

# Semiotic Analysis of *Gundala* Movie Poster

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**Abstract**—The purpose of this research is to analyze the visual meaning of the *Gundala* poster in 2019. The method used in this study was the semiotic method; Ferdinand de Saussure developed the semiotic approach. *Gundala* was an Indonesian superhero created by Hasmi, and in 2019, the superhero figure made by the Movie directed by Joko Anwar. From the movie, the poster made. From the visual of this poster, *Gundala* was in the middle, and then behind him was the building, and above the building, many people were looking at *Gundala* with lightning and rain, making a visible gripping. The poster seems dark with rain and lightning, which adds the tense feeling of the poster. *Gundala*'s Visualization in the middle makes a dashing impression on the Superhero; then with the background of an old building, it can be seen that the dark visuals built from this poster are augmented by the number of people looking at the figure of *Gundala* adds a tense feeling to this poster. Rain and lightning added because this *Gundala* gets strength from the lightning. The purpose of this research is to provide a visual understanding of the audience so that the audience can understand the meaning of the poster.

**Keywords**—Movie, *Gundala*, Poster, Semiotics

## I. INTRODUCTION

Indonesia has many works of art, one of which is Movie, and Indonesian Movie itself has various types of genres, and the unique *Gundala* Movie has a superhero genre, this *Gundala* Movie was made by Sutradari Joko Anwar and under the Studio Screenplay Movies, this *Gundala* Movie itself is an adaptation of comics Superhero made by Hasmi and made in the Movie version [1]. This *Gundala* itself tells of a young man who gets strength from lightning, wherewith lightning; this young man can eradicate crime. In the release of this Movie, various kinds of media were made ranging from teasers, trailers, posters, websites, and merchandise, of all the media these movie posters are the most used media because they are easily accessible and look attractive because this poster features a renewed *Gundala* costume with a gripping background that makes it feel dark and mysterious in the poster [2]. Research on this *Gundala* Poster uses the semiotics of Ferdinand de Saussure [3], which is widely used in other studies as well, where the visuals that emerge must be captured through the meaning of Denotation and Connotation so as to generally explain the purpose of this poster and can be a reference for research related to semiotics in poster media [4].

In Barthes's theory, he developed semiotics into two levels of signification, namely the level of denotation and connotation. Then Roland Barthes groups the codes into five codes, namely hermeneutic codes, semantic codes, symbolic codes, narrative codes, and cultural or cultural codes [1]. Eco analyzes the systemic 'relations' between treasury of signs, rules of combination (code), as well as concepts (signified),

which related to it [5]. Barthes states that combining signs or codes can produce meaningful expressions [2]. Saussure described the relationship between the signifier (signified) and signified [6]. This study uses theories from Saussure and Barthes where there is a relationship between the signs and then analyzed connotatively and denotatively then produces the purpose of the visual then applied to the Indonesian superhero movie poster.

The results of this research develop the theory of semiotics in applying into Indonesian superhero Movies so that the meanings and signs in the Movie posters interpreted and understood.

## II. METHODS

The method used in this poster research is descriptive analysis where it will separate each visual that appears on this poster then study the meaning of each visual, what are the meanings and signs.

Ferdinand de Saussure's semiotics divides the visual into two meanings namely denotation and connotation, both describe the relationship between signifier and signified, even though each of them describes a different meaning [7]. If the denotation describes the true meaning of the marker, the connotation illustrates the meaning of the two markers. Where each of these visuals will be interconnected and will explain the meaning of the whole visual [8].

### A. Data Collecting

The first stage in this research is data collection, where the data collected from various sources related to the keywords of this research, and in this research, the data collection mostly takes sources from the Internet.

### B. Data Processing

After the process of collecting data done, then the data will be processed by adjusting to the literary theories about Semiotics. After that, the picture in the poster divided into several visual elements, then the visual elements explained in meaning.

## III. RESULTS

The results of the analysis *Gundala* movie poster visual analysis using the Semiotics technique in Figure 1 are:

1. The *Gundala* picture in the middle has a red and black costume, where the *Gundala* is seen wearing Google and has wings on both ears, *Gundala* itself looks posing dashing.

2. The image of the Old Building behind *Gundala* depicts a damaged city, Old and chaotic adds to the dark impression of the poster.

3. The group of people who are at the top of the building while looking at *Gundala* illustrates that many people will fight *Gundala*.

4. The rain and lightning behind the poster add to the dark impression and explains where this *Gundala* got its strength.

5. The *Gundala* writing in the middle explains the title of the movie itself, and the type of writing of the *Gundala* is adapted to the genre of this movie, which is the Movie Superhero.

**IV. DISCUSSION**

After the Poster Elements from the *Gundala* Movie divided, this Poster has five denotation and connotation meanings in each of its Elements [9].



Fig. 1. *Gundala* Movie Poster

Visual elements that appear in this poster are the figure of the Superhero *Gundala*, Old and Damaged Buildings, a group of people who are above the building, the dark sky accompanied by rain and lightning and the logo of this Superhero himself.

TABLE I. TABLE TYPE STYLES

Signified	Signifier	
	Denotation	Connotation
Superhero <i>Gundala</i>	Superhero <i>Gundala</i> A man wearing a red costume with a black accent wearing glasses and having wings on his ears	A character who will be the main character in this movie where he will fight many villains

From the above results, it can be concluded Visual *Gundala* is wearing a red costume and posing dashing where *Gundala* will eradicate crime in the city.

TABLE II. TABLE TYPE STYLES

Signified	Signifier	
	Denotation	Connotation
Old buildings	Old buildings Buildings that look old, broken and dirty with neon Box	Background Place of the Movie is a city that has been damaged and destroyed due to violence and crime

From these results, the setting of this Movie is a city that was destroyed due to the many crimes and violence that occurred.

TABLE III. TABLE TYPE STYLES

Signified	Signifier	
	Denotation	Connotation
People on the building	People on the building People - on the building looking at <i>Gundala</i>	A group of bad people that <i>Gundala</i> must face to eradicate crime

From these results, the group of evil people is preparing to fight the *Gundala*.

TABLE IV. TABLE TYPE STYLES

Signified	Signifier	
	Denotation	Connotation
Dark Sky, Rain, and Lightning	Dark Sky, Rain, and Lightning	Dark Sky accompanied by Rain and Lightning Source of strength <i>Gundala</i> ,

From these results, it can be concluded that the Image of Dark Sky, Rain, and Lightning is the origin of how *Gundala* gained its strength [10].

TABLE V. TABLE TYPE STYLES

Signified	Signifier	
	Denotation	Connotation
Logo, Movie Title Logo,	Logo, Movie Title Logo,	Movie Title that read <i>Gundala</i> Logo, <i>Gundala</i> Movie Title looks dashing

From these results, it can be concluded that the Logo / Movie Title is made sharp, so it looks strong and manly.

#### V. CONCLUSION

Based on the research results of the *Gundala* Poster by using semiotics and concluded the *Gundala* Poster is a good poster because all the Visual Elements contained in the poster can explain the message and meaning of the Movie.

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