

## ABSTRACT

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### Abstract

The aims of this research were to find out the semiotic signs and determine the meaning of the signs found in the *Oppenheimer* movie poster. This research used a qualitative method to identify, analyze, and explain the signs found in the *Oppenheimer* movie poster. The present research applied the theory of sign by Saussure to analyze the meaning of semiotic signs. To analyze the verbal and visual aspects, this research used Dyer's theory and used Wierzbicka's theory to analyze the color term. The data for the research were collected from the movie poster "*Oppenheimer*" which was taken from the internet. The result of the research showed that there are 19 data of signs which were divided into two categories, verbal and visual sign. In verbal sign, there are 1 datum of headline, 1 datum of sub-headline, 4 data of body copy, and 2 data of baseline. In visual signs, there are 4 data of appearance, 4 data of manner, 1 datum of activity, 1 datum of props, and 1 datum of setting.

**Keywords:** *Signs, Verbal and Visual Aspects, Color Terms, Semiotic, Oppenheimer poster.*