

CHAPTER I

INTRODUCTION

This chapter is the introductory part of this study, which consists of background of the study, research question, objectives of the study, significance of the study and the scope and limitation of the study.

1.1 Background of the Study

Human life can never be separated from language because the function of language is to convey intent and purpose. Without language, people will not be able to convey what is meant and express their feeling. Language is a habit structure or a network of associative connections, or that knowledge of language is merely a matter of knowing how, a skill expressible as a system of dispositions to respond (Chomsky, 2006).

Language generally consists of words or voices produced by humans. This kind of communication is called verbal communication. Communication using written or spoken is called as verbal communication (Bovee, 2018). This type of communication is often found in everyday life in society.

Language first appeared 100,000 years ago. Meanwhile, studies on language have been carried out since 2500 years ago (Herniti, 2010). However, language first appeared not in the form of words or sounds by humans, but in the form of gestures and images. People in the stone age usually wrote stories or phenomena that existed at that time using pictures on cave walls. The images formed are known as visual communication, in other words, visual communication existed before the creation of verbal communication. According to Freeman as cited by Vanichvasin (2020), visual communication is the conveyance and delivery of information to the viewers through the use of visual elements that can be read, looked upon.

Communication in this era of globalization relies a lot on a combination of visual and verbal elements. Many people convey hidden messages through an image, or even a combination of image and text, so that the message is not conveyed immediately but must be interpreted first. This is an advantage for the

informants because they do not need to explain in definitely long texts and it is also a challenge for the informants so that what they convey can be understood and has its own charm for the reader or viewer. The emergence of images as an important model in today's communication is a sign that readers are no longer dependent on text to discover the meaning of something (Harrison, 2003).

Over time, linguists began to expand their studies by combining two elements or what is known as multimodal. To discover the meaning of modals in an object, multimodal discourse analysis is needed. Multimodal discourse analysis is an emerging paradigm in discourse studies that extends the study of language in combination with other resources such as images, scientific symbolism, movement, action, sound and music (O'Halloran, 2011). Multimodality is a term for how people communicate using different modes. The use of several semiotic modes in product design, or semiotic events simultaneously, and in a certain way these modes are combined to strengthen, complement, or be in a certain arrangement is called multimodality (Kress and van Leeuwen, 2001).

The application of multimodal in everyday life can be in the form of print media and digital media. Print media in the form of magazine covers, product packaging, posters, newspapers, comics, etc. Meanwhile, video advertisements and videos or pictures that contain promotions (be it tourism promotions, stuffs or foods) are concluded in the digital media.

In addition, an example of multimodal discourse is a poster on a movie that is currently popular at this time, namely *Ant-Man and the Wasp: Quantumania*, because it is consist of a combination of words (title, tag, enhancer and visit information) and several modalities (photos of actors, photos buildings used as background, emblems and colors on posters).

Posters are prints that contain promotions. Meanwhile, movie means a series of moving picture recorded with sound that tells a story and shown at cinema (Hornby 2006). Therefore, a movie poster is a big picture which purpose is to promote a movie. Movie posters are usually found in two forms, namely print media (newspaper, magazine and banner) and digital media (social media or

billboard). Movie posters must be designed as attractive as possible to attract the attention of the general public, both visually and verbally. Different movie genres have different designs and styles in the posters. According to Darliati and Mahmud (2020) different genre of movie uses different signs and styles in displaying the interesting parts or ideas about the movies. The function of the movie poster is not only as a promotion of a movie but also the reflection of the movie.

As previously mentioned that a movie poster is representing a movie, it is common for people to know a movie only from the poster. One of them is the *Home Alone* movie poster which is characterized by a child with shocked expressions in the poster. When there is someone with the same photo style, people will immediately refer to the *Home Alone* movie.

Home Alone was first released by fox video and the video has sold more than 11 million copies, so fox earned revenue of 150 million dollars and made the highest-grossing movie at the time. The movie was released on blue-ray in 2008 alongside their second movie with the same title, *Home Alone 2: Lost in New York*, and then aired again by blue-ray in 2015 along with four sequels, there are *Home alone 2: Lost in New York* (1992), *Home Alone 3* (1997), *Home Alone 4* (2002) and *Home Alone 5: The Holiday Heist* (2012).

This study focuses on the verbal elements and visual elements on *Home Alone* movie posters for all seasons. In addition, the multimodal phenomenon itself is familiar in society, but many people still do not understand it, especially the message conveyed through the visual elements. Therefore, the researcher is interested in analyzing multimodal with the object of the study, namely *Home Alone* movie posters for all seasons.

1.2 Research Questions

Based on the background of the study above, the research questions analyzed are the following:

1. What are the visual elements in the movie posters *Home Alone*?
2. What are the verbal elements in the movie posters *Home Alone*?

3. What are the meanings of the visual elements in the movie posters *Home Alone*?
4. What are the meanings of the verbal elements in the movie posters *Home Alone*?

1.3 Objectives of the Study

Based on the problem of the research questions formulated, the objectives of this study are:

1. To identify visual elements in the *Home Alone* movie posters.
2. To identify verbal elements in the *Home Alone* movie posters.
3. To explain the meanings of the visual elements in the *Home Alone* movie posters.
4. To explain the meanings of the verbal elements in the *Home Alone* movie posters.

1.4 Significance of the Study

This study is conducted with theoretical and practical contributions, especially to the interdisciplinary area of movie posters. Theoretically, this study is supposed to increase and enrich knowledge about visual and verbal meanings in a movie poster as a context and findings of linguistic developments, especially in the area of multimodal discourse analysis and semiotic sources for students.

In practice, this study helps the readers in increasing language awareness in a movie poster, both in the study and the manufacturing process, particularly students of department of English literature and poster installers. This study improves understanding and knowledge of Visual Grammar proposed by Kress & van Leeuwen, Halliday in the Systemic Functional Linguistics and generic structure of potential by Cheong. This study can be a reference for the next studies and other academic researchers who raise the same topic with this research and the same theory.

1.5 Scope and Limitation of the Study

The subject of this study is a multimodal analysis of the *Home Alone* movie poster, while the objects of the research are movie posters of *Home Alone* all seasons. This study focuses on verbal and visual elements in the form of images, objects, image positions, distances between objects, facial expressions, body language, title, tag, enhancer, announcement. Meanwhile the verbal elements meaning focuses on secondary announcement found in the *Home Alone* movie posters. This study identify the visual and verbal elements using generic structure of potential by Cheong (2004). This study also represents the Visual Grammar of Kress and van Leeuwen (2006), while the verbal element uses the Systemic Functional Linguistics by Halliday (2004).