship or a natural relationship between the sign and the signified. Additionally, the symbol is a sign that it denotes by law, typically an association of well-known concepts, causing the image to be interpreted as relating to that item. A rheme, *dicisign* also known as the *dicent sign*, and argument make up the third trichotomy. A rheme is a sign of qualitative possibility and is understood to be both a type of possible object and a sign of such possibility. Additionally, a distinct sign is one that reflects reality or actually exists. Arguments are a sign of the law because they provide an immediate justification. An argument is a sign to understand a representation of its object in its character as a sign, a rheme is a sign that is known to symbolize its item in its characters, and a cent sign is a sign that is understood to actual existence.

Color is the component that is closest to the subjective identity of the client and audience. It is extremely potent, just like a volatile radioactive element, and handling it should be done with extreme caution. Moreover, Dyer (1982) explained many ads use color as an ‘objective correlative’, where the colors of the product, a packet of cigarettes, a cosmetic range, etc. Through this visual connection, it is assumed that the qualities and style of one will enhance that of the other. According to Adams Morioka (2004), color is subjective. There are emotional connections that might be private to every color we see. One of the most

important aspects of a logo and subsequent identity is the proud ownership of color. The human eyes and mind revel in color to supply an intellectual and emotional response.

The researcher used five previous types of research as references for this research. There is at least five previous research that the researcher used as references entitled: 1) *A Visual Semiotic Analysis on the Spongebob Movie* (2021) by Junika Dewi Sihite, Muhizar Muchtar, and Rahmadsyah Rangkut from the University of Sumatera Utara. This previous research aims to identify the sign found in the *Spongebob* movie: *Sponge Out of Water* and how it is interpreted. This previous research used qualitative audio and visual methods to collect the data. Then, using the visual semiotic theory by Charles Sanders Peirce to identify the triadic signs and interpret the signs. 2) *A Semiotic Analysis on Icon, Index, and Symbol in Get Out Movie* (2020) by Norman Baharsyah, Ardayati, and Agus Triyogo from STKIP-PGRI Lubuklingau. The purpose of this previous research is to describe the icons, indexes, and symbols in the *Get Out* movie using the Peirce theory. 3) *A Semiotic Analysis of Lipstick Advertisements by Using Charles Sanders Peirce's Theory* (2021) by Suryana, and Diah Merrita from STBA LIA Jakarta. This previous research aims to explain and analyze the semiotic process and the meaning of icons, indexes, and symbols in lipstick advertisements. The semiotic approach is

used to identify and analyze the data which focuses on representamen, object, and interpretant using the triadic semiosis theory by Peirce. 4) *Verbal and NonVerbal Signs in the First Episode of Webtoon Orange Marmalade* (2018) by Desak Putu Bella Prabasari, Putu Weddha Savitri, and A.A. Sg. Shanti Sari Dewi from Udayana University. This previous research examined verbal and nonverbal signs using Saussure's signifier and signified theory and McCloud's theory of relationships in comics. This previous research aims to reveal the meaningful event that is created by the relationship between verbal and non-verbal signs comprised in each panel within a page of the webtoon. And, 5) *An Analysis of Verbal and Visual Sign Found on Grave of The Fireflies Posters* (2021) by Maria Alvita Nai Modok, I Dewa Ayu Devi Maharani Santika, and Desak Putu Eka Pratiwi from Mahasaraswati Denpasar University. This previous research aims to analyze the meaning of the verbal and non-verbal signs found in the poster of Grave of the Fireflies using the semiotic theory by Saussure and to explain the meaning of the verbal and non-verbal signs using the theory by Roland Barthes. Then, the theory of colors from Wierzbicka. The signs of this previous research contain denotative and connotative meanings.

The similarities between this research and the five previous types of research are the trichotomy signs theory by Charles Sanders Peirce, the verbal and non-verbal theory that

used is the signifier and the signified theory by Ferdinand De Saussure and the method used is descriptive qualitative method. Meanwhile, the differences between this research and the five previous types of research are the object of the data and the focus of the research. In this research, the focuses are to find out the semiotic signs and to explain the meaning of the trichotomy signs according to the semiotic theory by Charles Sanders Peirce, to categorize the verbal and non-verbal signs using the signifier and the signified theory from Saussure, and to explain the meaning of the colors by Adams Morioka in movie poster of Hotel Transylvania: Transformania. The object of the data from the first and the second previous research is a movie. The object of the data from the third previous research is a lipstick advertisement. The object of the data from the fourth previous research is a webtoon comic. And the object of the data from the fifth previous research is a movie poster.

Two research issues serve as the foundation for this research. There are several problems arising from this research, 1) what are semiotic signs represented in the movie poster of Hotel Transylvania: Transformania? 2) what are the meanings of semiotic signs related in the movie poster of Hotel Transylvania: Transformania? Those problems of the research are based on the objectives of the research. The aims of this research are 1) to identify the semiotic signs found in the movie poster of Hotel Transylvania:

Transformania, and 2) to describe the meaning of semiotic signs that are related to the movie poster of Hotel Transylvania: Transformania. In addition, the significance of this research is to improve the reader's understanding and interest in semiotic signs in the movie posters. It is important to identify the semiotic signs, as it is related to habits of the peoples in everyday life. As we know that often people do not see semiotic signs when reading a movie poster. The readers only focus on the visuals and the play date of the movie. Therefore, with the people's lack of interest in semiotic signs, it becomes one of the factors of this research. So that readers can understand and know that learning semiotic signs is very useful. This research also aims to represent the meaning contained in the movie poster. The researcher hopes that this study's findings will contribute to the development of semiotics theory, particularly Peirce's theory, in more detail. In addition, it is intended to be useful for students enrolled in Gunadarma University's English and Literature department as well as students enrolled in other universities for research that is comparable to that of the other reference.

## **METHODS**

This research used the descriptive qualitative method to collect data from many sources to gain a better knowledge of the individual, including the researcher's ideas and perspectives to interpret and analyze the

data and the most of data are words and images. Therefore, this research is classified into qualitative research because this research uses a screenshot picture of the Hotel Transylvania: Transformania movie poster. According to, Frankel, Wallen, and Hyun (2012), qualitative research is very suitable to be done in research that requires the researcher to analyze the phenomena more naturally. This is because the qualitative study emphasizes the nature of the subjects or objects being analyzed.

The source data of this research is Hotel Transylvania: Transformania movie poster. A Hotel Transylvania: Transformania is an American computer-animated adventure comedy movie produced by Columbia Pictures and Sony Pictures Animation. This movie was directed by Derek Drymon and Jennifer Kluska. Hotel Transylvania: Transformania was released by Amazon Studios and the duration of this movie is 1 hour 27 minutes. This movie was released exclusively on Amazon Prime Video on January 14, 2022, and April 3, 2022, in China. Then, the data studied are to explain the meaning of the trichotomy signs, categorize the verbal and non-verbal signs, and understand the color concept.

Furthermore, there are the data collection of this research 1) downloading the movie poster from [www.impawards.com](http://www.impawards.com) to collect the data, 2) finding the semiotic signs in the movie poster of Hotel Transylvania: Transformania, 3) taking screenshots of each

semiotic signs in the movie poster of Hotel Transylvania: Transformania, 4) taking notes of each verbal and non-verbal signs in the movie poster of Hotel Transylvania: Transformania to be analyzed further, 5) taking screenshots of each verbal and non-verbal signs in the movie poster of Hotel Transylvania: Transformania.

After collecting the data, there are the data analysis of this research 1) analyze the semiotic signs using the trichotomies signs theory by Charles Sanders Peirce in Hotel Transylvania: Transformania movie poster, 2) categorized the verbal and non-verbal signs in Hotel Transylvania: Transformania movie poster based on the signifier and the signified theory by Saussure, 3) describing the verbal and non-verbal signs in Hotel Transylvania: Transformania movie poster based on the signifier and the signified theory by Saussure, 4) describing the results of the research related to the trichotomies signs theory by Charles Sanders Peirce in Hotel Transylvania:

Transformania movie poster, 5) describing the color terms in Hotel Transylvania: Transformania movie poster by Adams Morioka.

## RESULTS AND DISCUSSION

The researcher found the signs of representamen, object, and interpretant using the theory of trichotomies by Charles Sanders Peirce in the Hotel Transylvania: Transformania movie poster. The result of the verbal and non-verbal signs using the signifier and the signified theory by Saussure there are 97 data. In verbal signs there are 7 data and the non-verbal signs there are 90 data. Further, the result of the trichotomies signs there are 97 data. In representamen signs, there are 22 data: qualisign 1 data, sinsign 14 data, and legisign 7 data. In object signs, there are 38 data: icon 14 data, index 9 data, and symbol 15 data. And interpretant signs, there are 37 data: rheme 29 data, dicent sign 1 data, and argument 7 data.

**Table 1.1 Result of the Research**

DATA	R			O			I		
	QS	SS	LS	IC	IN	SY	RH	DS	AR
Verbal	-	-	7	-	-	-	-	-	-
Non-Verbal	1	14	-	14	9	15	29	1	7
Total	97								

### Data 1



The data above is a verbal sign. A verbal sign is anything that is related to text and words. The signifier is the text of “HOTEL TRANSYLVANIA: TRANSFORMANIA”. And the signified is the text of “HOTEL TRANSYLVANIA: TRANSFORMANIA” can be represented as the movie title. The text is written in capital and the text stands in the middle at the bottom of the poster with a lightning strike effect. In the text “Hotel Transylvania”, the color of gold is used. Gold is frequently used to describe a ‘traditional’, although traditions are mostly based on culture and country. Further, the color purple is used in the text “Transformania”. Purple is associated with royalty and spirituality.

Data 1 is also categorized into representamen because it owes something to someone in some way or capacity. Representamen creates an equivalent sign in that person's mind, or perhaps a more developed sign. Then, data 1 can be classified into the element of a legisign because of the norms of the text in the poster. A sign that is law is called a legisign. A legisign is not necessarily a conventional sign. It has been agreed upon and is significant as a general type rather than a single object.

### Data 2



The data above is a non-verbal sign. A non-verbal sign is a sign that refers to a visual image. The signifier is A movie poster entitled *Hotel Transylvania: Transformania*. And the signified is the illustration of the movie poster shows fourteen characters, with seven of them being different versions in different backgrounds of themselves. The background of the poster on the left side shows a quiet and dark atmosphere. The dominant color on the left side of the poster is purple. The color purple is associated with royalty and spirituality. The positive meaning of purple in this poster are imagination and mysticism.

Data 2 is classified into representamen because it owes something to someone in some way or capacity. Representamen creates an equivalent sign in that person's mind, or perhaps a more developed sign. Then, data 2 can be classified into the element of a qualisign because of the quality of the illustration on the movie poster. A quality that is also a sign is a qualisign. It cannot function as a sign until it is embodied, but the embodied state has no bearing on the sign's nature.



### Data 3



The data above is a non-verbal sign. A non-verbal sign is a sign that refers to a visual image. The signifier in this data is a lightning strike. And the signified is lightning splits in the poster and makes it have a different background. The color displayed in this data is purple. Purple is associated with royalty and spirituality.

Data 3 is categorized into an object because the sign is a representation of the object. If the object is one that the interpreter is already familiar with from collateral observation, then the sign can say something about it. Then, data 3 can be classified into the element of an index because the appearance produced by the character because it is causal dependent on the situation supplied. An index is a sign that the object has an effect on it. The index is referred to as the object in relation to the qualities it shares with the object insofar as it is affected by the object. The index shows a natural relationship between the sign and the signified, which is a causal relationship.

### Data 4



Data 4 is a non-verbal sign. A non-verbal sign is a sign that refers to a visual image. The signifier in this data is a stick with a green diamond on it. And the signified is a stick with a green diamond and held by one of the characters on the poster. From this data, it can be interpreted that this green diamond is the source of the events that occur that change the appearance of the characters. The dominant color is green. Green is associated with plans for the natural environment.

Data 4 is categorized as interpretant because represents it a sign of possibility. Then, data 4 can be classified into the element of a rheme because that is understood as representing the possible object. A rheme is a sign of qualitative possibility and is understood to be both a type of possible object and a sign of such possibility; possible indicators that can be interpreted according to the selection.

### Data 5



The data above is a non-verbal sign. A non-verbal sign is a sign that refers to a visual image. The signifier in data 5 is a female character in the *Hotel Transylvania: Transformania* movie poster. And the signified is the female character was described as having blue round eyes. She has short black hair and a bright skin tone. And she wore black long sleeves. The color black

is a dominant color in this character, black is associated with night and death. In this data, black has a positive meaning that is power, sophistication, and mystery.

Data 5 is categorized into an object because the sign is a representation of the object. If the object is one that the interpreter is already familiar with from collateral observation, then the sign can say something about it. Then, data 5 can be classified into the element of an icon because of the analysis of the character and that it denotes merely by the character of its own. An icon is a symbol that is only denoted by its own characters and possessions. The icon does not behave like a sign, but this has nothing to do with the sign's nature.

## CONCLUSION

This research aims to find out the semiotic signs found in the Hotel Transylvania: Transformania movie poster using the meaning of semiotic signs based on Charles Sanders Peirce's theory of trichotomies signs. The data studied are to explain the meaning of the trichotomy signs, categorize the verbal and non-verbal signs, and understand the color concept. After classifying the verbal and non-verbal signs using the theory of signifier and signified by Saussure. The researcher found that the dominant sign in this research is a non-verbal sign. A non-verbal sign is a sign that refers to a visual image. Further, the researcher also categorized the trichotomies

of signs using the theory by Peirce which are representamen, object, and interpretant.

As can be seen, in the result of the trichotomies of signs, the highest number of signs that appear in the data is an object, with there are some elements namely (icon, index, and symbol). The element that appears most often is the symbol because the data refers to general ideas. Moreover, the average of the data is a rheme, which is a classification element in interpretant, with there are some elements namely (rheme, dicent sign, and argument). Meanwhile, the fewest signs found in the data is a qualisign, which is a classifications element in representamen, with there are some elements namely (qualisign, sinsign, and legisign).

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