

ABSTRACT

Widya Nengsih, **An Analysis of Semiotic Signs In *The Mitchells vs the Machines* Movie Poster**. Undergraduate Thesis. Undergraduate Programme of English Literature. Faculty of Letters and Cultures. Gunadarma University. Jakarta. 2025.

Abstract

Semiotic can help us understand how humans give meaning to everything around them, whether through language, advertising, art, rituals, posters, or clothing. Therefore, this study aimed to analyze *The Mitchells vs the Machines* movie poster by identifying the signifier and signified using Ferdinand de Saussure's theory, verbal sign using Supriyono's theory, non-verbal sign using Dyer's theory, and explain how colors and expressions conveyed messages in the movie poster. This study used a qualitative method. The results of this study concluded that there were 29 data points found. These were categorized into three sections: 4 for verbal data and 25 for non-verbal data. Then the meaning of color consisted of red, purple, blue, yellow, brown, white, green, and pink. The meaning of expressions of fear, angry, and happiness was presented in *The Mitchells vs the Machines* movie poster.

Keywords: *semiotic Saussure, signs, color and expression meaning, verbal and non-verbal, movie poster*