

Semiotic Analysis of Roland Barthes on the Movie Poster "Like and Share"

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ABSTRACT

Keywords: movie poster, semiotics, roland barthes, like and share. The film Like and Share discusses sexual violence against women who are still in school and experience a lot of pressure. The purpose of this study is to examine the visual semiotics of the Like and Share poster through Roland Barthes' theory by dissecting the meaning of signs into denotations, connotations, and myths on the Like and Share movie poster. Not only looking at the poster from the visual side but also understanding more deeply the important issues facing teenagers today. This study uses a qualitative descriptive method in analyzing and interpreting meaning. In this analysis, marks can be found on the visual elements of the poster such as typography, colors, layout, and images to identify hidden meanings to the audience.



Introduction

A movie poster is an image created to promote a film. Movie posters have a significant impact on movie fans. Movie posters contain information about the film itself, such as the film title, cast, release date, credit title, and other elements that can be made as attractive as possible to give the audience a clear picture of the content of the film. The information in the poster uses short, concise, and clear words so that it is easy for readers to understand (Rahmadani et al., 2022);(Marlen, 2022).

An attractive movie poster design is very important because posters are one of the main factors in attracting audience interest in watching movies. With an attractive and creative poster design that can show visual interest and curiosity for the film that will be shown. In the film industry, posters are used as a visual tool to convey an overview of the film. Therefore, when creating a movie poster, it is important to consider carefully to communicate effectively, display a strong identity, and become a meaningful work of art. According to DeBara: 2018, 6 design principles must be considered in making posters, namely font, color, title, measurement and blank space, poster size, and graphics. By paying attention to this design principle, it can create posters that are effective in conveying messages to the audience. (Umami et al., 2024) (Enjoy Shalekhah et al., 2021) (Utoyo , 2020).

Film posters are a significant study to be analyzed using semiotics because the film is filled with various kinds of signs. With the study of semiotics, it is possible to explain and understand the purpose behind making posters as promotional media. Signs are a basic element in the communication process consisting of signifiers and signified which together form meaning. For example, in the context of movie posters, the images or words used are signs that convey a message to the audience. Movie posters convey hidden messages that can be revealed through words and visual symbols. Shalekhah & Martadi, 2021 explained that this visual symbol is depicted through various signs on the poster, such as color choices, facial expressions, backgrounds, and certain images that represent the theme and purpose of the film. (Riwu & Anonymous, 2018) (Chaysalina, 2022) (Umami et al., 2024).

The film *Like and Share*, which was released in 2022 and directed by Gina S. Noer, is a drama about two teenage girls named Lisa and Sarah who are in high school. Puberty makes them curious about sexuality. In this case, it becomes a nightmare and leaves them trapped in the darkness of the teenage world. They are also food ASMR content creators.

The interesting thing about the *Like and Share* Film Poster won the 2022 Maya Cup for the Selected Poster Design category by Alvin Hariz. In addition, it can delve deeper into issues related to adolescents, social media, and how to relate to visual representation through poster media. The poster in the movie "*Share and Like*" has a sign or symbol that can be interpreted from the choice of color to the properties used in the film and displayed on the poster can affect the audience's interest. Therefore, the author is interested in research on the "*Like and Share*" movie poster which is used as the object of research. (Wikipedia, n.d.).

This research is supported by previous research that is relevant. The journal written by title "*Representation of Puberty in Adolescent Girls in Turning Red Animated Films*" explains that visual strategies effectively communicate the main conflict in the film, namely the transition period to adolescence using the analysis of denotations, connotations, and myths. Overall in his research, the poster visually represents the transformation. (Nugraha et al., 2021).

The second research written by Roland Barthes under the title "*Semiotics of Roland Barthes in The Space Between Movie Poster*" explains how semiotic analysis can be applied to movie posters and how *The Space Between Movie Poster* communicates with the audience about love and long-distance relationships from visual elements such as layout, typography, and images, besides that the tagline also summarizes the theme of the film *The Space Between*. (Umami et al., 2024).

In this study, the main problem is how the visual elements on the poster of the film "*Like and Share*" represent adolescent issues using Roland Barthes' theory. Therefore, the purpose of this study is to reveal the hidden meanings in the movie poster "*Like and Share*" using Roland Barthes' analysis tools.

Research Methods

In Roland Barthes' semiotic analysis of film posters, his approach is more inclined to a critical paradigm. A critical paradigm is any social theory that has a purpose and practical consequences that can affect social change. The critical paradigm serves as one of the alternatives for seeing and discovering social reality, especially in the context of communication. (Yasir, 2012).

The method used in this study is qualitative descriptive. Qualitative descriptive is a type of description to describe and interpret existing phenomena (natural phenomena and artificial phenomena) This approach aims to explore the meanings contained in the poster. (Rusandi & Muhammad Rusli, 2021).

This study applies Roland Barthes' semiotic theory approach in analyzing the poster in the movie "Like and Share". In the world of semiotics, Barthes used the development of the theory of de Saussure's sign, which is the concept of markers and signs, and then Roland Barthes developed the theory of denotations, connotations, and myths.

Denotation can be interpreted as the primary or literal meaning of a word which usually corresponds to the meaning contained in dictionaries or other literature and this meaning does not contain any other meaning elements or hidden meanings. While the connotation expresses a word expression contained in a word or sentence. By reference, the original meaning is changed in the form of another word and focuses more on additional meanings that depend on the cultural context, experience, and mass so that the connotation is a secondary meaning. So, when the connotation becomes dominant in society, it can become a myth. (Seba & Prihandini, 2021) (Maulidiyah, 2021)

The data collected uses observation, documentation, and literature studies. The observation technique was carried out by visual observation of the "Like and Share" movie poster as a whole visual elements to analyze its symbolic meaning, then documentation was carried out by documenting a poster as research data, and the Literature Study was divided into primary and secondary data. Primary data from the Share and Like movie poster while secondary data information collected by researchers from other reference sources, such as books and journals that have existed before.

In this study, a three-stage data analysis method was used. First, identify markers and signs ranging from denotations, connotations, and myths. Second, it explains the meanings of the visual elements of the Like and Share movie poster. Finally, draw conclusions from the results of the analysis.

Results and Discussion



Figure 1
Poster Film Like and Share
Source: lpmerspektif.com

Visual Elements

The movie poster "Like and Share" features a full layout with images of the main characters, title text, production logo, release date, design elements, and player names. In producing an optimal layout, a designer must understand the role of each element in the layout. This design element can be visually appealing with powerful images. (Almira Vasthi et al., 2020) mentioned that there are several aspects in the visual elements of the poster, namely a good combination of typography, illustrations, colors, and layout. In this case, it will help convey a clear message and captivate the audience.

The Like and Share movie poster is depicted with a layout that displays images of the 2 main characters in the poster in a sitting position placed in the middle close enough to show a flat and tense facial expression because of their slightly stiff body language. The colors in this poster use bright colors starting from the background on this poster such as a plain pink wall, the clothes worn are blue and orange depicting cheerful colors in inverse proportion to their expressions, and the colors in the font are white and pink.

The typography used is a modern font style that is clear and easy to read, used in the writing of the title of the film is displayed on the lower right edge with a large size, namely "Like and Share" and the tagline "See, Hear, Feel" with a smaller size using a simple font style made with the intention of informing something to the public. On the writing of the names of the players and the date "December 8, 2022" with a slightly larger

size placed in the middle between the Starvision Plus logo and Wahana Kreator Nusantara. Above is displayed the writings of film production houses and directors on the film like and share.

Other elements are social media icons, microphones, sweet foods on the table, and mobile phones that are hidden under the table by displaying a person's face screen.

Analysis of Denotations, Connotations, and Myths

In the Like and Share poster to analyze the meaning of denotations, connotations and myths by using visual elements that can be analyzed with Roland Barthes' semiotics in the form of tables and descriptive explanations in the form of paragraphs. The elements contained in the poster have 4 dominating colors, namely:



Figure 2
Poster Color

The Like and Share poster uses pastel colors. Pastel colors are softer colors and show a funny and cheerful impression according to the characters in the film, namely the younger generation. In the poster of the movie "Like and Share" which is more dominant among the others, the color pink is pink. Pink symbolizes feminine or related to women. The bright colors here are inversely proportional to the dark theme of sexual violence in this film, thus symbolizing the impression of false innocence that is originally dealing with serious problems.



Figure 3
Like & Share Movie Poster

Denotation	The two women wore pink, blue, and peach shirts with serious expressions. The microphone is placed between the two. The woman on the right holds a round candy in the shape of an eye.
Connotation	Two characters with serious expressions create a contrasting effect of something out of sync between the mood and the bright visual display. A microphone to give voice to those who may not be heard in voicing their experiences. The round candy in the shape of an eye symbolizes supervision.
Myth	The symbols reveal hidden issues. Such as the encouragement to give voice to those who are neglected to express themselves

and voice the issues they face. Although they look free, there is a feeling of being watched, thus creating a narrative about the pressures and challenges that young people face behind the fun. This shows that behind the carefree appearance, there is a problem they are facing.

The connotations and myths of the poster elements show that many scenes in the film are related to social media content. Lisa and Sarah have cheerful, energetic, and ambitious characters to become content creators, but there are many pressures and challenges in real life that happen to them. By bringing up the microphone used by Lisa and Sarah in addition to creating food ASMR content with their own characteristics, this microphone is also used when they dare to voice their hearts or *speak up* in public about the incident that happened to Sarah. Sarah's action is indeed not easy for victims of sexual violence to do. However, do not hesitate to voice the situation, so that you can fight the clash of sexual violence that befalls it.

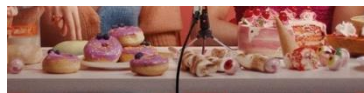


Figure 4
Like & Share Movie Poster

Denotation A table full of donuts, cakes, and candy eyeballs.

Connotation Sweet food is a fun thing. Sweet foods such as brightly colored donuts can symbolize the presence of attraction and seductive shapes, especially for teenagers.

Myth Sweet foods are often associated with happiness and pleasure. However, it can have a bad impact if consumed in excess.

In the context of the film, it represents Lisa and Sarah are digitally addicted to content that is constantly teasing and attracting attention on social media with their ASMR content, but there are negative impacts that can contain the risk of abuse such as netizens' comments on their content that fall towards women as sexual objects by saying "sexy lips are even curious to see others". In addition to creating content, the film scenes also show Lisa who is addicted to pornography and Sarah is a victim of sexual violence. They hope for a sweet life, namely free and happy. There is a danger behind things that seem fun and interesting in the digital world, so it is necessary to be aware of protecting ourselves from temptation so that we do not fall into behaviors that are detrimental to us.

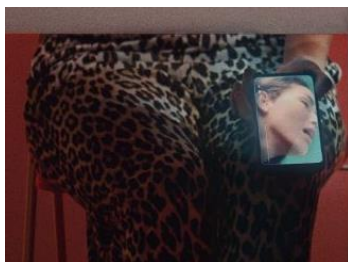


Figure 5
Like & Share Movie Poster

Denotation	The phone is held and hidden behind the table by displaying a picture of the face. On the back of the phone, someone is wearing leopard-patterned pants.
Connotation	<p>Mobile phones have become a symbol that teenagers or young people are now heavily dependent on technology.</p> <p>A mobile phone displays a person's face on the screen as if trapped there, can illustrate how easily a person's personal image or video becomes public consumption, even without the owner's knowledge.</p> <p>The leopard motif shows strength and confidence. In this case, social media to express yourself.</p>
Myth	Mobile phones as a means of communication and social interaction can be a symbol that today's young generation depends on technology and their lives are monitored through screens. This shows that there is duality in the use of technology. On the one hand, this technology provides convenience, freedom to share and express yourself. On the other hand, dependence on mobile phones can be trapped from a digital image that does not always reflect who they really are. In addition, social media is a place where a person loses their privacy. Such as private content, photos or videos spread without the owner's consent.

The scene in the film shows that the character shown on the phone screen, Fita, is trapped in negative digital media. In the film, Tokoh Fita is known as an adult film actor, even though in her real life she wears a hijab and has good behavior. Lisa was curious about it and found the answer. That the video was spread by her own ex-husband for revenge without her consent. Cases like this are included in online gender-based violence (KBGO), this also happened to Sarah. KBGO is a form of violence through social media platforms where pornographic content is spread and revenge *porn* exists, the act of

distributing someone's sexual images or videos without their consent results in trauma victims (Safitri & Nurlita, 2024).

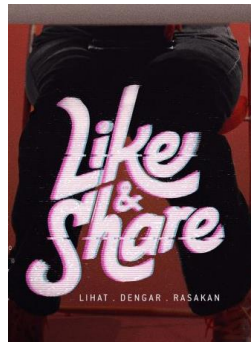


Figure 6
Like & Share Movie Poster

Denotation	The text "Like & Share in the background shows a person's legs in a sitting position. At the bottom are the small words "SEE, HEAR AND FEEL".
Connotation	<p>The word Like & share reflects the world of social media and the vast flow of digital information.</p> <p>The words "SEE, HEAR AND FEEL" refer to the five senses as if inviting <i>the audience</i> to notice and feel something deeper than just what they see.</p> <p>The writing placed below with the background of the sitting leg position can be interpreted as social media to share information turned into something negative or destructive, as if degraded which reflects the phenomenon of bringing bad effects.</p> <p>Using <i>glitch text effects</i> adds to the impression that something is broken.</p>
Myth	Mistakes in the use of social media. This shows information that spreads quickly and widely without paying attention to the impact of the information disseminated. There are hidden stories and realities that must be considered more critically. Social media can turn into a tool for spreading content that destructs or deviates from its intended path.

Referring to the title and storyline in the movie Like and Share itself, the meaning of the word Like & share is like and share. What is meant here is when someone likes a content on social media and enjoys the post then shares it with others which makes the post visible to more people, both positive and negative content. In the film, Lisa said that ASMR content is calming and can relieve stress, allowing many people to like their ASMR content. In addition, mistakes in the use of social media such as photos and videos

of sexual violence that occurred to Sarah circulated on social media without paying attention to the impact that occurred on the victims of harassment. Sarah experienced trauma, was expelled from school, and experienced psychological violence, namely suicide attempts for the problems she faced. Gender-based violence includes all acts that are detrimental, resulting in physical, sexual, and mental suffering including threats to commit harmful acts, coercion, or other behaviors that restrict a person's freedom. (LewoLeba et al., 2023)

Conclusion

An analysis of the movie Like and Share poster shows that its visual elements effectively present the overall storyline of the film. This film tells the story of two teenagers exploring themselves in the world of adolescence and fighting against sexual violence trapped in Online Gender-Based Violence (KBOG). In the poster of the film Like and Share, these youth issues are symbolized through the colors used more predominantly bright (pink, blue, and peach), modern style typography by using glitch text effects, layouts, and illustrations related to the digital world to convey a deeper message about the conflicts faced by teenagers in finding their identity or self-expression. sexuality, romantic relationships, gadget addiction, and depression. Posters can capture the characters, atmosphere, and theme of the movie in one attractive visual display to arouse interest in watching the movie.

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