

CHAPTER I

INTRODUCTION

This chapter contains several sub-chapters, namely the background of the study, the research question, the objective of the study, the scope, and the limitation of the study.

1.1 Background of the Study

Language serves to communicate meaning and purpose, so it is impossible to separate human existence from language. People couldn't express their feelings or explain what they meant without words. Language is a habit structure or a network of associative links. Learning a language is simply a matter of knowing how, a talent is expressible as a system of inclinations to react. Humans are not the first to use language or sound to communicate; they use gestures and images. Humans in the stone age saw described events or stories of their lives at that time. Visual communication is the term for the resulting images, thus predating vocal communication in the form of speech. Visual communication is the conveyance and delivery of information to the viewers through the use of visual elements that can be read, looked upon (Freeman, 2019). The study of language takes into account both verbal and visual elements. Semiotic analysis is frequently used to study visual components to clarify the sign's meaning. The study of signs in people's lives is known as semiotics.

In this age of globalization, communication often combines verbal and visual elements. Many people use images to communicate secret messages or combine text and images so that the message must first be interpreted before it can be understood. It is advantageous for the informants because they do not have to clarify their points in lengthy texts, but it is also difficult for them because they must ensure that what they say is clear and endearing to the viewer or watcher. As time passed, linguists started to extend their research by combining two elements, or multimodality. Multimodal discourse analysis is required to determine the significance of modals in an item. A new approach in discourse studies called multimodal discourse analysis expands the study of language to include the analysis of other media, including images, scientific iconography, movement, action, sound,

and music (O'Halloran, 2011). The word "multimodality" describes how individuals use various modes of communication. Multimodality is the simultaneous use of multiple semiotic modes or semiotic events in product design, as well as a specific manner in which these modes are joined to enhance, complement, or be arranged (Kress and van Leeuwen, 2006).

Multimodality is a term that refers to the many resources employed in communication to convey meaning. Multimodality has to explain the meaning of not only linguistic signs but also visuals, gestures, colors, design, sounds, etc. (Bucher, 2017). Multimodal Discourse Analysis (MDA) combines words with other modalities, such as sound, images, videos, and films, to produce multimodal texts. Discourse analysis focuses on the thread of language (and related semiotic systems) used in the situation network (Davies et al., 2002). This research to discourse analysis considers how multimodal texts are designed to focus, color, frame, and placement of elements that can contribute to constructing meaning in texts. As a communication phenomenon, multimodality defines the combination of different semiotic resources, or modes, in texts and communicative events, such as still and moving images, speech, writing, layout, gesture, and/or proxemics (Adami, 2019).

The film, or cinema, basically means moving images - images of time, space, sound, and story and has enjoyed tremendous popularity ever since its first appearance in Europe and America in the last part of the nineteenth century (Jons and Nafisah, 2019). The film is a combination of efforts to communicate messages through moving pictures, camera technology, color, and sound. These aspects are offset by a tale that conveys a message that the filmmaker wants to impart to the cinema audience. When there is a tale with a message to be conveyed to the public, a film is developed. Moving visuals, colors, and sound are used to communicate a message in the film. Because the film covers everything, the audience can easily see what the film comprises.

The film's characters can be divided into four categories, namely: First, there are narrative films (Story films). Films that contain a story are usually played in theaters by famous actors and opera stars. This type of film is intended for the public. Second, a news film. A news film is a film about facts, and events that

actually occurred because the news is true, the films shown to the public must have news value. Third, documentary films are copyrighted works that bring one's life into focus. The primary focus of a documentary is a fact or event that occurred. The difference with a news film must be about something that has news value. The last, a cartoon film is an image produced by a painter that is then turned into cinematography. Before they do a premiere for the film they make, the producer will assess the film and market the film. In promoting a film, there is one way that can be done to promote a film, including by using the media.

Media is a means of communication channel. The word media comes from Latin, the plural form of the word medium. Media means an intermediary, namely an intermediary between the source of the message (a source) and the recipient of the message (a receiver). Media is a tool that can help with needs and activities, which can make it easier for anyone who uses it. According to (Berl, 2022) mass media is advertising messages that are communicated to the target audience through different mass media. Different types of mass media, namely: print media (journals, leaflets, magazines, etc.), electronic media (internet, television, and video), outdoor media (flyers, billboards, and posters), and direct mail (pamphlets, leaflets, and brochures). More specifically, the notion of media in promotion is interpreted as visually informing or marketing a product or film to the public through advertising

Advertisement is an identified sponsor who has paid for any non-personal communication about an organization, product, service, or concept sent over a mass communication channel to many people. Advertisement is a non-personal presentation of an idea or a product (whereas personal selling or salesmanship helps in personal promotion) (Berl, 2022). One type of advertising often used to promote films is advertising in the form of posters.

The poster is an image media that combines visual elements such as lines, pictures, colors, symbols, and words to attract attention and communicate messages briefly. A movie poster is a poster used to promote and advertise a film (Linh, 2021). Besides being a tool for marketing a film, posters also influence customers to watch films in the cinema. Posters can also determine whether or not potential audiences will watch a film. Posters have the advantage of attracting people who have special

interests because posters can convey or present the main point of an event or problem and reveal the film's main message. A poster can tell a film in a way that words cannot. Thus, posters have characteristics such as hinting at the big picture in predicting the plot of a film.

The poster is a film entitled “The Batman”, which released in 2022. Batman features the journey of Bruce Wayne, who is in his second year as the Caped Crusader. He becomes a criminal hunter whose appearance is feared by criminals in Gotham. One Halloween night, Gotham Mayor Don Mitchell Jr. was found dead at the hands of a mysterious serial killer. The killer referred to himself as The Riddler. Batman then investigates the death with the Gotham police and Lieutenant James Gordon (Jeffrey Wright). After going through mysterious messages from the Riddler, they find a photo of mayor Mitchell with a woman named Annika at the Iceberg Lounge nightclub. The place is operated by Oswald 'Penguin' Cobblepot (Colin Farrell). The Penguin is a confidant of the Gotham mafia boss, Carmine Falcone (John Turturro). Batman tries to find out the story behind the photo by approaching Penguin. Unfortunately, he didn't get an answer at all.

On the other hand, the Riddler continues to hunt down and kill essential people in Gotham, including Gotham District Attorney Gil Colson. This made Batman continue to hunt for the Riddler by trying to unravel every puzzle he made. However, the hunt also leads Batman to a clue that reveals the big secret of Gotham and his family in the past.

In conveying a message, humans use various ways, such as through visualized words in advertisements, signs or symbols, and others. As is the case when promoting a media such as a film to the public who need signs or symbols used of a poster or advertisement, the presence of these symbols and signs makes readers more interested in the poster's meaning. However, not all readers can immediately understand it. A media poster shown to the public has its structure when analyzing external visualization such as symbols, text, or signs in the image.

Therefore, the researcher is interested in researching Multimodal Discourse Analysis on the movie poster “The Batman” (2022) to make it easier for readers to understand the poster. The purpose of this study was to analyze the verbal and visual

elements containing the meanings that the researcher found in the movie poster “The Batman” (2022) using the theory of verbal element uses the systemic functional linguistics by Halliday (2004), while the visual meaning using the theory visual grammar proposed by Kress and van Leeuwen (2006).

1.2 Research Questions

Based on the background above, there are several problems arising from this study, those are:

1. What are verbal elements found in "The Batman" film poster advertisement?
2. What are visual elements found in "The Batman" film poster advertisement?
3. What are the meanings of verbal and visual elements in "The Batman" film poster advertisement?

1.3 Objective of the Study

Specifically, the aims of this study can be formulated as follows:

1. To identify the verbal elements in the "The Batman" and film poster advertisement.
2. To identify the visual elements in the "The Batman" and film poster advertisement.
3. To explain the meanings of verbal and visual elements in "The Batman" film poster advertisement.

1.4 Significance of the Study

There are two study significance, namely theoretical significance and practical significance.

1. Theoretical Significance

The researcher hopes that this research can provide information to readers about the verbal and visual elements in the advertisement for the movie poster "The Batman" and find out the meanings the producer conveys to the audience who sees the poster.

2. Practical Significance

From this research, the researcher hopes to be able to provide information to the broader community about the verbal and visual elements contained in the advertising posters for the film "The Batman". In addition, this research will

help students to analyze various verbal and visual elements by Halliday (2004) in systemic functional linguistics, and visual grammar proposed by Kress and van Leeuwen (2006). This research will also help students interested in discussing verbal and visual elements on posters.

1.5 Scope and Limitation

The scope of this study is Multimodal Discourse Analysis. This study will focus on the verbal and visual elements in the film poster advertisement "The Batman" in the form of objects, images, image positions distances between objects, body languages, colors and facial expression. This study represents the verbal element uses the systemic functional linguistics by Halliday (2004), while the visual meaning using the theory visual grammar proposed by Kress and van Leeuwen (2006).