Joker Movie Poster Advertisement: The Semiotic Analysis

Ulfa Muazzomah
English Literature Study Program, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang
ulfa96muazzomah@gmail.com

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ABSTRACT

This study employed semiotics to establish connections among the elements utilized in advertising. The focus of the research was analyzing Joker poster advertisements using semiotic studies based on Pierce's theory. Pierce's Theory was employed to identify and categorize various types of signs, as well as analyze and describe their meanings. The objective of this study was to identify semiotic signs present in Joker Poster advertisements and interpret their meanings. The research design was descriptive and qualitative, involving document analysis. Each sign within the poster advertisements was identified and classified into three types: index, icon, and symbol. The meaning of each sign was then analyzed and explained using a triadic process model. The findings revealed that the advertisements contained semiotic signs in the form of symbols, icons, and indexes. There were 14 icons, 12 indexes, and 42 symbols identified. Symbols were more commonly used compared to indexes and icons, with text often serving as a symbol in the Joker posters. Additionally, the researcher observed that posters (icons) played a crucial role in providing initial direction to the meaning, followed by the language used in the advertisements.

Keywords: *Semiotics, Sign, Charles Sanders Pierce, Advertisement*

INTRODUCTION

The Joker movie advertisement in 2019 caused a stir in society due to the portrayal of a villain with a clown-like appearance. The character of the Joker was identical to his "crazy" landscape and his popularity which made some people idolize him, and they even falsify his madness. Alongside a unique appearance, the full color of his face and the action is shown to have several symbols and meanings. Clown appearance provides a sign or symbol represented as a thought or message of a producer that will be given to t The Joker movie advertisement in 2019 caused a stir in society due to the portrayal of a villain with a clown-like appearance. The character of the Joker was depicted as someone who embodied his "insane" environment and gained immense popularity, leading some individuals to idolize him and even fabricate their own madness to emulate him. Apart from his

distinctive looks, the vividness of his face and actions conveyed multiple symbols and interpretations. The clown-like appearance served as a significant sign or symbol intended by the movie's creators to convey a specific idea or message to the audience in public.

An advertisement is important to discuss; it has many messages that the readers must know. It is a part of communication because it is the way to deliver messages to the producer to consumers. It is one of the ways to inform about the product. A person or company can introduce and promote their products or services to the public through advertisement. This media is mass communication to persuade people to watch a movie. According to Dyer (1982:17), advertising means drawing attention to something, notifying, or informing somebody of something. Therefore, advertising becomes the most appropriate media when advertisers want to draw attention to specific products and persuade someone to consume and use the products or services. Good advertising and good marketing depend on clear and creative visual art. It is not only about the persuasive language to be interesting, not only picture of the product but also advertisement had a more extended dimension function, that is, how to sense symbols through language and visualize an advertisement. Thus, the reason the researchers why choose poster advertisements as an object.

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

In conducting this research, the Researcher found several previous studies that discuss a related topic. The first research conducted by Rifa'i (2010), semiotic signs related to the meaning of denotation and connotation, found in the types of Coca-cola ads. Uraida (2013) analyzed advertisements in McDonald's Printed; she observed seven print advertisements. Urida aimed to discover the semiotic signs, connotation meanings, and interpretations of the myths contained in the McDonald's logo. She used the types of the theory proposed by Pierce and the theory of connotative meaning and myth proposed by Barthes. Furthermore, ad analysis had been carried out by Indrawati (2015); her research focuses on identifying signs and interpreting connotation meanings in Canon camera advertisements. The purpose of advertising is to influence them to use the product and to create correlations between elements in advertising using the theory proposed by Pierce.

Furthermore, the semiotic research in the advertisement was done by Asih (2016). In the semiotic analysis of *Bukalapak, Tokopedia,* and *Elevenia* advertisements, the author sought the meaning of denotation and connotation meanings and messages conveyed by *Bukalapak* advertisements declared on television. The author analyzed using the semiotic theory proposed by Roland Barthes. The advertising aimed to compare the growth of Indonesia's most extensive online website (*Bukalapak*). Next, Solikhah (2017) analyzed the signifier and signified purpose of the sign-in ten Magnum advertisements. His research revealed that verbal signs of text and nonverbal could be found in Magnum advertisements,

such as slogans, descriptions, images, and meanings. The author used Roland Barthes's theory and Saussure's theory.

The last, Rizki (2018) has conducted semiotic research in several posters, in his research containing both visual and verbal meanings and signs. Rizki aims to find out the semiotic signs and meanings of the linguistic signs that are manifested in the film posters. The author uses four different Caribbean film posters each year: (2003, 2006, 2007, and 2011) using the theory proposed by Charles Sanders Pierces, namely to analyze semiotics, the writer also uses the advertising concept proposed by Gillian Dyer to find out signing a semiotic in the poster, and also the concept of the meaning of color proposed by Anna Wierzbicka. Based on the previous studies, the researcher found out that several interested to analyze advertisement used semiotics. Semiotics can be applied in various advertisements. As the other researchers have done in doing the research above, having been aware of the previous study is really important to get qualified in the research. Thus, in present study the researcher conducted to analyze on online advertisement but this research little differences with those previous studies. It can be seen the data source that is used in this research, Joker (2019) movie poster advertisement. The researcher used ten Joker posters found on different internet sites. The researcher used ten posters because every poster had various types of text. Besides, the researcher used a theoretical approach from Pierce.

The present study was conducted because the Joker movie poster advertisement attracts some attention. First, the researcher chose the Joker movie poster advertisement had complete aspects being analyzed, such as the verbal and nonverbal in the poster. In addition, to nonverbal signs, the advertisement also had exciting commercials to be analyzed, and ten joker posters have various types. The last sign is indexed on a semiotic symbol and had another meaning. Based on the background above, several problems arise from this study: What semiotic signs have existed in the *Joker* movie poster, and what is the meaning of the semiotic sign that existed in the *Joker* movie poster?

Furthermore, Rizki (2018) stated that advertisements delivered through posters were verbal and visual. The author found that the Pirates of the Caribbean poster had a semiotic sign in the form of visual and verbal or better-known images and written language. From the visual and verbal research, the researcher used Peirce's theory that triadic model / threecotomy aimed to determine the semiotic sign realized through triadic model that is representamen, objects, and interpretation. This research had the same approach as Rizki's, namely the semiotic approach. However, the object was different. Therefore, in this research, the researcher analyzed the semiotic signs in the *Joker* poster advertisement as a phenomenon.

RESEARCH METHOD

In conducting this study, the researcher used a descriptive qualitative approach that had been chosen because the researcher analyzed and described the semiotic sign and used the semiotic analysis approach on the advertisement in the form of a poster. Descriptive qualitative research could be collected in the form of words and images. It usually contains quotes and descriptions of the situation. According to Creswell (2014), qualitative research methods rely on text and images and have unique rarities in data analysis, which means that all data generated from text and image forms follow the qualitative method. The researcher aimed to explore information about the message and the type of semiotic sign

contained in the Joker movie poster delivered by Todd Phillips (as producer), where the data were analyzed by applying Charles Sander Peirce's theory in triadic of meaning. The Researcher chose ten posters to study that present a contra-culture of the rich people in his city using triadic meaning analysis.

For the data source of this study, this research used the official UK Kirby McDaniel Movieart website https://www.movieart.com and https://www.deviantart.com, and Instagram, published from early April to October 2019. The researcher considered that the Joker phenomenon in 2019 affects consumer or audience behavior. In this study, the researcher discussed the signs and messages conveyed in the poster.

The method used in collecting data in this study was documentation research. The researcher only studied the literature and verbal text in the posters that have been studied. This study made several techniques to collect data. First, the researcher opened the websites of Movieart Original Film Posters on the Internet and Instagram. Second, the researcher searched and typed the keyword "Joker Movie Poster" and then gave the researcher all posters related to Joker Poster 2019. Third, the researcher selected the posters from those websites published from April to October 2019; then, the researcher downloaded five posters as the data. Fourth, the researcher made a table to classify posters based on the data source, code, publisher, and source.

After collecting data, the researcher used several steps to analyze the data. First, the researcher begun analyzed the data; the steps taken are identifying the signs found on the research object (Poster Joker). Pierce divided the signs into icons, indexes, and symbols based on the object. Second, the researcher identified meaning by identifying the type of sign in advertising. Third, the researcher interpreted the meaning based on the identity of the type of Icon, index, and symbol. Then the researcher concluded the result of the study.

FINDINGS & DISCUSSION

The researcher extended the data related to the research problem using the triadic model of signs revealed by Pierce consisting of representamen, objects, and interpretations. After identifying the movie poster carefully, the researcher found several types of signs, including Icons, indexes, and symbols. Analysis of the three interrelated sign components to form meaning was presented for analysis using the Pierce triadic model. In this Joker poster, the researcher found nine kinds of signs expressed in the posters. They were mentioned as followed: qualisign, sinsign, legisign, object, Icon, index, rheme, design, and argument; based on the object, the sign was divided into three: Icon, index, and symbol. Therefore, the researcher selected three types of signs that the researcher analyzed. So, from the data, the researcher took only icons, indices, and symbols as the focus of this study. They were expressed on Joker movie posters and were described as follows:

Figure 1. *Joker Poster*

In this data, there was a picture of a man seen holding a picture of "KILL THE RICH." A man who made his face a clown, was wearing a red shirt color. He was Joaquin Phoenix, who had the character of Joker. The verbal image "KILL THE RICH" showed a Joker who said that rich people must be killed. His expression showed happiness, but his face was interpreted as a psychopath who drew his face like an extreme and terrible clown. In this picture, a man was lying on the floor, showing that a Joker had killed him.

The image was the representedamen (R) for this observation from the Icon. So, the semiosis process for this data was that the representedamen (R), which were the images mentioned above, represented Crime, murder, extremism, sadism, and Crime **(O)**. Hence, the Interpretation researcher was criminal crimes and also the killers of wealthy people. Joker told as a clown-looking killer with a sadistic face, making movie lovers increasingly curious about the film's story and produce interpretants (I).

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

From what has happened, this poster advertisement sends a message or meaning that the appearance of the Joker gives you a picture that the story in the Joker movie has a crime. Joker film tells about the killing against the rich. Then her face covered with color. As people have known a clown who covers his face not to show his real face.

Figure 2: Joker *Poster*

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

Next is symbol analysis. Symbol is the written language used in this poster advertisement. The ad symbol in this poster is the text "I USED TO THINK MY LIFE WAS A TRAGEDY BUT NOW I REALIZE IT'S A COMEDY! this is the written language representation

that is on the poster, this representation acts as sadness, bitterness, darkness, relaxing, humor, and funny (O). Furthermore, the relationship between representation and objects will produce meaning or interpretation from an interpretant (I).

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

Figure 3: "Joker Poster"

This is a poster advertisement that shows half the face published by Todd Phillips himself as the filmmaker of the 2019 Joker film in his 42 Instagram account. This poster ad contains an image (icon) and language writing (symbol). This poster shows a picture of a man's face that makes his face colorful like a clown. In the picture is a man who looks forward to half his face. His expression showed the seriousness, fear, and sharpness of his eyes. The image is representative of the observation of an icon. So that the representation of the semiosis process for this data is the one mentioned above, representing seriousness, fear, and sharpness of view. To find out the meaning between representation and object that is located on the interpretation of meaning by the Interpretant. Symbol is a sign that is conventional or agreement. Signs of language are usually symbols. Symbols of this data are written languages namely 'THE FILM OF THE YEAR', 'JOAQUIN PHOENIX IS ASTONISHING', 'AN INSTANT CLASSIC,' A MASTERPIECE ',' GLORIOUSLY DARLING ', JOAQUIN PHOENIX, A TODD PHILLIPS FILM, JOKER, IN CIN OCTOBER 4, and Tagline. The written / verbal languages are included as representamen who act as an explanation of this film poster. The symbol in this poster advertisement is the text "IN CINEMAS OCTOBER 4", verbal in this poster is a representative who acts as a movie in theaters in October (O).

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

'JOAQUIN PHOENIX IS ASTONISHING', this is a representation of a text language symbol that is on the poster. The object of this representamen is a man, an actor, extraordinary. Then the interpretive meaning of the relationship of meaning between the representamen and the symbol is Joaquin Phoenix is a professional actor and extraordinary to play two different characters in one story.

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

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

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

Index is a sign that has an existential between the representamen and the object. Then the index of a sign in the data Picture 3 is a representation of a face drawn like a clown, which on the face is colored white, red, and blue. Interpretation of the meaning of the pale white base color on Joker's face and there are facial lines that emphasize the shape of wrinkles in the base color on this makeup look messy to make it look scary. The color with this pale white base color characterizes the character's make up because white is considered to have an unreal effect on the face. Then the blood-red eyebrows by placing them on the forehead point to the fierce and spooky effect. The shape of the eyebrows soars up to the forehead can eliminate the impression of funny and adorable to the clown character in general. The next, the color of the eyes formed by triangles on the top and bottom of the eye by using blue, shaped like a teardrop that makes this character look sad while giving a dramatic effect. The blue triangles around the eyes are left in a mess and cover the shape of the eyebrows, aiming to make them look more sinister.

This advertising poster provided an interpretation of the meaning and message conveyed, that the message in this poster advertisement is to provide information that on October 4 a masterpiece will be played by a professional actor with a bold story. and explosive, a Joaquin Phoenix plays the Joker story with ideas and saunters towards anarchy.

Figure 4. Joker Poster

In this data, the Researcher found a picture of a man standing. Lifting both hands and the position of the head, looking up, face looking up. A man had a bloodstain on his face. This picture depicted chaos, mixture, anger, disorganization, and excitement. The

process of semiosis in this data was a picture of a car on fire behind a man standing; his face was stained with blood (R). That personified chaos, mingling, anger, disorganization, and excitement (O). This ad sent a message or meaning that this poster showed one of the events that would occur in the Joker movie story, that the incident showed that there was chaos caused by the actions of a Joker(I).

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

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

Then the index from this 4D data is the Joker who is known as a frightening man, causing chaos causing the atmosphere in the city to crumble, fall apart and catch fire. From what the researchers have done, this ad sent a message or meaning that this advertisement poster showed one of the events that would occur in the Joker movie story, that the incident showed that there was chaos caused by the actions of a Joker.

Figure 5: Joker Poster

Their face was covered in blood, and their head looked up. This poster ad contained pictures (icons) and text (symbols). This data showed a picture of a man acting as a Joker wearing a clown and one of his hands raised (iconic). In this poster, there was also a picture of a man covered in blood on his face (Icon) and the image of his head looking up (Icon). The Interpretation of the interpreter through semiosis was 1. a picture of a man who acted as a Joker and wore up like a clown, 2. One hand raised. 3. Image of a man stained with blood on his face and the image of his head looking up (R). The actor, the Joker, was sad and sorrowful (O), so the Interpretation was that this poster showed the story of a grim-faced man who was sad before becoming a Joker with an evil nature. (I). the meaning of this poster was This poster showed that Joaquin Phoenix was an actor who acted as the Joker and told a Joker who had a sad face, but the Joker still showed his happy face to others. This poster also provided information that the film's story would be released on October 4. Moreover, DC was Detective Comic as a film publisher. (I)

The symbol in this ad is the text 'PUT ON A HAPPY FACE' (R), this written language acts as to make a happy face, smiling, happy. Then the word 'JOAQUIN PHOENIX' is as a

representative as an actor, actor, Joker. Furthermore, the word 'OCTOBER 4' is a symbol of a verbal advertisement poster, the object of the word is the time, date, month, and time the Joker film was released. Furthermore, the word 'DC', is a symbol in the form of a word or verbal text, which represents the object as Detective Comic and publisher.

The Index of a sign in data Picture 5 is a face representation stained with blood which makes Joaquin Phoenix feel gloomy and sad, and he changes himself as a scary Joker and makes him happy. An interpretation of the meaning or message of poster 5 that the advertising poster informed on the 4th October the Joker film will be released, to attract the attention of consumers. This poster is displayed with a Joker expression that is grim and sad.

Figure 6: Joker Poster

In this data, there was a picture of a man with dark hair, with a straight, wavy model, who also had bangs. A man with a sad expression with additional doodles was to reveal a smiling face but had many thoughts in his brain. The symbol in this poster was in the form of written language, with the words 'Hahaha' filling the poster's background. The picture's color was Black with a white background, and the color was red on the writing. The process of semiosis here was a picture of a man looking at the front face with a sad expression with additional strokes, making it appear as if the expression was a smile (R), which meant sad, confused, and wondering about his condition (O). The triadic model's interpretation process was A man with shoulder-length hair (Bangs). A man with a sad expression with an additional red streak by making a smile and the words 'Hahaha' around it (R), and the object was sad, disappointed, desperate, and depressed thinking. The Interpretation was that A man with a sad expression with other graffiti on his mouth to show a smiling face got non-physical violence; the people around him laughed at his situation.

The symbol in this sixth data is a written language symbol, the writing in the data is the word 'hahaha' which fills all the poster backgrounds. According to the theory used by the author, the word 'hahaha' is called representation, then the written language symbol data contained in this data are 'Joaquin Phoenix', 'Joker', Put on a happy face', 'October 4', they are language symbols. write which is the representation (R). Joaquin Phoenix is the name of an actor in Joker film. On the poster there is a picture of a joker as actor, sad expression, which is often laughed at by the public but he can laugh out loud, because he has a brain disorder, gets unfair treatment by his environment and gets discrimination (I).

Figure 7: Joker Poster

The Joker poster in the seventh data showed one of the characters in the film scene. This poster contained visual and verbal signs. In the visual sign, a man was wearing a red shirt and trousers; on the person's chest, a combination of yellow and green was near his neck. The face of a man using make-up like a clown showed the face of a killer. Then around Joaquin Phoenix, there were many clown skull heads. Joaquin Phoenix's position was above the pile of skull heads; Joaquin Phoenix's expression showed happiness; his face was facing forward with his head raised. The symbols in the form of verbal text in the seven data were in the form of the words *'Joaquin Phoenix,' 'Joker,' a Todd Phillips film,' 'October 4'*, and *'we were clowns,'* according to theory, they were words or verbal texts that were part of the Representation of the sign. The object of the verbal text was Joaquin Phoenix as a film actor, the Joker was the title of a film, Todd Phillips film was the director of the Joker film, then 'October 4' was the show date in all cinemas in the United States. Then the two had a relationship, so an interpretation of the meaning of Representation and object emerged. The Interpretation showed that Joaquin Phoenix was an actor in the Joker character directed by Todd Phillips, which would be shown in US theaters on October 4, 2019. The poster showed that Arthur Fleck could repay the actions of the surrounding community by causing chaos and destroying the city.

Then, the index sign on the seventh data poster is a representation of Joaquin Phoenix who has a happy face and shows that he can repay all the treatment that has been done before by society by making the city of Gotham chaotic. Then, the semiosis process described above, the researcher finds an interpretation of the seventh poster's meaning or message that the advertising poster informs that on October 4, the Joker film will be released in the United States which will be directed by Todd Phillips and Joaquin Phoenix. And then the poster shows a joker who is happy.

Figure 8: Joker Poster

This poster showed all the actors in the Joker film. This poster showed several visual signs, including a picture of Joaquin Phoenix standing with his hands out happily. There was an image of an older woman staring at something serious, then a photo of a man wearing a suit and tie. A woman wearing a sling bag stared ahead. In another picture, there was a burning car. Three men were running. Moreover, other people were standing holding a sign with the words *'everything must go,'* looking like a clown. Some of the images that had been mentioned in the theory that researchers used, these images were in the Representation category of semiotic signs.

Next, a verbal text, a form of the semiotic sign itself, was in the form of words *'Applause,' 'Everything must go,' 'Live! With Murray Franklin'*, and the last word, *'Joker.'* All verbal texts were representations of the Joker poster. The object of *'Applause'* was a public cheer that supported the Joker in carrying out his evil actions. *'Everything must go'* had the meaning of a demonstrator dressed as a clown asking the people around to leave the place. Then, it was the meaning of the verbal text *'live! With Murray Franklin'* the incident would be broadcast live with Robert De Niro, an employee of Murray Franklin. Then in the Joker text, this was a verbal text that showed the actor of a Joker. The meaning of the Interpretation between the Representation and Object relations above was that this eighth poster showed each of the actors in this Joker film at a time when the city of Gotham was in chaos.

Figure 9: Joker Poster

On this poster, there were several visual signs in the form of a man who looked like a clown (R); a man's face showed a face full of eyes and focused, scary. On the Nine data poster here, there was also a clown lying on the ground, a man who looked like a clown was holding his stomach like he was in pain; around him were several pieces of boards. Then the verbal text on the poster is: *'All I had were negative thoughts,' 'I used to think that my life was a tragedy, but now I realized it was a comedy,' 'The facts it just me or was it something crazier in there,' 'Joker,' and' I should have to laugh but cry,'* all the verbal texts mentioned above were representations of symbols. The object of Representation is *'All I had were negative thoughts.'*All I had were negative thoughts in his mind were things that were not good, considered useless, riot, Etc.

Were the facts just me, or was it something crazier in their verbal text? It was a symbol of a riot maker, a troublemaker, someone who could do things that were not fair. Then, the verbal text 'Joker' had an object in the form of a clown character. Furthermore, the verbal text 'Joker' had an object in the form of a clown character. 'I should laugh but

cry' The object of the word was sadness, gloom, not following reality. This poster showed that behind Joker was the cause, and the upheaval was caused by sadness and oppression in the past. The results of the semiosis process above showed the meaning in the poster that before Joaquin Phoenix became a joker who caused a lot of trouble and commotion in the city, all of this was due to past events that happened to him. There was a picture of a clown lying on the ground, which was a testament to the violence that befell him. He was in pain, holding his stomach. Then, in addition to supporting the message of this poster, there was much text on the poster that all the events he experienced were a tragedy as a joke, but what he felt was sadness, turmoil, gloom, and dark life.
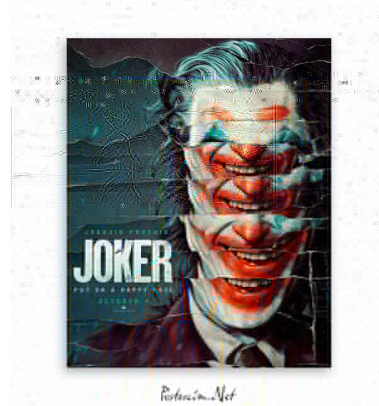

Figure 10: Joker Poster

This poster showed the parts of a joker's face. In this poster, the writer found several signs. This sign was in visual (image) and verbal text. This part of the poster showed half of the face showing only the forehead; a forehead had drawn fake eyebrows which were red and blue underneath; he had black and white hair(R); the object in the Representation showed a killer, a criminal, and an adult. Then there were the same three images, namely the red nose and mouth lined up and down (R); the objects in the Representation of the face and nose show an ambitious person getting a target, seeing a target, a murderer with a vicious expression (O).

In the last picture, in the form of a mouth pulled back, you could see the teeth in the upper jaw, a man wearing a tie, and a suit showing a hunting expression. The index in this image was black on the background (R); black meant evil, dark, killer (O). The results of the semiosis process above show that representations and objects were interrelated and had meaning. In contrast, the expression of this last poster showed that in the Joker film story, the main character had an antagonistic character, showing the story of a clown did not entertain like an ordinary clown, but this clown showed a joker. Who was evil and had the ambition to kill someone he was looking for. In the poster's expression, it was evident in detail how dangerous he is.

After the data was found and analyzed on the ten poster advertisements, the data analysis findings showed that the semiotic process known as the Triadic model revealed by Pierce helped to find the type of sign on the poster. According to Pierce, semiotics was a sign of logic because Pierce was an American could philosopher of logic and mathematics. Based on Pierce's semiotic logic was the study of how the researcher thought using signs, the signs that allowed researchers to think that there was a relationship between people

and something, something and else, and gave meaning to physical/natural appearance (Sobur, 2001).

Based on the findings in the previous sub, it showed that the types of signs on the Joker poster were icons, indexes, and symbols. The semiotic sign icon was found in the form of non-verbal. In contrast, the semiotic sign symbol was found in the form of verbal text / written language, and the type of sign in the index category was related to the object, such as the color or clothes worn. The researcher found a significant relationship between representamen, objects, and interpreters in the form of icons, indexes, and symbols to convey the poster's meaning. An example of the existing icon in data poster joker 1, data icon joker 1 showed a picture of a man who was seen holding a picture "KILL THE RICH" (Representamen), which showed an object that was Crime, murder, and extreme. To find the meaning or Interpretation between representamen and object, it resulted in Interpretation: the meaning of the Icon on the Joker poster showed a psychopathic man who was anti-cultural with rich people.

From the types of signs and meanings found by the researcher, Pierce's triadic model had a significant relationship of meaning. Between sign and object had meaning related to something else. The Joker poster advertisement invited readers to enjoy a film that would be 67 shown in theaters on October 4, on the ten posters analyzed by researcher showed that the Joker poster told about the character of Joaquin Phoenix, a party clown turned killer. Joaquin Phoenix was a poor man; he wrought as an entertainer clown because certain people mistreat him by the people of the city, and he turned into a troublemaker and a killer who looked like a clown. The verbal text on the Joker poster showed that the Joker (Joaquin Phoenix) had a bad attitude; even looking at the movie poster, the Joker was a simple man who became a killer.

In this study, the researcher found sign elements in the form of interpretation, objects, and representations that were interconnected to get a meaning. The researcher found semiotic signs in the form of verbal and visual signs on the posters. The researcher analyzed ten posters from several different websites. Ten posters showed that the Joker was a criminal and a killer; the Joker was also a troublemaker in a city. The researcher also found types of signs in the visual and verbal text. As for what made this study different, namely the objects used by the researcher as material for analysis, the present study used ten Joker posters from different websites and publishers, while the previous study used four film posters from different year series. These findings strengthened the theory that Pierce's theory had a comprehensive idea, 68 a structural description of all marking systems. Pierce identified the fundamental particles of the sign. He recombined all the components in a single structure, thus obtaining the meaning of the sign being sought, such as the relationship between representation, object, and interpretation.

CONCLUSION & SUGGESTION

In this study, the researcher found semiotic signs in poster advertisements, names, icons, symbols, and indexes. Based on the triadic analysis model, the researcher found the number of icons found in data poster *Joker 1* amounted to three icons, two indexes, and seven symbols. Then, in the data poster, Joker 2 researcher founded two icons and five symbols. For the data *poster Joker 3*, the Researcher founded an icon in poster 3, then three indexes and eight symbols. Furthermore, the number of icons found in *poster joker 4* data

Corresponding author: ulfa96muazzomah@mail.com

was three icons, one index, and three symbols. Finally, the researcher found three icons in the data *poster, Joker 5*, and four symbols.

Next, the number of icons on the sixth Joker poster was one Icon and symbol. The seventh symbol joker poster had a total of 5 symbols and four indices. Then on the eighth poster data, the researcher found only four symbols. At the same time, the data for the ninth Joker poster consists of icon one and symbol 4, then symbol one, icon one, and index 2 in the last poster data.

The analysis of ten posters in this study showed that semiotic signs had a relationship between the meaning and appearance of messages in poster advertising. Here were some meanings conveyed in each poster: *Poster Joker 1* showed the appearance of the Joker and gave you a picture that the story in the Joker movie had a crime. Joker film told about the killing of the rich. *Poster Joker 2* showed the Meaning of the Interpretation of the story in the Joker film, Joaquin Phoenix, became an actor as the Joker in this film, and some of the stories explained the dark and sad life he would experience. However, he enjoyed his life happily in his way. This poster ad also provided information that the film would be aired on October 4. *Poster Joker 3* showed that this advertisement was to provide information that on October 4, a masterpiece would be played by a professional actor with a bold story. Moreover, explosive Joaquin Phoenix played the Joker story with ideas and saunters towards anarchy.

Then, *poster Joker 4* provided information that in October, there would be a screening of the best film. A fantastic event that aroused emotions like Joaquin Phoenix's to avenge that was underestimated ability. Then, *poster Joker 5* sent a message or meaning that this ad poster showed one of the events that would occur in the Joker film story, that the event showed that the actions of a Joker cause chaos. Next, *poster Joker 6* showed a simple Arthur Fleck, a sad face looking for an identity. In a sad condition, Arthur Fleck thought about the fate of his life, and in this sixth data poster, Arthur Fleck seemed to be laughed at by the public. *Poster Joker 7* was a joker sitting on a pile of clown skulls, showing his pride in all the chaos and crimes he had committed.

Next, *poster Joker 8* contained several actors in the Joker film (2019); there were several actor photos and an illustration of one of the scene designs that tell the story of the Joker film. Some of the verbal text listed on the poster shows an event in the Joker film (2019); the verbal text was "everything must go." made people in Ghoutam city feel anxious and run for a safer place.

In addition, poster Joker 9 happened that a Joker (Arthur Fleck) doing his profession as a clown whose job was to hold signs on the streets made him bullied, even sprawled in an alley. Arthur Fleck seemed accustomed to being mistreated by his surroundings; from this incident, Arthur Fleck planned to change his destiny by becoming a killer because he wanted to avenge all the actions that were unfair to him. The last date of *poster Joker 10* provided a detailed image, starting from the top of the face covering the forehead, eyebrows, and mouth position, accompanied by a sadistic expression. Based on the poster showed that the Joker (Arthur Fleck) had an antagonistic nature; he also had a very sharp outlook and a sense of wanting to avenge the treatment he had done in the past.

The limitation of this study was that the amount of data used was not comprehensive. It couldn't be used as a comparison. The researcher only took data on the latest Joker film posters and did not include the Joker film posters in previous years because the researcher only focused on analyzing the signs and meaning of the Joker film

Corresponding author: ulfa96muazzomah@mail.com

posters. The researcher took several movie posters from different websites and public media so that the posters used were not comparative and could not be generalized from the research findings. Given the limitations of the research, several suggestions could be given on how to respond to and digest the reality constructed by the mass media, especially films that contained acts of murder, persecution suggestions, and for further research.

It was recommended for a researcher who wanted to analyze semiotic signs using the same theory but using different data or posters to compare the findings that had been studied. Moreover, researchers could use other media to analyze semiotics, not only posters but also other media, such as event billboards, political party banners, or other advertisements. This diversity provided a deeper understanding of signs or semiotics and also provided a variety of research in universities.

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