

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the researcher concludes and suggests after analyzing the data. The researcher divides this chapter into two parts which are the conclusion and the suggestion.

1.1 Conclusion

Based on the results of the analysis that has been done by the researcher about the verbal and non-verbal signs on *Soul* movie posters, it can be concluded that movie poster play a significant role to represent the look and feel of the movie as well as the message behind it. This is the piece that will be the main source of attention for people wanting to know more about the movie. The researcher found that there are 15 signs as six verbal signs and nine non-verbal signs. The signs have denotative and connotative meaning, it also contains one myth from the data.

The finding of this research besides denotative and connotative, there is a myth from non-verbal sign of cat as a sacred animal which is your soul can come back as cat. It is called the rebirth of the soul in a new body. In this movie, the cat is accidentally thrown out of his own body when Joe Gardner's soul falls into his body instead of his own. However, Joe tried so hard to back into his own body and adapted while he was in the cat body. So, it is about exploration of human existence, discovering meaning, and making the most of your time on earth.

Signs contained in verbal and nonverbal forms, have meanings that are more than a given picture, which is chosen because it has the meaning that has the most influence for the audience. Signs can give a brief meaning, but not exactly the

meaning. In this study, the researcher found the myth contained in the verbal and nonverbal signs on the *Soul* movie posters. Therefore, the audience can understand the message contained in the movie and can attract the audience's attention to watch *soul* movie directly. Also the producer will get the highest rating if the movie successful.

1.2 Suggestion

The researcher knows exactly that this study has some limitation and needs improvement because the data used are only the signs contained on *Soul* movie posters. Hopefully, that the next researcher who would like to do a similar study which is the analysis through semiosis process using Roland Barthes theory to be more daring like other symbols such as those found in banner, billboard, magazine. There are many signs out there that they can find and some others theory that can be used in semiotics.

In the end, the main point of this suggestion is that readers must be more careful when interpreting the purpose of signs because they have a deeper meaning to be able to put the certain pieces together and the role of semiotics will aid the reader in better comprehending them. Hopefully, this study will serve as a resource for linguists and future researchers interested in semiotics. The researcher also hopes that this study will be valuable for the linguistic field and for the readers' education.

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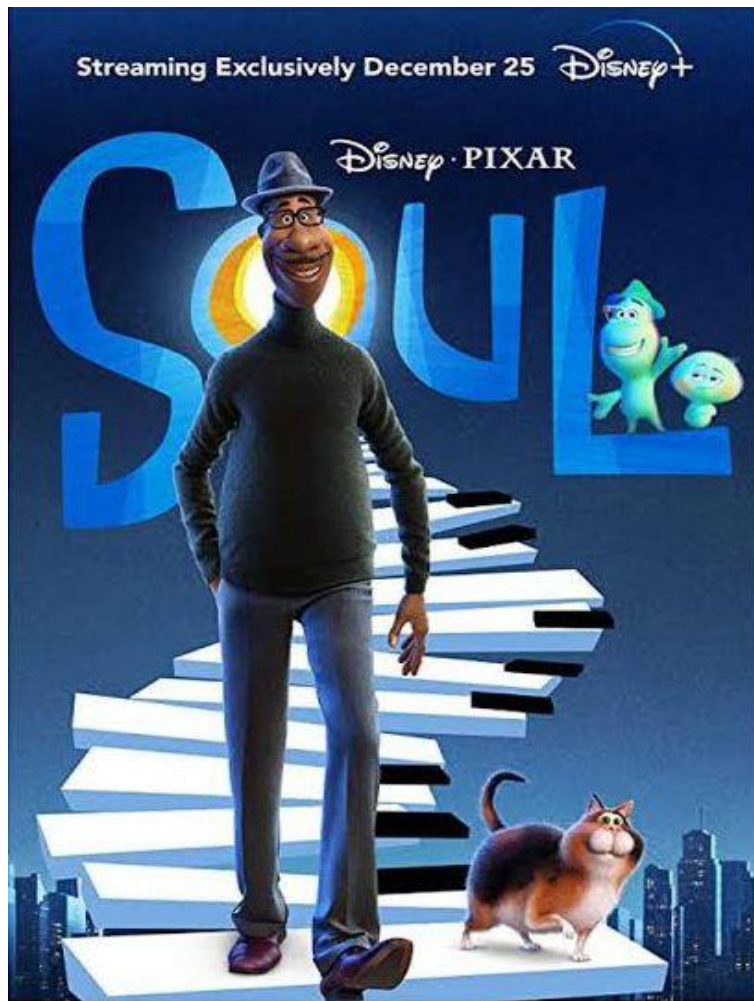
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APPENDICES

The researcher analyzed two posters and cropped it into several images. The researcher found the movie posters which taken from google source.

Poster 1



Poster 2

