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A SEMIOTIC ANALYSIS OF THE FRONT COVER OF DVD MOVIES

THESIS



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Praise is to Allah The Almighty, The Most Beneficent, The Most Gracious, And The Most Merciful, Lord of the worlds for ongoing faith to show us the light of our life. Then, Shalawat and greeting are upon the great prophet Muhammad (Peace Be Upon Him), the Messenger of Allah.

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Padang, 20 Januari 2011

The writer

ABSTRAK

Skripsi ini membahas tentang tanda-tanda yang terdapat pada sampul depan film yang disimpan dalam bentuk DVD (*Digital Video Disc*). Tanda yang ada dibagi atas dua macam yaitu linguistik dan non linguistik. Kedua tanda tersebut dijabarkan menurut fungsinya dengan merujuk kepada diagram segitiga semiotik yang dikemukakan oleh Charles Sander Peirce. Tujuan penulisan skripsi ini adalah untuk menemukan makna konotasi tanda-tanda linguistik (*linguistic signs*) yang terdapat pada sampul depan DVD film tersebut.

Data diambil dari internet dalam bentuk gambar (*image*). Kemudian analisis data dilakukan dengan menggunakan metode kualitatif. Penjabaran metode kualitatif dilakukan dengan memilah-milah data berdasarkan genre filmnya. Selanjutnya penelitian ini menggunakan teori Charles Sander Peirce. Dalam hal ini Peirce mengemukakan bahwa ada tiga faktor pembentuk interpretasi dari sebuah tanda yaitu, *representament*, *object* (objek), dan *interpretant* (pelaku interpretasi). Penulis menjabarkan makna denotatif (*denotative meaning*) dan konotatif (*connotative meaning*) yang disampaikan melalui tanda-tanda linguistik (*linguistic signs*) dengan menggunakan teori Roland Barthes. Tanda-tanda bukan linguistik (*non-linguistic signs*) digunakan untuk mendukung pemaknaan konotasi dari tanda-tanda linguistik (*linguistic sign*) dari data. Makna denotatif mencakup makna kamus atau makna dasar dari sebuah tanda. Makna konotatif mencakup makna tambahan yang melekat pada makna denotasi yang dipengaruhi oleh faktor emosi, sejarah, dan budaya. Makna konotatif dari sebuah produk dianalisa dengan melihat hubungannya dengan makna tanda-tanda lain melalui tabel tahapan signifikasi (*order of signification*).

Dari analisis makna dan tanda pada sampul DVD film, diketahui bahwa sampul-sampul pada DVD film menciptakan makna konotatif terhadap produk yang dihasilkan dengan cara mengaitkan produk tersebut pada makna tanda lain yang berkaitan dengan kode budaya tertentu (*cultural codes*) sehingga tercipta suatu pesan bahwa produk tersebut bagian dari kode budaya tersebut.

LIST OF ABBREVIATIONS

CM : Connotative Meaning

DM : Denotative Meaning



LIST OF COVERS

- Cover 1.1 Action
- Cover 3.1 Action
- Cover 3.2 Romance
- Cover 3.3 Animation
- Cover 3.4 Adventure
- Cover 3.5 Sport
- Cover 3.6 Horror
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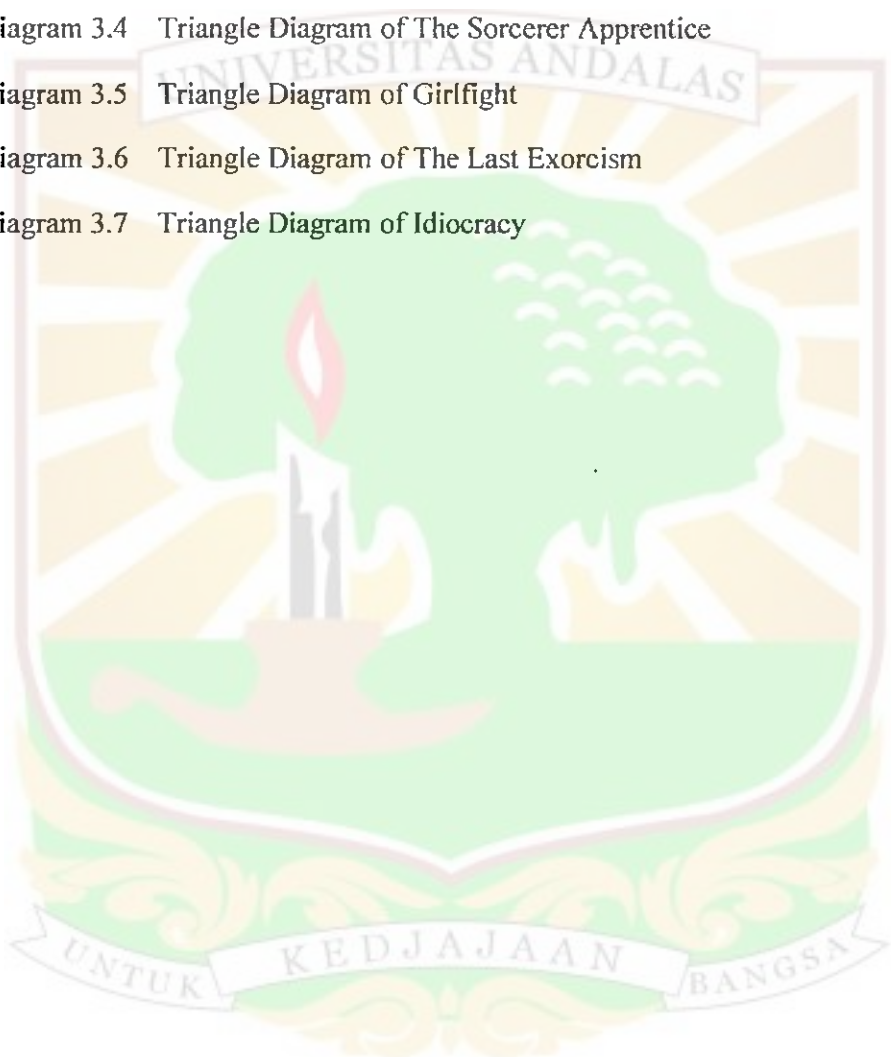
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CHAPTER I

INTRODUCTION

1. 1. Background of the Study

One of the broadest definitions for semiotics, as stated by Umberto Eco (1976), is a study that concerns with everything that can be taken as a sign. Here, the term 'sign' is used in a broad sense. It includes anything that 'stands for' something other than it self. It can be in form word, sound, body language, picture, drama, game and movie as far as it used to express their idea. Slogan as the way to express idea for some people, through a slogan someone can criticize the government, can tell about their country by making a slogan, and sometime movie can invite people to do the right things like stop the war, stop the global warming, etc. To attract people to watch the movie, the film maker should have advertisement like poster and trailer, and making them in an interesting package to make the consumers interest to watch it.

In the modern time, the pictorial information is considered as the more interesting way to express the idea rather than the written one. Comparing to the verbal medium, picture is more comprehensible by the consumers. The picture stands by itself, and it has a comprehension subject, arbitrary and conventional symbol. The making of communication picture aims to create message. DVD or CD has a packaging that contains full of pictures to attract the consumers, and consumers tend to see the picture at the package to get some descriptions about the movie, so they can choose the movie they like directly. As stated by Franck Cochoy in his book *Elusive*

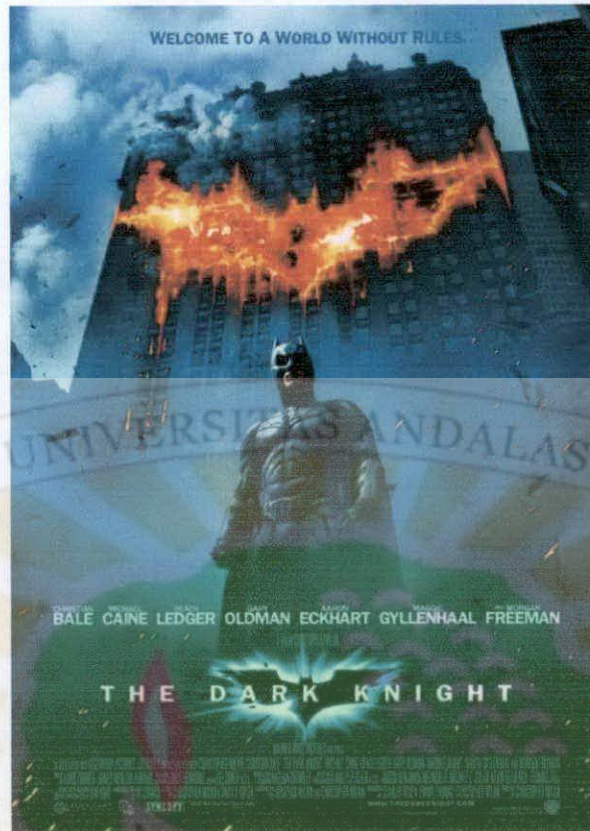
Consumption that packaging is probably one of the most important and powerful mediators in the building of consumer choices.' (Cochoy, 2004: 205-206). It means that packages have to capture and visually communicate on a very limited space the essence of an entire product.

Cover is an identity of a movie at once appeals for consumers. The cover's design can be with words, sentences or images. This research concerns on how language is used in form of images. They have a meaning based on the image represented. To analyze and uncover them, semiotics is an approach deals with these issues. According to Schroeder in his book *Visual Compsumption*, semiotics is a good tool for this kind of image analysis as long as it provides a framework for both the constructions and decoding of meaning in images.

General definition of semiotics is the study of signs. One of definitions comes from the Swiss linguist, Ferdinand de Saussure. Saussure states that language is a system of signs that expresses ideas, and is therefore comparable to a system of writing, the alphabet of deaf-mutes, symbolic rites, polite formulas, military signals, etc. But it is the most important of all these systems (Saussure, in Danesi, 2004:8). Semiotics involves the study not only of what we refer to as 'signs' in everyday speech, but of anything which 'stand for' something else. In a semiotic sense, signs take the form of words, images, sounds, gesture and objects (Chandler, 2002:2). Contemporary studies of semiotics tend to analyze signs not in isolation but as part of semiotics 'sign system' (such as a medium or genre); they also involve the study of how meanings are made and how realities are represented. Semiotics can be applied

to any kind of texts such as television, radio, film, music, game, advertisement, photography, painting and so on.

Based on the explanation above, the writer attempts to explore how front cover of DVD movies, and its particular covers, allude to semiotics point of view that appears in the some cover of movies package that using words, images, photograph, symbol, etc. Packages have to capture and visually communicate on a very limited space of the essence of an entire product. Consequently, the primary focus is placed on designing a message that induces consumer purchases. The writer attempts to analyze how front cover of DVD movies, and in particular covers, refer to broader cultural frameworks in order to communicate through visual representations. Not all consumers have ability to interpret the meaning of signs, words or pictures that appear on the cover. In this research, the writer attempts to analyze the meaning of the signs by identifying the linguistic signs and non-linguistic signs. In this research, the writer focuses on how to find the relationship between linguistic signs and non-linguistic signs in the front cover of DVD movies. Here, the writer gives one example of interested movie's cover. This cover is taken from *The Dark Knight* movie.



Cover 1.1 Action

(Source: http://www.allcdcovers.com/download/9cdaf08ae9ccbd11796a8051490fa3bd/109452/08d4cd9cbb3944f67b93e49bff41096/4cf4be96/the_dark_knight_2008_r0_dutch_custom_dvd-front)

In the picture above, there are some linguistic sign and non-linguistic sign emerged by designer in order to attract the consumers. The front cover of DVD above represents action movie. The linguistic sign of this sign is the phrase 'THE DARK KNIGHT'. 'DARK' means the situation where there is no or very little light, especially because it is night. 'KNIGHT' in the perspective of middle Age means a man of high social rank who has a duty to fight for a kingdom. Non linguistic sign is

represented by the icon of batman and image of buildings. This sign is composed by signifier and signified in order to be comprehended by the consumer. After conveying the division of linguistic signs and non-linguistic signs, then the writer attempts to analyze the connotative and denotative meanings of the sign. Denotatively, the phrase 'THE DARK KNIGHT' means a knight who comes and emerges from the dark of night. But, semiotic is not limited only to the denotative meanings, but also to the connotative meaning that is essential part to be considered. The word 'DARK' is usually symbolized as a mystery thing and the word 'KNIGHT' symbolized as hero, this signification in Barthes' theory called first orders signification. The second orders signification in this linguistic sign is meant as mysterious hero. If it is related to this movie, the hero always uses mask to cover or not to reveal his true identity.

Based on the argument above, the writer knows that the designers of this cover promote the movie and use their capability in applying signs. The writer analyzes the signs available in the cover of movie effectively and efficiently. By considering this phenomena, the writer thinks that it is worthy to analyze the front covers of the DVD movies packages from linguistic perspective in order to dismantle the real meanings behind it.

1. 2. Identification of the Problems

Based on the background above, this research tries to analyze the sign as found in cover of *Movies*. However, it is still too general to be analyzed, thus the writer concerns it with two main problems, and they are:

- 1) What are the linguistic signs and non linguistic signs written in some front covers of DVD *Movies*?
- 2) What are the denotative and connotative meanings of the linguistic signs in each cover?

1. 3. Objective of the Study

The objective of this research is to find out the connotative and denotative meaning in non linguistic and linguistic signs. To find the linguistic signs, the writer applies the Barthes' theory and for the non linguistic one is by applying Peirce's theory. The media to find the non linguistic signs is the images available in the front cover of DVD movies package, meanwhile, the text available in the covers are considered as linguistic signs. Not all linguistic sign will analyze, the writer just take the data that have relation to the theme of the movie such as title and tagline.

1. 4. Limitation of the Study

As one of the greatest semioticians, Barthes says that there are two level of meanings; first-order signification and second-order signification. First-order can be

considered as denotative or real meaning, while the second-order signification as the connotative one. In this research, the writer focuses on the analysis of the linguistic sign which can be found in some DVD movies cover. The writer chooses some covers of *Movies*. Furthermore, the writer limits the analysis on denotation and connotation meaning of each linguistic sign.

1.5 Method of the Research

1.5.1 Collecting Data

a) Source of the Data

The sources of data for this research are taken from an official internet site of CD and DVD covers (<http://www.allcdcovers.com>). I choose this site as my source of research data because this site is official and trusted site for most of all CD and DVD covers. All covers in this site are put with the permission of the movie production therefore this site is valid to be taken as my source of research data.

b) Procedure

There are two procedures in taking the data of this research. First, data is obtained by downloading the image in JPEG version. Second, data were copied into Microsoft Word 2007.

1.5.2 Analyzing Data

Analysis data of this research is done by using qualitative method. The data are some of CD and DVD movie covers which is divided based on the genre of movies such as sport, romance, action, and adventure. The data as the object of this research are analyzed based on context situation, historical context, and culture context to discover the meaning of the signs, the data will be classified by separating the linguistic sign and non-linguistic sign. Then, the data were analyzed denotatively and connotatively by using Roland Barthes theory.

1.5.3 Presenting the result of analysis

In presenting the result of the analysis, the writer uses tables and verbal language. The table is used to give a brief explanation about the analysis, while the verbal language is used to support the presentation of analysis in the table.

CHAPTER II

THE REVIEW OF RELATED LITERATURE

2.1. Review on Related Studies

Elisabeth el Refaie (2003) wrote an article titled “Understanding Visual Metaphor: The Example of Newspaper Cartoons”. In this article, she studied the visual metaphors which is not only can be described in formal terms but they also must consider as visual representations of metaphorical thoughts or concepts. The cognitive theorists proposed that metaphor is a property of thought rather than of language and that is about ‘understanding and experiencing one kind of thing in terms of another’ (Lakoff and Johnson, 1980: 5; Refaie, 2003: 76). By using four cartoons from Austrian newspaper as data, she focused her research on the grammar of visual metaphors and explores some of differences between verbal and visual ways of expressing the same metaphorical concepts. Finally, the dissimilarities between verbal and visual metaphor gave the complexity of the relationship between them.

Bahaa Eddin Mazid (2000) established his research on *Semio-pragmatic-linguistic* analysis, that combining the semiotic, linguistic, and pragmatic aspects of the text. In that article titled “Deconstructing a Contemporary Egyptian Newspaper Caricature”, he analyzed the caricature text which taken from the second page of the March 2, 2000 issue of the Egyptian national daily newspaper *Al-Akhbar*. He studied the caricature in visual modalities, verbal modalities, the relationship between visual and

verbal modalities, and intertextuality. In visual modalities, he observed how the picture looks like. Then, he expressed the meaning of mini-dialogue between man and woman in that picture which use Arabic language into English by looking the verbal modalities in it. Next, he looked the relationship between visual and verbal modalities by identify syntagmatic and paradigmatic relations in that caricature.

The last is the research written by Michael Stephan Nasirov (2003). In his thesis titled “Feathers and Tuxedos: An Analysis of Political Cartoons about Indian Gaming”, he expressed the changing stereotypes of Indian in illustrated medium. This thesis began with general issues such as poverty and racism that available to the public in print form in either newspaper or magazines. By separating the cartoons according to the thematic elements such as concrete themes and abstract themes, the patterns of signification become evident. He argued that Indian casino cartoons were functioning as signifiers, carrying their message, negotiating the sign (Indian gaming) by manipulating the signified (Indianness). Then, he covered chronologically the origins of modern Indian gaming and resulting expenditure of profits into social welfare of the tribes and the continuous three-way battle between state, federal and Indian sovereign rights. Finally, the issues of power underlying white aggression represent the latest tactic in the undermining of Indian sovereignty. The ensuing Indian defense involves negotiations of identity.

2. 2. Definition of Key Terms

Semiotics

Semiotics is a study of sign with the purpose to find out how meaning of the sign constructed and understood, in other word semiotics is a tool to analyze the process about how meaning of the sign are made.

Sign

Sign is a meaningful unit which is interpreted as 'standing for' something other than it self, it can be in the form of linguistic and non-linguistic one.

Denotative

Denotative is the surface or literal meaning of a sign, it is the central meaning of a word, as far as it can be described in a language object and dictionary.

Connotative

Connotative is the meaning that derives from signifier of denotative sign which influence by socio-cultural and personal association (ideological, emotional, and so forth) of the sign.

Movies cover

Movies cover is the front cover of DVD or CD movies package where title of the movie was written beside an image, picture or illustration that describe about the theme of the film, some time it has other information like name of the actor, production house, or name of director.

2.3. Theoretical Framework

2.3.1. Semiotics

Semiotics is the study that attempts to uncover the meaning of a sign. It represents something or the capacity of somebody. It means sign is produced by someone's mind called "interpretant" and by seeing sign, mind will give an interpretation. Sign stands for thing called reference of idea which is mentioned as the ground of "representamen". For this matter, a triadic model is proposed as seen in diagram below:

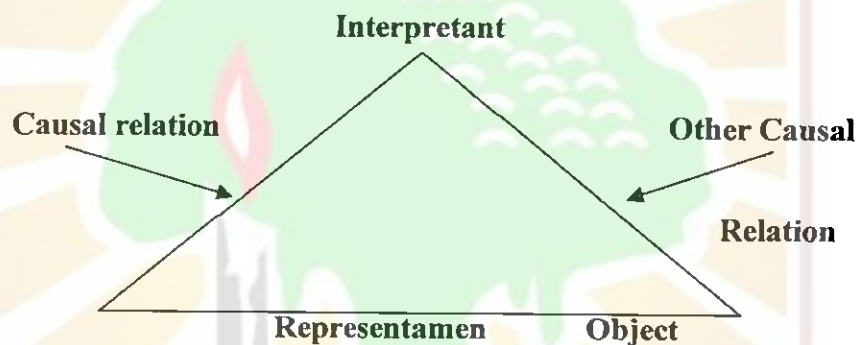


Diagram 2.1 Triangle diagram of "semeiosis" process(Chandler, 2007: 30)

Semeiosis diagram above consists of sign, thought, and referent. The representamen is the form which the sign takes (not necessarily material, though usually interpreted as such) called by some theorists the 'sign vehicle'. In this triadic model, an interpretant is not an interpreter but rather the sense which is made by the sign. Meanwhile, an object is something beyond the sign to which it refers (*a referent*). These things cannot be separated since they are related to each other.

2. 3. 2. The order of signification procedure

According to Barthes, first-order signification is a level where a sign consists of signifier and signified. This level is also known as denotation; it is primarily representational and relatively self-contained. It is the central meaning of a word, as far as it can be described in a language object and dictionary (Chandler, 2002: 142).

To transmit the information, both the addresser and the addressee must use the same code, whether in the literal sense, e.g. Morse code or in the form of a language. The denotative meaning of a signifier is intended to communicate the objective semantic content of the represented thing. So, in the case of a lexical word, say "book", the intention is to do no more than describe the physical object. Any other meanings or implications will be connotative meanings.

In semiotics, denotation is the surface or literal meaning encode in a signifier, and the denotation most likely to appear in a dictionary. It means that denotation is the literal meaning that taken from dictionary or described by the concept that consists of. Denotation as the first level of signification appears as textual described objects or things.

Barthes (1957) said that second-order signification is the level which uses the denotative sign (signifier and signified) as its signifier and attaches to it an additional signified. In this framework connotation is a sign that derives from the signifier of denotative sign (Chandler, 2002: 142).

Connotative meanings are developed by the community and do not represent the inherent qualities of the thing or concept originally signified as the meaning. The

addition of such meanings introduces complexity into the coding system. If a signifier has only a single denotation meaning, the use of the sign will always be unambiguously decoded by the audience. But connotative meanings are context-dependent, i.e. the addressee must learn how to match the meaning intended by the addresser to one of the various possible meanings held in memory.

The denotation and connotation are orders of signification proposed by Barthes can be seen from table below:

Signifier	Signified
SIGN	
Signifier	Signified
SIGN	

Table 2.1 Order of signification

The first order of signification is denotation or literal meaning, at this level, there is a sign consisting of a signifier and signified. The second order of signification, which uses the denotative meaning as it signifier and attached to it additional signified. In this framework, connotation is a sign which derives from the signifier of a denotative sign (denotation leads to a chain of connotations).

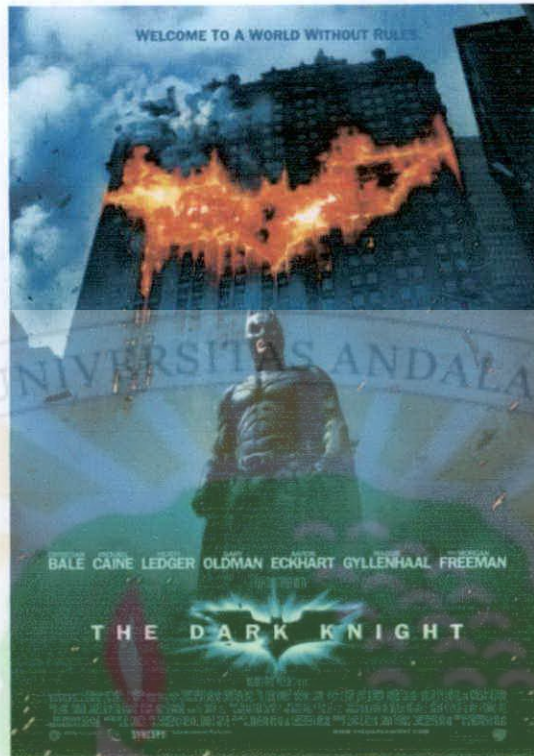
CHAPTER III

AN ANALYSIS OF LINGUISTIC SIGN OF FRONT MOVIES COVER

This chapter discusses about the analysis of the data based on theories and framework that have discussed in the previous chapter. The data that the writer has chosen are front covers of DVD movies. The writer has chosen the covers based on the genre of the movies. In this chapter, the writer attempts to analyze the meaning of each covers by concerning the linguistic signs in the covers and then exploring the denotative and connotative meaning of the covers.

The first step of analysis is explaining briefly about the components of the cover. Second, the writer explains the data by dividing the data into linguistic signs and non-linguistic signs. Third, the writer distinguishing the data by using triangle diagram as proposed by Charles Sanders Pierce. The next step is using order of signification table as proposed by Roland Barthes to find out the denotative and connotative meaning of the cover. In finding the connotative meaning of the sign, the writer supports the data with explaining the historical, social, and culture context of the data. Providing the context is demanded to convey the meaning of the sign become more comprehensive.

Datum 1



Cover 3.1 action

(Source: http://www.allcdcovers.com/download/9cdaf08ae9ccbd11796a8051490fa3bd/109452/08d4cd9cbb3944f67b93e49b9ff41096/4cf4be96/the_dark_knight_2008_r0_dutch_custom_dvd-front)

The Dark Knight is a 2008 American superhero film directed and co-written by Christopher Nolan. Based on the DC Comics character Batman, the film is part of Nolan's Batman film series and a sequel to 2005's Batman Begins. Christian Bale reprises the lead role. The film follows Bruce Wayne/Batman (Bale), District Attorney Harvey Dent (Aaron Eckhart), Assistant D.A. Rachel Dawes (Maggie Gyllenhaal), and Police Commissioner James Gordon (Gary Oldman) and their

struggles and journey in combating the new rising threat of a criminal who goes by the name of the "Joker" (Heath Ledger).

The image above consists of several signs that represent about the movie, linguistic sign and non linguistic sign that occur in this cover. We can find linguistic sign that designer used on title with a large font "THE DARK KNIGHT" and on the top of the cover we can find linguistic sign "WELCOME TO A WORLD WITHOUT RULES" besides there some information to consumers by the name of actor and actress that play in this movie. First, the writer discusses about the words "THE DARK KNIGHT" that has a background of batman symbol. This is the title of the movie. "THE DARK" is the symbol of the black, secret, and also night situation. And "KNIGHT" is symbol of the fighter and warrior. The second linguistic sign is a phrase "WELCOME TO A WORLD WITHOUT RULES", the word "WELCOME" is to represent acceptance or greeting to a guess, and the next is "WORLD WITHOUT RULES" it means a chaos world. The next linguistic sign that appear is the name of the actor and actress that starring this film. This is the information to consumer that this film is starred by several famous actor and actress. And at the right hand corner there is logo twelve in the circle. It is meant as the consumers that allow watching this film must be 12 years old or older.

Beside the linguistic sign, this cover has non linguistic sign. First non linguistic sign is the symbol of bat that shaped from a flame of fire. Bat is a flying mammal that are webbed and developed as wings. Bat usually lives in a cave and emerges in the night. Fire symbols and meanings allow you to hold the power and passion

of the Gods, right in the palm of your metaphorical hand. The sign of a bat shaped by a flame of fire can be connoted as symbol of power intuition that owned by batman. This power intuition encourages him to save the society from any crime activities.

The next is an image of ramshackle building and the dark cloud as a background of this cover. As we can see in the sign that the building has several cracks on its part of surface, and we can assume that there is something happens with the building, it could be damaged by something. Dark clouds that emerge behind the building represent the chaotic of this town. From the picture, we can also assume that it was the flame of fire that damaged the building. The next non linguistic sign is color of the cover, this cover is full of dark blue color, it represents cool and lonely, in his daily life Bruce Wayne (the Batman) is a rich man who does not have much friends, and the last is the character of batman that stands in front of the building, it symbolizes that the hero is the savior of the city.

To make it clear, the non linguistic sign are transformed into diagram as proposed by Pierce (Chandler, 2007) below:

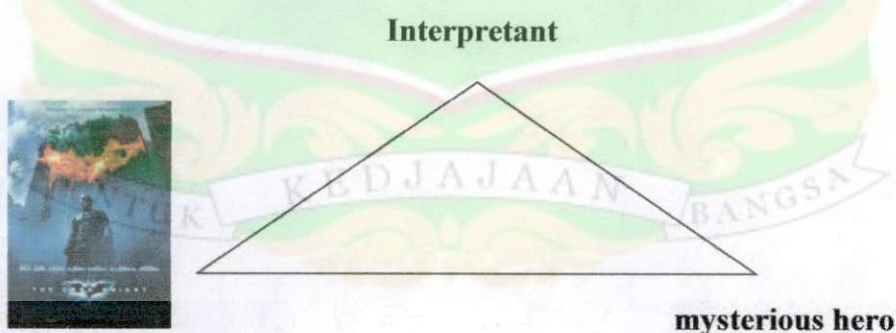


Diagram 3.1. Triangle Diagram of the dark knight

(Chandler, 2007:30)

From the diagram above the ramshackle building, dark cloud and dark color that dominate the image represents the city that full of criminality and chaos, and the man who stand in front of building is a hero in this movie. We assume he is a mysterious hero, use a helmet that cover a half of his face represent he do not want other people know his true identity.

The next step is applying the table of order signification to find out denotative and connotative meaning of the linguistic sign. The table of order signification below shows the relation of denotative meaning with connotative meaning of the linguistic sign of the cover.

Linguistic sign of phrase "THE DARK KNIGHT"	A knight who come and emerge from the dark of night.	
The "DARK KNIGHT" means a knight who comes and emerges from the dark of night.		Mysterious hero
Linguistic sign of phrase "DARK KNIGHT" meant as a mysterious hero.		

Table 3.1.1 Signification orders of "the dark knight"

From the table it can be concluded that the meaning of linguistic sign "THE DARK KNIGHT" on the cover is dependable from the other sign that appears on the cover. The signifier of the sign can be describing as the phrases "THE DARK KNIGHT". The combination of signifier and signified is called denotation as the first order of signification. The denotative meaning both of signifier and signified means a

knight who comes and emerges from the dark of night. The second order signification called connotation. Based on Barthes, connotation is used to refer to the socio-cultural and personal association (ideological, emotional, etc) of the sign (Chandler, 2002:138). So “THE DARK KNIGHT” meant as a mysterious hero. On the movie, we can see a man who is known as a batman always shows up with mask and cape to disguise his true identity.

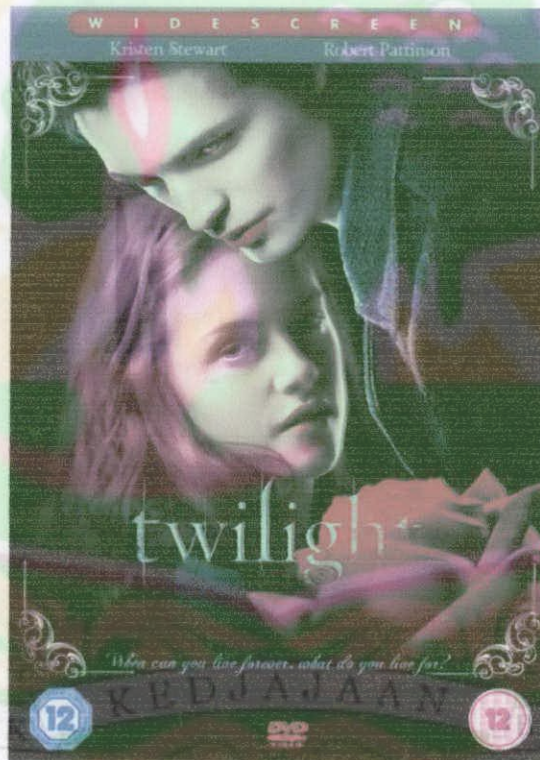
Linguistic sign “WELCOME TO A WORLD WITHOUT RULES”	A greeting from place that doesn’t have rules.	
Linguistic sign “WELCOME TO A WORLD WITHOUT RULES” means a greeting from place that doesn’t have rules.		lawlessness
Linguistic sign “WELCOME TO A WORLD WITHOUT RULES” meant as lawlessness.		

Table 3.1.2 Signification orders of “welcome to a world without rules”

From the table above the signifier of this sign can be describing as the sentence “WELCOME TO A WORLD WITHOUT”. The combination of signifier and signified is called denotation as the first order signification. Denotative meaning of both of signifier and signified means a greeting from a place that doesn’t have any rules. The second order of signification (connotation) both of signifier and signified in first order signification as its signifier and the signified is lawlessness.

Based on two explanations of the table above we can conclude that the designer wants to convey the theme of this film is about the mysterious hero who fights criminality. The first table shows us the connotative of linguistic sign “THE DARK KNIGHT” is a mysterious hero, if we relate to the movie, it can be assumed that the batman who become a hero always do some actions alone and use mask. And the second table shows the connotative of the sentence “WELCOME TO A WORLD WITHOUT RULES” is lawlessness, it means the criminality.

Datum 2



Cover 3.2 romance

(Source: http://www.allcdcovers.com/download/481e9be5929d31fb46b098be52e709da/127488/f6af9ad5e3831aa519769feae8ec1ac3/4cf4c01e/twilight_2008_ws_r2_custom_dvd-front)

This cover is included to romance genre. It consists of two forms of sign, linguistic and non linguistic signs. Linguistic sign are represented by text "TWILIGHT". This is a compound from two words 'twi' as prefix meaning two and light, then twilight is reflected as the convergence of two lights. So, it can be stated that "TWILIGHT" is the time when daylight time begin to change and become night time. The second linguistic sign represented by a sentence "WHEN CAN YOU LIVE FOREVER, WHAT DO YOU LIVE FOR?" This signifier of this sign is the form of sentence itself. The signified of this sign is the concept which the sentence represents. As we know, that human cannot live forever. There is a time when human beings all die. Life forever means that the situation where something cannot die. Relating to the movie, the meaning of live forever is referred to the concept of vampire. Vampire (in stories) is a mythological or folkloric being who subsist by feeding on the life essence (generally in the form of blood) of living creatures, regardless of whether they are undead or a living person. Many folk stories that vampire will live longer than human. Therefore, it can be concluded that the signified of this sign is about live forever or eternity. Beside there are some information on the cover like the name of the actor and actress on this film 'Kristen Steward' and 'Robert Parkinson' that means the designer want to inform to customer this film starring by famous actor and actress by put their name on the cover. The phrase "WIDE SCREEN" on the top of cover which means this film has good image quality. On the left bottom corner and right bottom corner designer put number "12" on the circle means this film suitable for ages 12 and older, its category may contain violence, suggestive themes, or crude humor.

The non linguistic signs are represented by the picture of an actor couple in hug position, the sign of red rose in front of this couple. As we know that rose is symbol of love. The image of couple of lover and the red rose are framing by gold frame in each corner; all of the linguistic signs above are supported by the non linguistic signs.

The non -linguistic signs are transformed into semeiosis diagram as proposed by Peirce (Chandler, 2007):

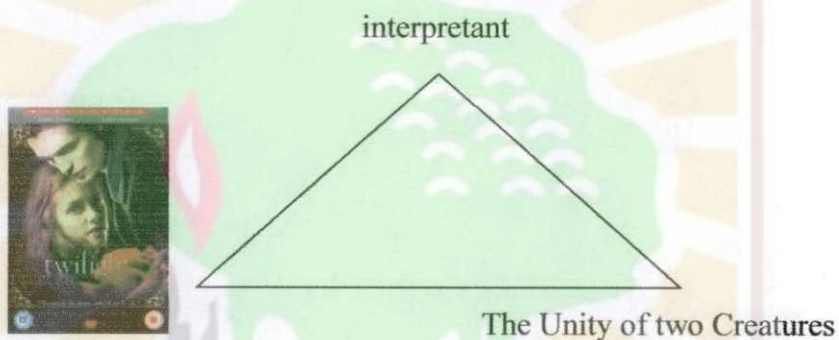


Diagram 3.1. Triangle Diagram of twilight

(Chandler, 2007:30)

The picture of a man and woman in the cover represent a couple of lover it can seen from their position in the cover, they seems hugging each other. The image of red rose symbolizes the feeling of this couple. This image represents the unity of two creatures.

From the analysis above, it can be concluded that the meaning of the sign in this cover is really dependable to the meaning of the other sign. The next step is applying table order of signification to the linguistic sign that arise in this cover.

Table order of signification below shows the relation between denotative meaning and connotative meaning.

The word "TWILIGHT"	Nightfall or meeting of two lights	
The word "TWILIGHT" means nightfall or meeting of two light		The meeting of two different creatures in love.
The word "TWILIGHT" meant as the meeting of two different creatures in love.		

Table 3.2.1 Signification orders of "twilight"

The words "TWILIGHT" is sign consisting of a signifier; and a signified concept; that the sign means nightfall or meeting of two lights. The second order signification which uses the denotative sign (signifier and signified) as its signifier and the signified Nightfall or meeting of two lights. The second order signification called connotation. So the words "TWILIGHT" meant the meeting of two different creatures in love, in this case between human and vampire.

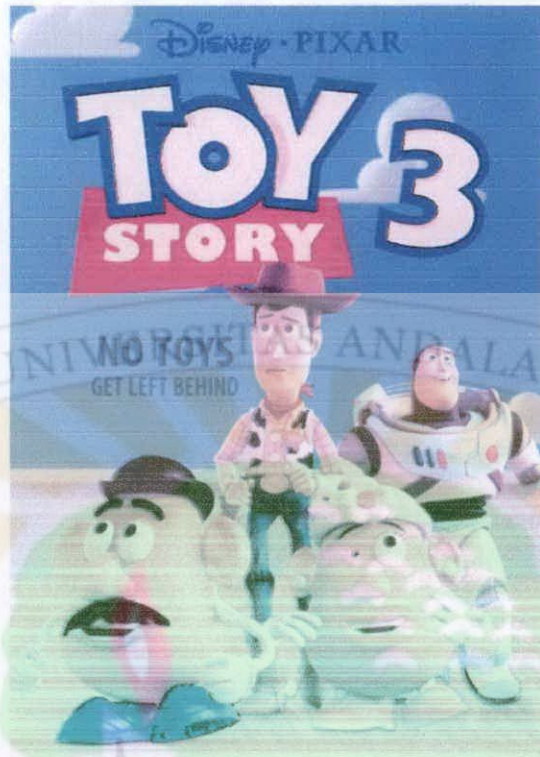
The sentence "WHEN YOU CAN LIVE FOREVER, WHAT DO YOU LIVE FOR?"	Human can't life forever.	
The sentence "WHEN YOU CAN LIVE FOREVER, WHAT YOU LIVE FOR?" cover means eternity means human can't life forever.		Being vampire is better than human.
The sentence "WHEN YOU CAN LIVE FOREVER, WHAT DO YOU LIVE FOR?" meant as being vampire is better than human.		

Table 3.2.2 Signification orders of "when you can live forever, what you live for"

The sentence “WHEN YOU CAN LIVE FOREVER, WHAT DO YOU LIVE FOR?” is sign consisting of a signifier; and a signified concept; that the sign means Human can’t live forever. The second order signification which uses the denotative sign (signifier and signified) as its signifier and the signified is Human cannot live forever. The second order signification called connotation. Therefore the sentence “WHEN YOU CAN LIVE FOREVER, WHAT DO YOU LIVE FOR?” meant being vampire is better than human.

Based on the table order of signification we can see the linguistic sign in cover shows the theme of this movie. The first linguistic sign “TWILIGHT” meant the time when vampire emerged. Vampire is the mythology from Europe that life by sucks some blood from other creatures, vampire cannot meet sunrise because it will make they disappear or vanish, so vampire avoid sunlight. And twilight is the best time for them to go out. The second linguistic sign “WHEN YOU CAN LIVE FOREVER, WHAT DO YOU LIVE FOR” meant being vampire is better than human. Vampire is immortal creature, they can live forever. If we relate to the movie Bela is woman that fall in love with vampire, Bela wish for to spend their life with Edward the vampire that become Bela boyfriend. So Bela decide to become vampire in order to marry with Edward.

Datum 3



Cover 3.3 animasi

(Source: http://www.allcdcovers.com/download/33d78bb5cc8cdeb3daa9855936e44d81/193623/1256a3bd339e1a6d732e77676f199a27/4cf4c1b2/toy_story_3_2010_r1_custom_dvd-front)

Toy Story 3 is a 2010 American 3D computer-animated film. It is the third film in the Toy Story series. The film is produced by Pixar Animation Studios and released by Walt Disney Pictures. This movie was started when Andy at 17 years old and in the process he is outgrown his toys. Some of them have been lost along the way and the few toys that remain in his all but forgotten toy box are no longer brought out for play. They understand. So as Andy prepares to leave home for college the toys that remain prepare for a retirement to the attic, hoping for a new life some

day when they will play with Andy's kids. There is something effortlessly beautiful in that notion. Woody is determined to be there for Andy, even if being there for him means waiting, and waiting, for decades in an attic. He will do it, happily, and never ask for anything in return. Of course things do not go as planned and the few toys Andy has left are accidentally donated to a daycare center, and get some trouble there.

The cover of movie above consists linguistic sign and non linguistic sign. Non linguistic sign that appear at the cover are the cahacter of cowboy, astronout, and a couple of potatoes head and the background bright sky behind of them, it signified the fourth charather that appear on the cover was a central character on this movie, they are the hero in this movie. The linguistic signs that appear of this cover are, the word "DISNEY", and "PIXAR" on the top of cover, "TOY STORY 3" as the title of this movie, and the last is the phrase "NO TOYS GET LEFT BEHIND". "DISNEY" is abbreviation of The Walt Disney Company. As we know, The Walt Disney Company (commonly referred to as Disney established itself as a leader in the American animation industry before diversifying into live-action film production, television, and travel. And this movie is one of their movies productions. Pixar an American CGI animation film studio based in Emeryville, California, United States who creates the animation process of the movie. As of 2006, Pixar is a subsidiary of The Walt Disney Company. The title of "TOY STORY 3" contains three colors, they are red, blue and yellow. In most general sense, this movie talks about the chronology

sequel event that faces by the toys. And the number “3” means this is the third sequel of toy story movie.

The cover will transform to diagram as proposed by pierce to gain a representation.

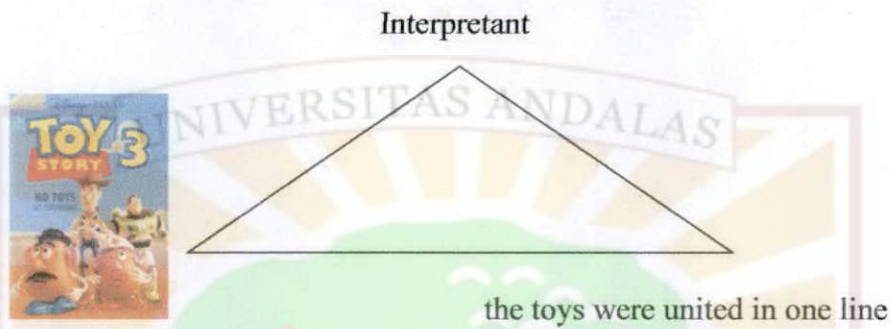


Diagram 3.1. Triangle Diagram of toy story 3
(Chandler, 2007:30)

From the diagram above the cover represent about friendship and unity among toys, the icons of the character seen looking for the other friend, and the phrase “NO TOYS GET LEFT BEHIND” represent the the toys were united in one line

From the analysis above we know there are two lingual symbols that appear “TOY STORY 3” and “NO TOYS GET LEFT BEHIND”. It can be concluded that the meaning of the lingual symbol in this cover is really dependable to the meaning of the other sign. The table of order signification below shows the relation of denotative meaning with connotative meaning:

The sign of "TOY STORY 3"	The Description of event of the toys in this movie.
The sign of "TOY STORY 3" means the description of event of the toys in this movie.	To attract drag attention of audiences about how if the toys can do things what human can also do
The sign of "TOY STORY 3" is meant as to attract drag attention of audiences about how if the toys can do things what human can also do.	

Table 3.3.1 Signification orders of "toy story 3"

This sign is being composed of a signifier and a signified. The signifier of this sign is the form sentence "TOY STORY 3". The signified of this sign is a description of event of the toys in this movie. The combination of signifier and signified is called denotation as the first order signification. In the second order of signification both signifier and signified in first order signification as its signifier and signified is a description of event of the toys in this movie. Therefore, the phrase "TOY STORY 3" is meant as to attract drag attention of audiences about how if the toys can do things what human can also do.

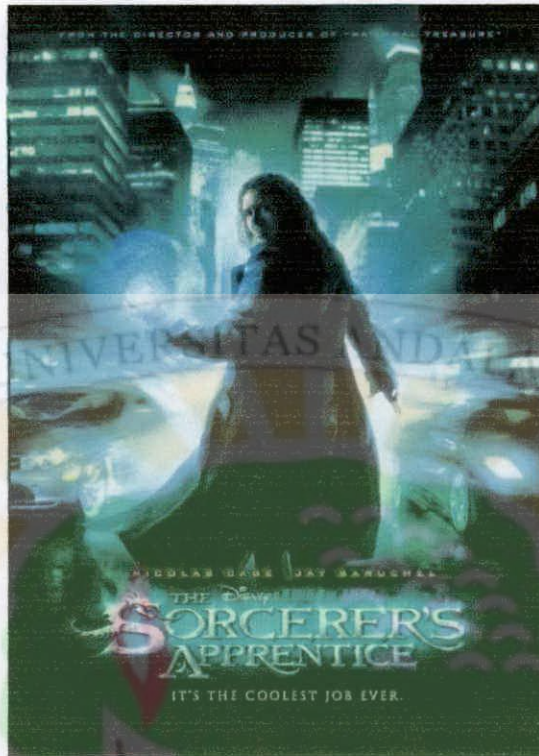
Sign: "NO TOYS GET LEFT BEHIND"	The toys were united in one line.
The phrase "NO TOYS GET LEFT BEHIND" means the toys were unite in one line.	Solidarity, friendship and unity among the toys characters.
The phrase "NO TOYS GET LEFT BEHIND" is meant as a sign of solidarity, friendship and unity among the toys characters.	

Table 3.3.2 Signification orders of "no toys get left behind"

Based on the table the meaning of linguistic sign " NO TOYS GET LEFT BEHIND". The meaning of linguistic sign deppendable to the meaning of the other sign. The combination of signifier and signified is called denotation as the first order signification. Denotative meanings of both signifier and signified means the toys were united in one line. In the second order signification (connotation), linguistic sign of "NO TOYS GET LEFT BEHIND" means solidarity, friendship, and unity among the toys character.

Based on two tables above we know designer wan to attract the consumer with this cover. This cover talks about living toys that united to help their friend, they don't care what ever the difficulties to face.

Datum 4



Cover 3.4 Adventure

(Source: http://www.allcdcovers.com/download/ac703a78c320f29be6aa6188d9c98035/221805/41a8403fd377b8480188d76be5bb9962/4cf4c368/the_sorcerers_apprentice_2010_r0_custom_dvd-front)

This movie talks about a sorcerer struggle to save the city in modern day Manhattan, the master sorcerer Balthazar Blake attempts to protect the city from his arch-nemesis, Maxim Horvath an evil wizard with nefarious plans. Horvath is determined to claim New York City for his own evil purposes, and enlists an illusionist to help him toward that end. Given the formidable forces working against him, Blake does not feel that he can accomplish this mission alone. To help in his

venture, he seeks out a seemingly average guy, Dave Stutler who is recruited to be Blake's apprentice.

This cover also consist of linguistic sign and non linguistic sign, non linguistic sign that appear in this cover are a man who wear black robe, and have light in his left hand, there building and car in front of the man, a large light come from in front of the man. The black rob suit and light in his hand symbolized he is a magician man, the building and car symbolize the setting of this movie, this story take place in the city at the present time. Large light in front of the man represent the challenge to be faced by the man. The dark colors that dominate this cover represent the magic activities that occur in this movie.

In the bottom of the cover there are some linguistic sign, first is the name of the actors that stared this movie, Nicolas Cage and Jay Baruchel, it represent the designer of this cover want to say this movie were starring by famous actor. Second is the word Disney it signifies this film was launched by a production house film Walt Disney Company. Next is the phrase "THE SORCERER APPRENTICE" this is a title of this movie, the word sorcerer means magician or witch, the word apprentice means disciple or pupil. On the bottom we find the phrase "IT'S THE COOLEST JOB EVER" it means the sorcerer is the greatest job.

Composition linguistic sign and non linguistic sign of this cover will transform to pierce diagram to get the meaning of this cover

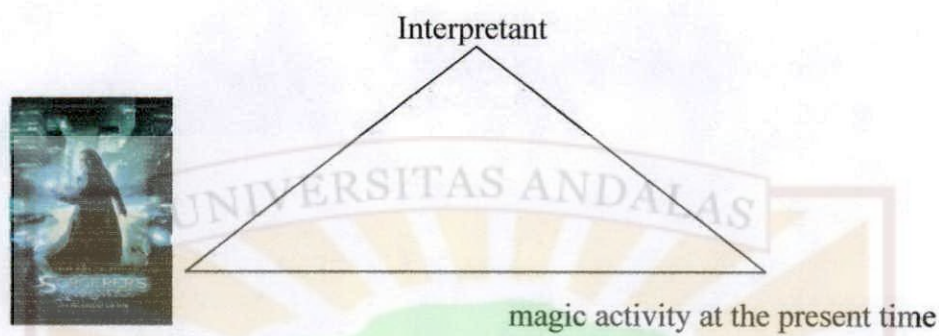


Diagram 3.1. Triangle Diagram of the sorcerer apprentice
(Chandler, 2007:30)

The icon man has a light at the left hand and wear black robe represent an activity of a witch, and the lingual symbol sorcerer apprentice means the magician have a disciple. The symbol building and the car represent the story happen at present time.

Based on the explanation above there are two linguistic signs that appears in with the story “THE SORCERER APPRENTICE” and “IT’S COOLEST JOB EVER”. The meaning of that sign will show in the table of order signification as proposed by Barthes below.

The text "THE SORCERER OF APPRENTICE"	There will be the process of knowledge transfer between sorcerer and apprentice.
The text "THE SORCERER OF APPRENTICE" means that there will be the process of knowledge transfer between sorcerer and apprentice.	The existence of sorcerer will not complete without having an apprentice.
The text "THE SORCERER OF APPRENTICE" meant the existence of sorcerer will not complete without having an apprentice.	

Table 3.4.1 Signification orders of "the sorcerer of apprentice"

This sign is consisting of a signifier; a title text "THE SORCERER OF APPRENTICE" means that there will be the process of knowledge transfer between sorcerers and apprentice. Based on Barthes theory, both a signifier and signified is called denotative sign as the first order signification. The seconds order signification which uses the denotative sign (signifier and signified) as its signifier that there will be the process of knowledge transfer between sorcerer and apprentice. The second order signification called connotation. The sentence the "SORCERER OF APPRENTICE" meant The existence of sorcerer will not complete without having an apprentice.

The sentence "IT'S THE COOLEST JOB EVER"	No more job better than sorcerer	
The sentence "IT'S THE COOLEST JOB EVER" means no more job better than be a sorcerer.		The joyful of doing sorcerer activities that ordinary human can't do.
The sentence "IT'S THE COOLEST JOB EVER" is meant as a sign of the joyful of doing sorcerer activities that ordinary human can't do.		

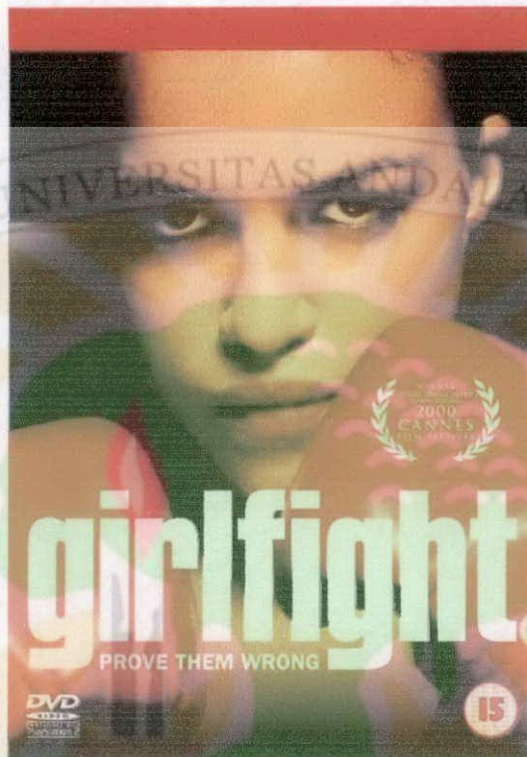
Table 3.4.2 Signification orders of "it's the coolest job ever"

This sign is consisting of a signifier a sentence "IT'S THE COOLEST JOB EVER" that the sign means no more jobs better than sorcerer. Based on Barthes theory, both a signifier and signified is called denotative sign as the first order signification. The second order signification which uses the denotative sign (signifier and signified) as its signifier and a signified no more job better than sorcerer. The second order signification called connotation. Based on Barthes, connotation is used to refer to the socio-cultural and personal association (ideological, emotional, etc) of the sign (Chandler, 2002:138). The sentence "IT'S THE COOLEST JOB EVER" meant as The joyful of doing sorcerer activities that ordinary human cannot do.

Based on the table order of signification we can see the linguistic sign in cover shows the theme of this movie. The first linguistic sign "THE SORCERER OF APPRENTICE" meant the existence of sorcerer will not complete without having an apprentice. Sorcerer means the user of sorcery or magic. The second linguistic sign "IT'S THE COOLEST JOB EVER" meant as a sign of the joyful of doing sorcerer

activities that ordinary human can't do. If we relate to the movie the sorcerer try to convince his apprentice to be a sorcerer.

Datum 5



Cover 3.5 sport

(Source: http://www.allcdcovers.com/download/eeddc4887f595f554fd1da21289abb0c/89246/0cbf204b998f64a6602af610cb64a762/4cf4c426/girlfight_2000_ws_r2_retail_dvd-front)

This movie talks about a struggling teen female diana in boxing sport, this is a drama of which focuses on a troubled teenager who decides to let out her anger and aggression by boxing. Despite her abusive father's and her prospective trainer's skepticism, she tries hard to make it in this male-dominated sport. Diana (the troubled

teen) at first begins to train without her father knowing. Once her boxing trainer finds out he tells Diana of his disapproval and thoughts of how he believes she could not make it because she will never amount to anything. Diana prepares hard in order to prove everyone who doubted her ability in boxing. She achieves impressive success, blazing new trails for female boxers all over.

To make the cover interesting designer was combined the linguistic sign and non linguistic sign. At the bottom of the cover we can see phrase “GIRLFIGHT” and “PROVE THEM WRONG” it’s define as linguistic sign. The signifier of “GIRLFIGHT” is the form of the phrase itself. “GIRL” here means as a form to address a young women, “FIGHT” is meant as physically struggle with somebody. The sign “GIRLFIGHT” is signified as a physically struggle with somebody that done by young women. Related to the movie, the physically struggle here is referred to a boxing match therefore, the phrase “GIRLFIGHT” is also meant as boxing match between girls or in short the match between female boxers. Then, “PROVE” here means “to show something is true”, “THEM” is the object pronoun of “they”, “WRONG” is meant as “not right about of somebody or something”. So, the signified of “PROVE THEM WRONG” to show something is true to “they” who think something or somebody is not right. The picture of female with a boxing glove, logo DVD, and number 15 at the circle define as non linguistic sign.

The writer will transform the sign into triangle diagram as proposed by Peirce (Chandler, 2007):

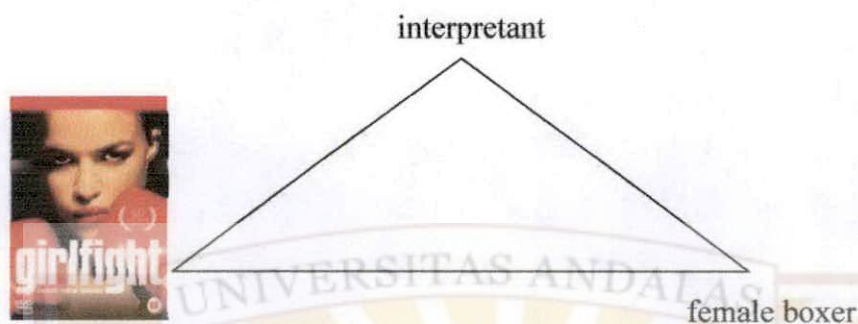


Diagram 3.1. Triangle Diagram of girlfight

(Chandler, 2007:30)

The diagram above gives an interpretation that this cover means something about female boxer. As we know, boxing is a kind of extreme that usually done by men. But in this film, a girl wants to prove to the people that this sport also can be done by girls. The movie tells us that image of girl is not only referred as weak and soft creature, but girl also can do boxing as boy can do. It also represents action, confident, courage, and vitality that shown by the girl boxer. Connotatively, the sentence “PROVE THEM WRONG” is symbolized as woman struggle to equally treat with man and it has to be proved on a ring. Ring here not only means as place to fight, but “ring” here means the world that we live in. Therefore, to be treated equally, woman has to struggle their rights in the world. This struggle is to achieve a purpose that woman must also treated equally with man. Woman has to prove that they cannot be intimidated by man just because the discourse that said the woman are weak and soft creature. This sign also seen as encounter dominant discourse of what

woman should to struggle their right. The image of the girl that used boxing glove indicates the girl is a boxer.

From the analysis above, it can be concluded that the meaning of the sign in this cover is really dependable to the meaning of the other sign. The table of order signification below shows the relation of denotative meaning with connotative meaning.

The phrase "GIRLFIGHT"	physically struggle with somebody that done by young women of in short "female boxer"	
The phrase "GIRLFIGHT" means physically struggle with somebody that done by young women of in short "female boxer"		Girl also can fight in a ring.
The phrase "GIRLFIGHT" means Girl also can fight in a ring.		

Table 3.5.1 Signification orders of 'girlfight'

This sign is consisting of a signifier; a title text "GIRLFIGHT" means female boxer. The second order signification which uses the denotative sign (signifier and signified) as its signifier and a signified; wrong interpretation about female boxer. The second order signification called connotation. The word "GIRLFIGHT" meant girl also can fight in a ring.

“PROVE THEM WRONG”.	Showing something is true to “they” who think something or somebody is not right.	
“PROVE THEM WRONG” means showing something is true to “they” who think something or somebody is not right		Woman struggle to be treated equally with man.
“PROVE THEM WRONG” means woman struggle to be treated equally with man.		

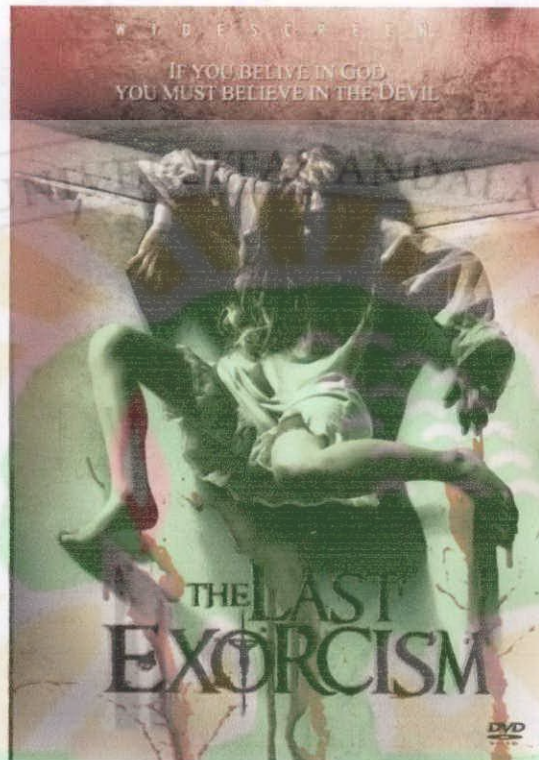
Table 3.5.2 Signification orders of ‘prove them wrong’

The words “PROVE THEM WRONG” is sign consisting of a signifier; and a signified concept; that the sign means There is something that need to be truly prove. The second order signification which uses the denotative sign (signifier and signified) as its signifier and the signified there is something that need to be truly prove. The second order signification called connotation. Therefore the words “PROVE THEM WRONG” meant as Woman struggle to be treated equally with man.

Based on the two tables above we can see the designer of the cover put some message on his work, all of that is on purposes to attract the consumers. After analyze the two linguistic sign of the cover, we know this film talk about. The first linguistic sign “GIRLFIGHT” meant girl also can fight in the ring, and the second linguistic sign “PROVE THEM WRONG” meant as woman struggle to be treated equally with man. If we relate to the movie society thought the girl are not suppose to fight in the ring, they should be act feminine and soft, and Diana try to make this way of thought

wrong. As we know the woman discrimination is the hot topic in any place, and this movie bring moral message to stop discrimination to woman.

Datum 6



Cover 3.6 Horror

(Source: http://www.allcdcovers.com/download/d82487b0d6ba722e8580c6a3037cf108/225483/a7e835c8709649637ba783b6deabc9e7/4cf4c4ea/the_last_exorcism_2010_ws_r1_custom_dvd-front)

This cover is for horror genre. It consists of two forms of sign, linguistic and non linguistic signs. Linguistic signs are represented by phrase “THE LAST EXORCISM” and sentence “IF YOU BELIEVE IN GOD YOU MUST BELIEVE IN DEVIL”. The designer writes the title in the large font of last exorcism in order to attract the consumer attention to the movie. The phrase “THE LAST EXORCISMT”

refers to the movie itself. The designers uses the phrase “THE LAST EXORCISM” indicating that the movie talk about trance people. The rest of linguistic sign is phrase “WIDESCREEN” this is the term for quality of image in the movie.

From the non linguistic sign, it can be seen from the picture. The non linguistic signs are represented by the image of woman that sprawling on the floor, and the blood around on the title. And the color of the background is combining from grey and red that represents the violence of this film.

The writer will transform the sign into triangle diagram as proposed by Peirce (Chandler, 2007):

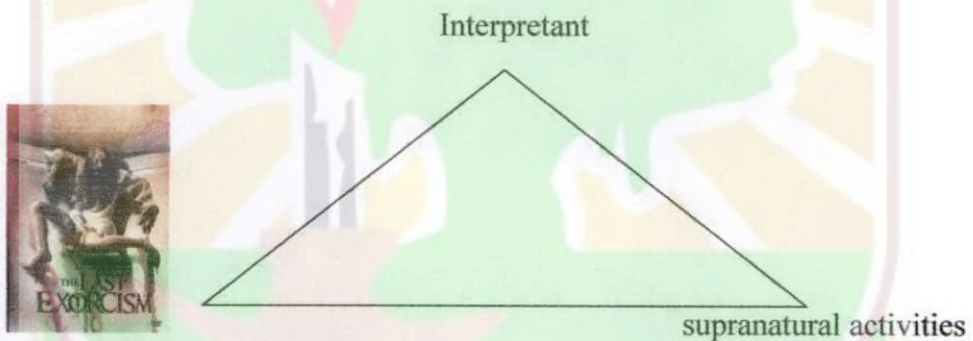


Diagram 3.6. Triangle Diagram of the last exorcism

(Chandler, 2007:30)

The diagram above gives an interpretation that this cover means something about supranatural activities. It also represents about violence action and ruthless. In the content of the movie, the image of girl on the cover is victim Satanist practicing, the blood that flow at her leg represent the violent action to her. The

background's color of this cover grey and black reflect the condition of the darkness this practicing

From the analysis above, it can be concluded that the meaning of the sign in this cover is really dependable to the meaning of the other sign. The table of order signification below shows the relation of denotative meaning with connotative meaning:

The phrase of "THE LAST EXORCISM"	The final ritual to heal some trance victim that cause of Satan
The sign of "THE LAST EXORCISM" means The final ritual to heal some trance victim that cause of Satan.	Eradication superstition faith in people mind.
The sign of "THE LAST EXORCISM" means eradication superstition faith in people mind	

Table 3.6.1 Signification orders of 'the last exorcism'

This sign is consisting of a signifier; a title text 'the last exorcism' means the final ceremony to heal some trance victim that cause of Satan. Based on Barthes theory, both a signifier and signified is called denotative sign as the first order signification. The second order signification which uses the denotative sign (signifier and signified) as its signifier and a signified the final ceremony to heal some trance victim that cause of Satan. The second order signification called connotation. The sign of "THE LAST EXORCISM" with an image of a girl meant as eradication superstition faith in people mind.

The sentence "IF YOU BELIEVE IN GOD, YOU MUST BELIEVE IN DEVILS"	A faith that god and devils are exist.
The sentence "IF YOU BELIEVE IN GOD, YOU MUST BELIEVE IN DEVILS" means a faith that god and devils are exist.	Binary opposition between good and bad, you cannot have good unless there is bad.
The sentence "IF YOU BELIEVE IN GOD, YOU MUST BELIEVE IN DEVILS" means Binary opposition between good and bad, you cannot have good unless there is bad.	

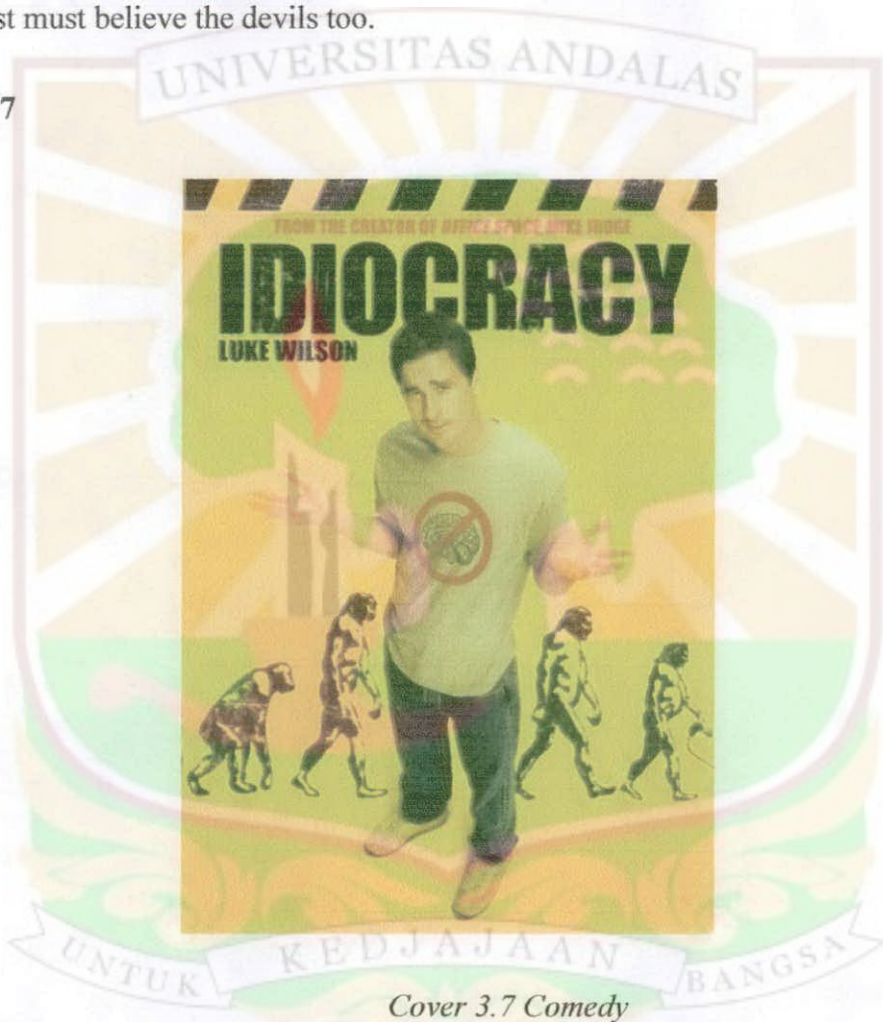
Table 3.6.2 Signification orders of 'if you believe in god you must believe in devils'

This sign is consisting of a signifier; the sentence "IF YOU BELIEVE IN GOD, YOU MUST BELIEVE IN DEVILS" means a faith that god and devils are exist. Based on Barthes theory, both a signifier and signified is called denotative sign as the first order signification. The second order signification which uses the denotative sign (signifier and signified) as its signifier and a signified A faith that god and devils are exist. The second order signification called connotation. The sentence "IF YOU BELIEVE IN GOD, YOU MUST BELIEVE IN DEVILS" meant as Binary opposition between good and bad, you cannot have good unless there is bad.

Based on the table of order signification above, the first linguistic sign "THE LAST EXORCISM" means as eradiction superstition faith in people mind, the next linguistic sign "IF YOU BELIEVE IN GOD, YOU MUST BELIEVE IN DEVILS"

meant as binary opposition between good and bad, you cannot have good unless there is bad. If we relate to the movie, the last celebration to treat the girl who tranced in this movie is purposed to make people understand this not cause by satan, but it just mentaly disease, unfortunately the priest who lead this ceremony was wrong, the girl really tranced by a satan. Like the second linguistic sign if the priest believe the God the priest must believe the devils too.

Datum 7



Cover 3.7 Comedy

(Source: http://www.allcdcovers.com/download/b6365a0ec37ba2f4329c517a0708e7bc/53045/bc6bfc6f1e59f3ba789fc7765d995cbe/4cf4c579/idiocracy_2006_ws_r1_retail_dvd-front)

This cover is for comedy genre. It consists of two forms of sign, linguistic and non linguistic signs. Linguistic signs are represented by text “IDIOCRACY” in the black and bold font by combining the word ‘idiot’ and ‘cracy’.”IDIOCRACY” idiot means fools, and word cracy comes from Greek, which is means government, the origins of cracy word is cratia, cratos it used in several term as suffix like democracy, aristocracy etc, all of them shown type of government. Then “IDIOCRACY” means is a political form of government in which governing power is derived from fool people. Below the text of “IDIOCRACY”, Designer put the name of the actor. The non linguistic signs are represented by a man that stands. At the back of man, designer put the image of human revolution from. Black dominate in this cover.

Linguistic signs above are supported by non linguistic signs; a picture of a man with confused expression, an image of brain that crossed by red line in his shirt, and the image of human evolution at the back of the man. The non linguistic signs will be transformed into semiosis diagram as proposed by Peirce (Chandler, 2007) below:

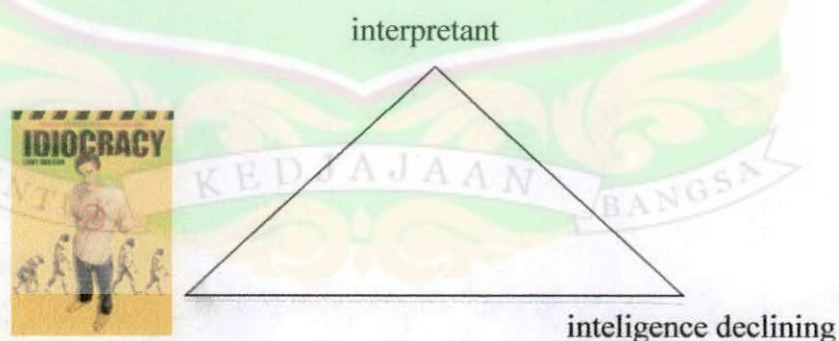


Diagram 3.7. Triangle Diagram of idiocracy

(Chandler, 2007:30)

The diagram above gives an interpretation about the picture of man with the confused expression and the image of brain with slash sign reflect the condition of human intelligence at that time. And then, the portrait of human evolution behind the man represent the anti climax of human intelligence.

From the analysis above, it can be concluded that the meaning of the sign in this cover is really dependable to the meaning of the other sign. The table of order signification below shows the relation of denotative meaning with connotative meaning:

The word "IDIOCRACY"	The situation where there is lack of intelligence.
The word "IDIOCRACY" means the situation where there is lack of intelligence.	The situation where people are mentally deficient as to be incapable of ordinary reasoning.
The word "IDIOCRACY" means The situation where people are mentally deficient as to be incapable of ordinary reasoning.	

Table 3.7 Signification orders of 'idiocracy'

The sign of black font word "IDIOCRACY" is sign consisting of a signifier and a signified concept; that the sign means the situation where there is lack of intelligence. Based on Barthes theory, both a signifier and signified is called denotative sign as the first order signification. The second order signification which uses the denotative sign (signifier and signified) as its signifier and a signified the situation where there is lack of intelligence. The second order signification called

connotation. So the word 'idiocracy' meant as representation the situation where people are mentally deficient as to be incapable of ordinary reasoning. May be it can cause by several factor like unhealthy food, unhealthy behavior, etc.



CHAPTER IV

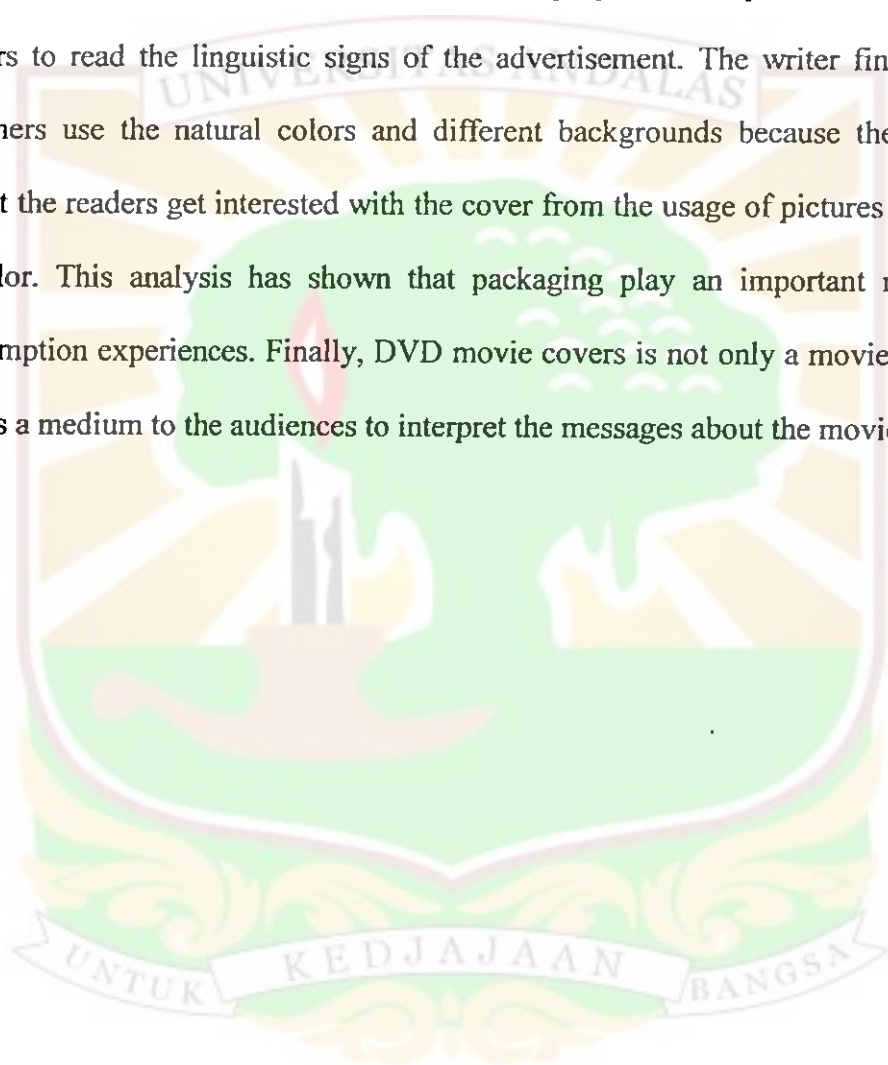
CONCLUSION

The demand of this research is to sort out the linguistic signs and non-linguistic signs in these signs and meanings expressed in the front cover of DVD movies. The writer found that all of signs are united with combination of linguistic signs and non-linguistic signs. After analyzing this language phenomenon, the writer concludes that semiotics play significant role in interpreting the connotative meaning of the front cover of DVD movies.

The meaning of the sign is not defined only by dividing it into linguistic signs and non-linguistic signs. Charles Sanders Pierce conveys that meaning of signs is traced by classifying the sign in to three aspect, object, interpretant and sign. Meanwhile Roland Barthes affirm that meaning include denotation and connotation, both of meaning as order signification. The writer found that the meaning of signs in DVD movies covers plays important roles, since the factor that influences the audiences who want to watch the DVD movies covers is based on the meaning of these signs, especially the connotative meaning in contexts of DVD movie covers. This research is conducted to make the movies audiences easier in interpreting the meaning of DVD movie covers. DVD movie covers are made to attract the audience to watch the movie. Here, the function of the covers is to give a sense of curiosity about the movie. By interpreting the meaning of covers, the audiences are triggered to give opinions about the movie. This research proves that DVD movie covers are

important to be analyzed. Through the covers, the maker of DVD movie covers want to tell us that the cover actually carry the messages of the movie.

The non linguistic signs really support the linguistic signs in delivering the meaning of the cover. That is why the advertisers create the picture in such way to attract the readers' attention first. Then, the next purpose of the picture is to attract the readers to read the linguistic signs of the advertisement. The writer finds that the designers use the natural colors and different backgrounds because the designers expect the readers get interested with the cover from the usage of pictures and choice of color. This analysis has shown that packaging play an important role in the consumption experiences. Finally, DVD movie covers is not only a movie cover, but also as a medium to the audiences to interpret the messages about the movie.



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