

## Symbolic Language: Poster Film ‘Gasing-Tengkorak’

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**ABSTRACT:** This paper aims to find out that the movie poster plays a role in communication (promotion) which is an important requirement in the film industry, especially in the horror film is quite popular in Indonesia. This research is done by using the method of literature study and its description with qualitative by taking theory of Roland Barthes on the sub section "photographic message", from the meticulous data found less strongly made movie poster. The weakness of this research is because only digging from a little poster film only, researchers found lack of literacy on film poster maker in Indonesia.

**KEYWORDS:** *Film-promotion, art-of-poster, content-of-poster, synopsis*

### I. INTRODUCTION

Film is an entertainment as well as an educational media, in the science of film communication is one of the principal sciences that are discussed, because studying the important interaction between the sender, recipient and the mediating message delivered.

There are several points to consider in the film, especially the extent to which the film affects the audience, as well as singing in music performances, the films are illustrated and can also ignore, disregard, or influence beyond the broad social and cultural limits (Robert and Toby, 2000). To provide information about movie synopsis, need to be promoted through posters. The steps for making of poster need to pay attention to many things, such as presenting the contents of the film, giving the initial definition for the audience interested, giving meaning to remember, give the sequence and description of the content and conclusion (glance), provoking the attention of the audience, positioning the class from the movie connoisseur (Jan Van Dalen et.al, 2002). In pseudo-spontaneous communication, the sender of the message manipulates the non-verbal display intentionally and is designed proportionally for the benefit of the message recipient in a professional manner by pseudo-spontaneously functioning so (as) to be the matter in mind between the cognitive and perceptive, especially about the relationship of body-language (non-verbal) abilities with verbal (Ross & Arthur, 2002). On the other hand, there is the possibility of prediction or theory in priority, for example by uncovering astrological charts (hoping to see the entire case history with psycho-therapy), including a few lengthy instances, it provides insight into how astrology is used in psychotherapeutic settings and interesting reading. In making a mystery. Furthermore, to be clearer about the techniques that put forward the ideas and practices within them (perhaps a debate about documents and astrological positions) especially how people get meaning about themselves and their lives, and how can they find themselves or be able to recognize the true essence of the graph astrology of a personal touch, this is part of built of "mystery" (Michael Mayer, 2012).

### II. LITERATURE REVIEW

That literary works of mystery and thriller films is important, because most consumers (this type of entertainment is relatively new). In developing the aspect of "cultural heritage" by linking popular books and films to cultural tourism destinations to help young people in the creation of increasing technology and incorporating cultural heritage experiences, it is possible to produce qualified and solution product that can be produced (such as making games and interactive mission), by conveying a "mystery" tour through game or fairy tale elements (Wadim Strielkowski, 2013).

In film preference for people of all sexes and age levels who seek sensation, in it is the attempt to uncover the mood and the passionate level of the film being witnessed, it describes to an ever-changing subject, characters and plot structures remain the same (Banerjee et.al, 2008).

Communications theory generally explains naturally or biologically about the aspects of communication that are based and can be studied in a symbolic and structured manner. This theory includes a feedback process in explanations for producing messages (communicant) and for message reception, both potentially useful and potentially incomplete (Ross Buck and Arthur Lear, 2002)

Global communication is a process that can influence and be influenced by many aspects of contemporary life, including economics, international relations, society, politics, and religion. Communication is an integral part of globalization, and this requires a process. but this is less known - role of communication theory, (Monge 1995)

The design of communication with posters requires a mixture of things like layout, colour, font size, style and type, paragraph format, visual, and space, while the criteria are clarity, relevance, concision, appeal, readability (Jan Van Dalen et.al, 2002)

### III. MODEL TO PROPOSE

Based on the literature review, in this research is proposed a qualitative model that discusses the poster of the movie "Gasing Tengkorak" This movie is a mystery/horror-theme, the story of raising the local wisdom of Minang (West Sumatra) culture. cleared of picture model to propose is below.



Figure 1: Model to propose

#### Research Methodology.

This research methodology uses discourse analysis (Roland Barthes) with sub-analysis of "photographic message" researcher observe the object of research (film poster) and describe findings of poster. the guide is to describe the scheme, colour, graphics, gestures, expressions, arrangement of elements etc. which is the expression of the picture / photo / poster which is the initial communication medium for the audience of the work to be explored (watched). By drawing / photo, (researchers) will read the message presented so that the picture or photo is interpreted with the right expression or at least approached exactly from the idea presented. The researchers explore in this paper are trick effects, poses, objects, photogenic, aestheticism, syntax of poster by understanding Perceptive connotation and cognitive connotation.

#### Finding and discussion

Following to start from to show the poster of film to evaluate,



Figure 2: Poster film - Gasing Tengkorak

#### Synopsis of film "Gasing Tengkorak"

Veronika is a top diva, while singing (concert) suddenly fainted (unconscious), after getting help, Veronika decided to vacuum from singing and chose to alienate somewhere. Veronika asked her manager to find a resting place that suited her liking (a luxurious villa and away from the hustle and bustle of human activity activities), she wanted to stay alone. Furthermore, Veronika enjoys the solitude at the villa, one day when she encounters visible (haunting) disturbances, the disturbance is in the form of a skull (every view "gasing" is spinning, Veronika see a child) this makes her always restless. Behind the rotating of the "gasing", there are some who want to harm Veronika, the more finding out what happens the more he finds a dangerous situation.

Described on the on the poster and synopsis, the researcher observes as the Barthes theory and focuses on the effects, pose, objects, aesthetics, and syntaxes on the poster. The subjectivity of the researcher suggests that some things still need to be fixed. and the summary of the researcher's opinion is, on a strong trick effect, as it portrays a hand-shaped and human-faced (imperfect) image, it describes a typical Indonesian mystic mood, next about poster acts in posters, viewed from faces, hair, eyes, style, hand position, everything still needs debateable, and difficult to give the score, but overall still minus.

The object of this poster is the figure of a teenage woman, a famous artist that has been known to audiences, and this diminishes her mystical value. photogenic poster is not firm, still showing doubt, and the colour of the poster is good with a monochrome that describes the firmness and mystery. From the harmony side of the image of the selected colour, has already shown the power of the story and idea, the whole syntax is firm, but not yet conical in a strong direction. As for the summary of explorations of the poster can be seen in the following table,

The point of value poster's	Critical point	Remarks/clue
Trick Effect	1. There is a hand effect behind the photo object	Strong
	2. There is a face effect behind the photo object	Strong
	3. There is colour effect	Strong
Pose	1. The face is sad or frightened	Pro-contra
	2. Hair still looks neat	Contra
	3. Eyes focus on objects	Pro-contra
	4. Artificial pose/acting	Pro-contra
	5. Hand Pose as artificial	Pro-contra
Object	1. Adults	Neutral
	2. Insiders are confused	Pro-contra
	3. Famous Local actress (at Indonesia)	Pro-contra
Photogenic	1. 50% photogenic	Pro-contra
	2. 50% non-photogenic	Pro-contra
Aestheticism	1. The colour of the clothes	Reinforces
	2. The background colour	Sharp
Syntax	1. The background of picture	Sharp
	2. Object of theme	Sharp
	3. Pose artificial	Sharp
	4. Colour is firm	Sharp
	5. Gradation	Sharp

Table 1: Exploration of poster film Gasing Tengkorak

Case to evaluate	Point of view researcher	Remarks by researcher
Trick Effect	Not strong enough	Mid of strong
Pose	There is no doubt	Fifty-fifty
Object	with famous actors/actress	Sharp/clear/confirm
Photogenic	Photogenic	Fifty-fifty
Aestheticism	Mind of think	Mystical
Syntax	Gradation object as proportional	Part ow weakness
	Structure of subject and object	52% wording, 45% picture
	Gradation	Monochrome
	Paragraph/wording	Not informative yet
	Message	Mystery

Table 2: Exploration and turn point of evaluation

Unfortunately, overall researchers should say that it still takes a lot of literacy in making interesting posters, because it is not easy to provide information symbolically to audiences. need hard effort and understand illustration, this poster is good, but need deep refinement, because this poster represents the contents, hence the touch of promotion must also be expressed therein. Poster is media of promotion about a thing or poster is media of communication between certain subject with general society

#### IV. CONCLUSION

As the analysis, the poster of “Gasing Tengkorak” films does not adequately describe the mystery of the poster as predictable, thus still lacking when used as a communication medium (promotion) because some things like trick effect must be made more mysterious, the actress's pose can be made more tense, the object is set so proportional, giving photogenic assertiveness on the answer yes or no (improve the acting function), the aestheticism element is made higher and the flexible syntax so that the poster is not easy to read to make the audience interest, and the composition with the paragraph made provocative, this will make the audience intriguing to watching the movie. Finally need more literacy for creator or poster maker for improve the value of product, than it can help the film industry due higher interesting, it is starting from see of poster promotion of film.

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