



MULTIMODAL ANALYSIS OF ACTION MOVIE POSTERS

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Abstract

The aim of this study was to find the multimodal analysis used in Man of Steel and Avengers Infinity Wars movie posters. The Method used in this study is a descriptive qualitative method. This research used theory semiotic approach which focuses on multimodal system proposed by Cheong (2004). The researcher found 6 types elements of multimodal in Man of Steel and Avengers Infinity Wars posters such as material, behavioral, mental, identifying, attributive, and intensive. The data were collected by analysis the movie posters. They were 30% on material, 15% on behavioral, 15% on mental, 15% on identifying, 10% on attributive, and 15% on intensive in Man of Steel poster. Meanwhile in Avengers Infinity Wars poster, the research found 40% on material, 5% on behavioural, 15% on mental, 10% on identifying, 10% on attributive, 20% on intensive.

Key words: Multimodal, Advertisement, Action movie poster.

A. INTRODUCTION

Language is an instrument for conveying meaning, by which people can communicate with others. People need to communicate for conducting their social lives and interactions in which they use language as the means of communication. Wardaugh (1972) says language is a system of arbitrary vocal symbol used for human communication. It means that through symbol humans can produce an unlimited number of messages. In conveying messages, people use symbols in such various communication media as telephone, internet, television, radio, billboard, film poster etc. They are used to express ideas and establish social adaptation and integrity, appreciate literary works, and exploit technology and science.

Language itself has form and meaning. Besides, it is categorized into spoken language and written language. Spoken language is expressed through speaking, while written language is created by words, images, and symbol. Therefore, written language can be used as a system for expressing meaning and for carrying out its symbolic and interactive function. Sometimes, there is ambiguity in expressing the meaning. One of the examples is found in poster movies.

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Movie posters contain not only linguistic aspect, but also other non-verbal aspect and visual images. It uses words, images, photographs or symbol, and colourful background to make the movies more interesting. Each symbol has meanings to add the value of the film. It needs multimodal analysis to understand the meanings in the movie posters. Movie poster is a poster that used as in advertising. Poster is a kind of printed advertisement that produced with various content sizes. Thus, movie poster is attending to attract the attention of viewer.

Based on generic structure of the advertisement, posters use the complex structure to produce the meaning. It needs multimodal analysis to understand the complexities. Multimodal is analysis of communication in all its forms. According to O'Halloran (2011) multimodal discourse analysis is an emerging paradigm in discourse studies which extends the study of the language in combination with other resources such as, images, scientific symbolism, gesture, action, sound and music. In conclusion to get understanding of the construction of movie poster this study will analyze the aspect of multimodal analysis in the action movie posters.

In this research, the writer analyzed multimodal in action movie posters. Movie poster is one of the important part in the success of a film. Often for marketing or advertising purposes' a poster will created to go along with the film. This done in order to give people/viewers the general impression of what to expect to see from the film in terms of the genre of the film who stars on it. The writer choose these posters as the subject of the study because of three reasons. First, these both movies are the famous film in the world that have been watched by much people of its time. Second, movie poster is one of the effective media in the proses of visual communication, because the poster has a special effectiveness value with its function and character. Third, there are only a few studies about multimodal that using poster as object. Most of them using advertisement as object.

There are some studies that have been done related to multimodal analysis in advertisement. Some studies focus on multimodality used in advertisements. Rosa (2014), studied multimodality in sunsilk nutrien shampoo ginseng advertisement. Suprakisno (2015) used indomie advertisement as the object of his study. Amatullah, Rosa, and Fitrawati (2019) focused on the modality used in beauty product advertisements. Savitri and Rosa (2019) studied multimodality in smartphone advertisements. However there is no research on multimodality in movie poster advertisement. Therefore, the researcher is interested in doing multimodal study by taking movie poster advertisement as the object.

B. RESEARCH METHOD

This study was descriptive qualitative research that related on the instruments used in the research. This research was conducted by using a qualitative approach because the results of the data are analyzed in descriptive phenomena such as words, phrases, and utterances. Kothari (2004:2) states that the function of descriptive research is to describe and report all events and

phenomena relate to what is being observed and happened. The researcher found the data in Man of Steel (2013) and Avenger Infinity Wars (2018) posters.

C. RESULT AND DISCUSSION

1. Research Finding

The researcher uses theories that is required to analysis and to establish success of writer. This analysis includes the Generic Structure Potential (GSP) and the ideational meaning-making in this movie posters. It deals with the statement of problem mentioned previously. There are two discussions in this chapter, first is the Generic Structure Potential (GSP) of the poster and the second is the Ideational Meaning-Making in this poster movies (see Figure 1 and Figure 2) based on the multimodal theory by Kress and Van Leeuwen (2006), generic structure potential theory by Cheong (Lead, Display, Emblem, Announcement, Enhancer, Tag, Call-and-Visit Information) and Ideational Meaning-Making by Cheong (2004).

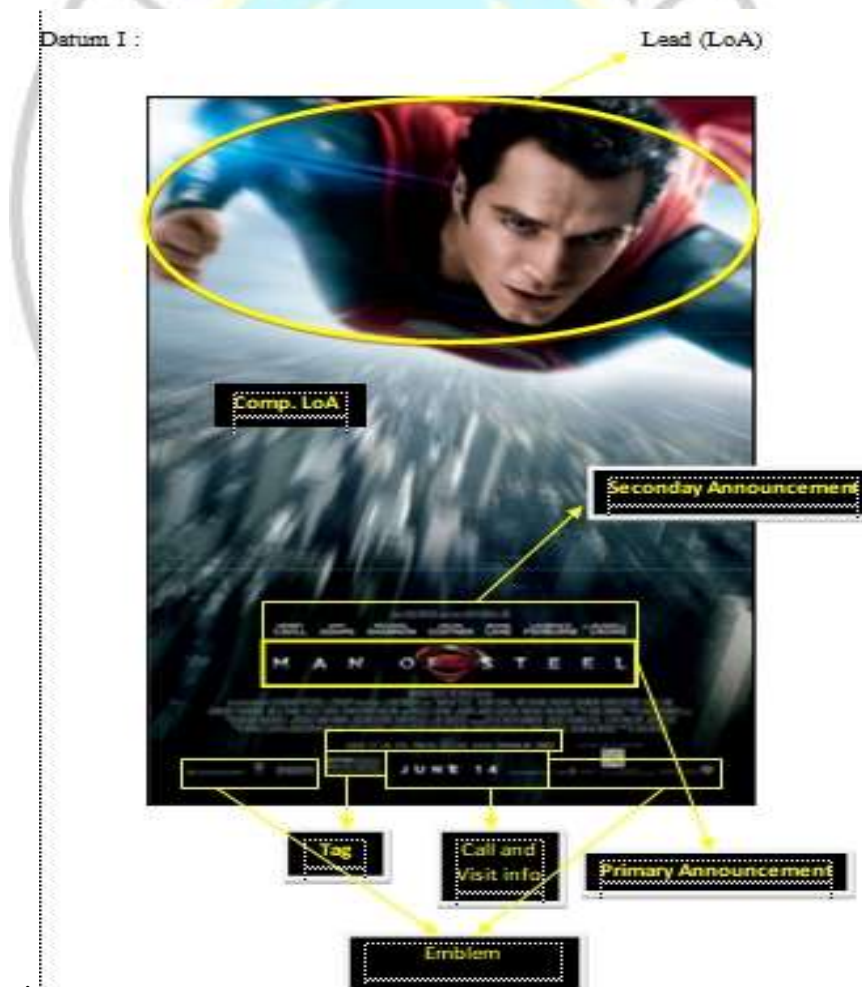


Figure 1. The GSP of Man of Steel movie poster advertisement

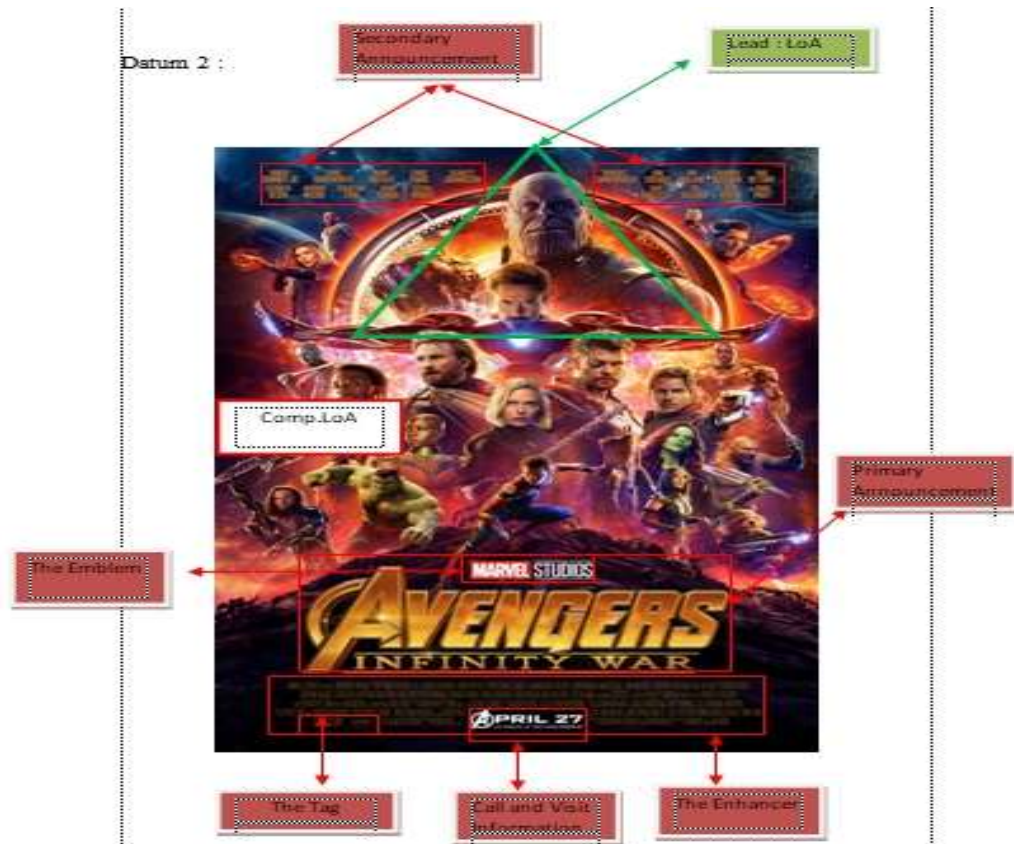


Figure 2. The GSP of Avengers Infinity Wars movie poster advertisement

The GSP of movie poster man of steel (Figure 1) consists of seven elements. They are the “Lead consist of the Locus of Attention (LoA) and Complements to the Locus of Attention (Comp.LoA)”, Display, Announcement, Enhancer, Emblem, Tag, Call and Visit information, respectively. Based on the definition of the lead from Cheong (2004:165) the flying superhero (in the movie man of steel the superhero was a superman) on the sky above the buildings in a city is the Lead in man of steel poster, prominently gaze direct to serious expression is showing the condition he has been facing. Textually, the company (warner bross and assosiations) produce a superhero movie in the linguistic text that follows, “the text serves to elaborate” the visual (kress and van leeuwen, 1996:194). Visually the LoA summarize the central idea, that the man in the poster is superhero. This central idea is repeating in the linguistics text. That is, there is linguistics equivalence (be it in the form of sentences or particular lexis) that is coherence identionally, with this central idea conveyed in the LoA. Identionally, the following linguistics items, including clauses and nominal groups, summarize tightly parallel and keep the idea in the LoA. The function of the LoA also as an implicit

Display in certain advertisements, where the display refers to the photographic display of the product or service in the advertisement (Cheong, 2004 :171). Poster man of steel movie, obviously describing the protagonist of the

movie therefore, the man of steel poster is mentioned explicit display. There is no symbolism in the poster that describe the movie. So it can be defined the poster as congruent display.

The Emblem can be realized visually as the logo of the product/service advertised and its linguistics realization is in the form of the brand name of the product/service (O’Halloran, 2004:171). It means that the emblem realized as the logo of product advertisement, it functions to identity of product advertisement, as well as to negotiate status to a product. However, the Emblem interpersonally significant to capture viewers’s attention.

Generally Enhancer in a paragraph form, it buildings in linguistics items. Enhancer modifies the meaning come from the interaction between the Lead and the Announcement, it functions to influence the people to buy the product. The Enhancer consist linguistic items only, usually in paragraph form, as indicated by the labeled advertisements above. The Enhancer builds on or modifies the meaning which come from the interaction between the Lead and the Announcement. Interpersonally, its function is to persuade and influence the viewers to buy the product, thus the enhancer contains interpersonal lexis (in picture below), which bring out a gesture and affective goal.

Tag is particular elements about a product that are not included in enhancer, usually the form is located in small printed, which typically not prominent. Certain elements of information about a product/service that are not included in the enhancer are captured in the tag.

Social process where people use the modes, resources, at disposal to represent. Language is only one resources or mode for making meaning. Others include images, gesture, body language, proxemics, color, movements, space and time. Mode are considered to be the material-semiotics resource that people have available for representational work. Text, both products of and part of discourse are the result of semiotic work of design, production and composition and as such they can be semiotic entities of any kind resulting in ensembles composed of different modes that mention by meaning-making.

The LoA	Has	a‘statement-making personality’
The LoA	Is	Statement-making
Statement-making individuals	Are	Strong, Powerfull,Serious
Carrier	Attributive: Intensive	Material process

The primary announcement acts as a stabilizer semantically efflorescent lead. the primary announcement provides a context for viewers to adopt / pursue the preffered this truly of meaning intended by the advertisers. The Investment of meaning from Lead to Primary Announcement through the identifying : intensive process.

The Loa	Represent	“Avengers Infinity Wars” “Man of Steel” (a statement to make)
Sign	Identifying : Intensive	Value

O’Halloran explains the enhancer functions to amplify the meanings produced between the primary announcement and the lead. The display and the LoA, if the advertisement not followed by the enhancer, the viewers can not understanding the intended meanings from advertisers. The meaning generated through the interaction between lead and announcement is the LoA exemplifies people who have a statement. It is statement-making. The announcement serves to define the lead as a visual example of the announcement. There is semantic equivalence between lead and announcement. The visual element in advertisement can be seen from the moving picture, gesture, sound and setting.

1. Visual Analysis of Man of Steel

This poster visually offers the powerful of that is used by a man. The setting of this poster is in the sky, can be seen from the outdoor situation and the building as the background. Man of Steel features a redesigned superman costume which preserves the color scheme and “S” logo in a tight costume that shows the muscle with sharp eyes. In general datum 1 shows the behavioral process where the man as *behave*r who are flying, which are setting above of the buildings. Like a sense in mental process, behavior is a conscious being. There is an interaction between the man in the poster with the viewers, which means his sharp eyes on the man faces shows that he is ready to enforce injustice. The setting color is quite dark with the low light and blur situation, which strengthens the background setting. In this picture the superman that flying put forward the hand with tight uniform, intends to tell the viewers that this movie will be nice to watch.

2. Gesture Analysis of Man of Steel

In this advertisement it is shown that there is dominant gesture by the superman. Instantly convey its genre as being that of a superhero movie, by depicting and focusing on the title character in the picture, while dressed in his iconic red and darkblue costume with right fist clenched. This gesture is raised to believe that his abilities are gifts not to be abused which related to the stories of the movie that offered by the man. The man in the picture intends to show his power with confidence to upholds injustice.

3. Visual Analysis of Avengers Infinity Wars

Different with datum I, the second picture (datum II) visually offers the viewers by the antagonist which has the biggest size in the picture. His strong passion to collect six infinity stones which if it collected, half of the human in the world will disappear directly, provokes a reaction from the superheroes to prevent which in the picture in smaller size. It shows the material and

behavioral process where both the antagonist and protagonist who getting ready for a big battle, which are the settig in the outer space. Behavior is also a conscious being as same as sense in mental process. There is no interaction between the protagonist and antagonist in the picture with the viewers, which means their keen eyes just focus to stop the antagonist passion. This picture aims to inform the viewers that in this movie served much battle in different take place, also persuade the viewers that much power will shows in this movies by the superheroes which each of them have different based on the weapon and the costum they takes.

4. Gesture Analysis of Avengers Infinity Wars

In this advertisement, the biggest font size that shown in the picture is Thanos as antagonist one, followed by all the superheroes as protagonist in this movie. They try to stop Thanos’s passion to collect six infinity stone. The sharp and focus eyes from thanos with clenched his hand shows how strong he is, even much superheroes try to stop his wish, this Thanos totally unstoppable. The avengers must stop Thanos, an intergalactic warlord, from getting his hands on all the infinity stones, to use the artifacts to inflict his twisted will on reality. The fate of the planet and existence itself has never been more uncertain as everything the Avengers have fought for has led up to this moment. These gesture related to the product were the antagonist one in the picture with his passion and power can destroy the superheroes. A lot of superheroes from different movies before, also attract the viewers to buy the product that offered in this advertisement.

A. The comparison of verbal element between both *Man of Steel* and *Avengers Infinity Wars* advertisement

The difference between the verbal elements between the movie poster advertisements in the movies “Man of Steel” and “Avengers Infinity Wars” can be seen in Table 1.

Table 1 The comparison of verbal elements in the two movie poster advertisements

Ideational Metafunction	Man of Steel		Avengers Infinity Wars	
	F	%	F	%
Material	2	30%	2	40%
Behavioural	2	15%	2	5%
Mental	2	15%	2	15%
Identifying	2	15%	2	10%
Attributive	2	10%	2	10%
Intensive	2	15%	2	20%

In these findings, shows that the difference between two advertisement in verbal element. According to ideational meaning, the analysis shows that material and relational attributive process are dominant process used in both advertisements. It can be seen that 40% for material processes 5% on behavioral, 15% on mental processes, 15% on identifying, 10% on attributive, 15% intensive in Avengers Infinity Wars poster. Meanwhile in Man of Steel poster behavioral, mental identifying and intensive are similar on 15%, 10% on attributive and the dominant one 30% on material processes.

Among those difference, both of advertisement also share the similarities, it was found that mental and attributive are similar in 15% and 10%. Furthermore, the meaning that express by the verbal information in Man of Steel advertisement intends to offer the viewers about the only one superhero, superman to protect the world from injustice. On the other hands, the meaning that express by the verbal information in Avengers Infinity Wars advertisement intends to offer the viewers about the antagonist's passion.

B. The comparison of visual element between *Man of Steel* and *Avengers Infinity Wars* advertisements.

Based on the analysis above the writer found the similarities and differences between two advertisements in visual elements. For the similarities, both of the advertisements used the setting that function to convince the viewers about the product they offer. Second, both of the advertisement used the endorser to attract the viewer to buy the product. Both advertisements take the famous actor and actress to endorse their product. Actor and actress in these advertisements also used their own uniform based on their own power.

On the other hand, among the similarities, both of advertisements also shows the differences. Based on gesture analysis, in Man of Steel advertisement which found only one gesture by the main actor that related to the product they offered. Man of Steel advertisement is endorsed by a man that mention as superman that flying above the heigh of the city, looking sharply, focus to his purpose to protect the world. Meanwhile in Avengers Infinity Wars advertisement is found much gesture in the picture but only one the dominant gesture that found, it is Thanos as the anagonist one, which in this advertisement has the biggest size.

According to generic structure purpose by Cheong, in Man of Steel advertisement found that there are six generic structures used: the lead, display, emblem, the announcement, the tag and call and visit information. The enhancer is not found in this advertisement because this advertisement is form in picture advertisement which focus on visual information. The enhancer usually found in a paragraph found that help the tittle, it is also usually found in printed advertisement such as newspaper or magazine advertisement, where it is need more information about the product.

Similar with Avengers Infinity Wars advertisement, writer also found six generic structure used that proposed by Cheong, they are: display, lead, emblem, the announcement, the tag, call and visit information and the lead. In Avengers Infinity Wars also has no enhancer which is usually in paragraph form.

2. Discussion

The findings on analysis of *Man of Steel* and *Avengers Infinity Wars* advertisements showed that verbal and visual elements interrelated in expressing the meaning. The visual and verbal analysis of these movie advertisements reveal that most of processes of linguistic text are in or complement the processes of visual texts. For instance in *Man of Steel* advertisement, the picture of the man applying power followed by the visual and written information that explain the movie and its gesture.

Furthermore, from the data analysis the difference and similarities are obtained. The similarities in both advertisements can be seen from the verbal information that explains through six part of generic structures. The visual image in various color setting also strengthen by the verbal information in order to make the information accepted by the audience. Meanwhile the differences in both of the advertisements can be seen in the level of verbal analysis. But the most dominant process used in these two advertisements are material and intensive process. The findings also similar with previous studied done by Rosa (2014) that found the most dominant process used in verbal information of advertisement is material process. Its function to persuade the viewers to buy the product, the action also followed visual text in advertisement convince them about the product, the most common way of providing information, so advertising message can be communicated clearly and correctly. However, the language that used in these advertisements is easy to understand that can be accepted the viewers.

D. CONCLUSION AND SUGGESTIONS

Based on the result of analysis of two movie posters, the writer concluded that poster Avengers Infinity Wars and Man of Steel makes the audience/viewers more curious with these movie and it has some elements called Generic Structure. The first is the Locus of Attention (LoA) and Complements to the Locus of Attention (Comp.Loa). The Locus of Attention (LoA) that contains in these poster is similar to the Lead, the different is LoA only involving in the superhero itself (In Avengers Infinity Wars is the main enemy). In this case the viewers grab the LoA, the LoA itself attaches central idea of the advertisement and most prominent to the viewers. Then, Complements to the Locus of Attention of these poster is background of dark with the little light.

The second is Announcement. Announcement consist of Primary Announcement and Secondary Announcement. Primary announcement in these poster is Avengers Infinity Wars and Man of Steel as the title. Then the secondary announcement which usually contains the actor/actress of the movies, the important person behind the movies such as producer or director. The third is Enhancer, actually there is no enhancer in these both posters because enhancer usually in a paragraph form. And the last is Call-and-Visit Information as information when these movie will published.

From strategies for meaning-making, the writer gets some result. The first is the Lead is visually most dominant to the viewers. The LoA carries some meaning, in this case the writer convinces what meanings advertisers intend to the armies, in Avengers Infinity Wars Thanos as the main enemy win the fight againts the superheroes. The second dominant is Primary Announcement. There is relational processes that invest the meaning bidirectionally from Announcement to Lead and Lead to Anouncement, announcement servers to define the Lead as a visual exemplification of the Announcement. Thus semantic equivalence between Lead and Announcement. The third is Enhancer is the least in dominant to the viewers/audiences, the enhancer builds the meaning in movie poster and it makes a statement the viewers/audiences, but in these both advertisements are not found. The fourth is the viewers or audience to receive the total meaning comes from the interaction between the lead, announcement and the enhancer.

Based on the result of analysis of two advertisements, concluded that every component in verbal and visual element have a same potential in express the meaning, it means that the visual and verbal process of these advertisements in a line and they complement each others, in other words, whatever presented in the linguistics text describe the process that shown in the images. Meaning-making in Avengers Infinity Wars and Man of Stell poster is a new experience, new knowledge gained by observing the posters, it engages some components on the poster. In certain level the people or viewers are able of understanding what is meaning in a movie poster. Nevertheless it depends in the social-cultural in their envirointment and experienced of the people or viewers.

This study which primarily analyzes about multimodal analysis of action movie posters aimed too find the Generic Structure of movie poster, the meaning, and the comparison in both of advertisement. The writer suggested that for the next researcher, the discussion of this paper is less complete. It needs to improve the discussion of multimodal Discourse Analysis especially the ideational meaning-making. This advertisement has been well although composed in such way it suggest an impact in the future. This advertisement is realistic in a way that these potential viewers do not need to look too young to the poster, which is not possible. Just need to look a bit more by looking fully movie poster and they gonna exciting about the movies. Every visual and linguistics item in the advertisement is arranged very well so they complement and support one and others to the next project the positive image to attract the viewers to buy the product.

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