

**GENERIC STRUCTURE AND IDEATIONAL MEANING
MAKING OF THE JOKER MOVIE POSTER ON 2019's
ACADEMY AWARDS: A MULTIMODALITY ANALYSIS**

THESIS



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(Anisa Maulinda)

which can affect the target audience. An advertisement aims to get a customer's attention to make them choose the product or service. According to Moriarty, Mitchell, and Wells (2011, p. 55), advertisement has two categories providing specific and verifiable facts about the product to attract customers. There are persuasive and informative. Persuasive ads promote the possible emotional advantages of the customer. In comparison, informative ads highlight the functional strengths of the advertised product.

An advertisement study has become popular because it has many aspects of message spending and affecting viewers. There are many products traded in the world, especially posters. Advertisers must have an innovation to make poster ads in promoting products in customers as marketing, Kotler and Keller (2012, p. 122). Therefore, advertising producers must use language and visual images to allow the message of the product conveyed by the audience. Movie poster is among the most favorite products in the world because the target market can be consumed or enjoyed in many circles, from young people to older people (Bierley, 2005, p. 85). However, it is strange that most people do not realize that the advertising that people have seen every day is a form of discourse through language that affect actions and thought in everyday life consciously or unconsciously. Somehow, the use of wordplays, rhymes, pictures, colors, and other advertising elements has a role in catching customer attention (Jewitt, 2013, p. 5).

In linguistics, multimodal discourse analysis (MDA) is a part of research in the field of multimodality. It means that MDA is included and integrated into multi-semiotic phenomena, such as videos, print media, websites, music, etc.

(O'Halloran, 2006, p. 44-45). A multimodality analysis is a new field of research that developed in the early 1990s. In the multimodality, print advertisements usually have two structures. Generic structures work to combine both frameworks found in the form of the ad of printing advertisements. Moore and Tuckweel (2006, p. 427) suggest that generic design is a dynamic theory. It is reciprocity between textual structure and relevant features of the context in which it appears. It means the text has a structure or step by step in the systematic mapping of ideas of information that corresponds with the genre of the text and forms a Generic Structure Potential (GSP). For instance, GSP in the form of "*service encounters*" has a particular required element that explains the process of occurrence of buying-selling. There is a structure to social interactions. In this case, the term '*sale,*' '*purchase,*' and '*final transactions*' are optional, allowing the customer to navigate these social situations almost unconsciously. Thus, it might conclude that a generic structure is a structural system used in the processes or stages of an idea in a sentence.

Additionally, the term is widely applied to studies of literature, classroom teaching, art, and so forth. Kress and Van Leeuwen (2006, p. 114) suggest that other semiotic modes are often realized through and accompanied by expression. The systemic functional approach (SF) for multimodal analysis involves creating a theoretical approach to analyzing written text, three-dimensional sites, media printed, and other activity realms. It includes semiotic tools that make sense, such as visual imagery, written and spoken language, mathematical symbolism, architecture, movement, and other behavioral modes that serve to make sense (O'Halloran, 2006, p. 445). The systemic functional theory is a

theoretical instrument for multimodal analysis because it is a social semiotics theory. The meaning of the language is based on the context (Halliday 1978; as cited in Djonov and Zhao 2014 in Brad 2015).

Related to the advertisement, several studies have been conducted on ads as the subject of the study. Syahdiandra (2019) investigates two movie posters in the thriller genre entitled *Get Out* and *A Quiet Place*. This study uses a qualitative approach and document analysis using Kress and Van Leeuwen's theory (2006) to analyze the multimodal analysis and connotation using Chandler's theory (2007). This study showed that both verbal and visual texts have equal importance in establishing meaning in movie posters. The study's lack of research does not specify the visual elements found in the poster ads, such as the narrative processes. He is only mentioning the conceptual of the process in the visual elements of both of the posters. Therefore, the message presented in the poster could not be delivered in detail with the intent of the ads. The researchers suggest that this study should give more detailed relevant information and how the process of verbal and visual elements delivers messages so that the readers can better understand the movie posters' the visual and verbal elements in the thriller genre and the connotation of both posters.

Second, Huafang (2019) stated that visual grammar could interpret the mode of constructing meaning by visual signs in movie posters with multimodal characteristics. She investigated the ads using Kress and Leeuwen's theory (1996) to conduct the movie poster Youth's multimodal analysis approach. She explained how the different symbol modes, such as words, colors, and images. However, that

can cooperate and reinforce little information on the interaction between the poster and the audience. The symbol modes on the poster that was delivered were less detailed. The researcher gradually and comprehensively explains what symbols are in the Youth poster, such as social distancing explaining the relationship between participants and the audience related to the shot's frame size, the interactive meaning of images, and attitude contact. It can give readers a better understanding of the symbol modes contained in visual advertisements, as well as how the influence of the social interaction between the audience and the poster is related to each other.

The third is Rizki Fajar Herlambang (2017). This study used a descriptive qualitative approach to involve interpretation and descriptive analysis. This study using video drama as the data source. The researcher analyzed the data and showed multimodality by comparing the original script with the director's plan from the video recorded. This study used Kress and Leeuwen's (2006) theory of multimodality. This study's result is 62 data from the Korean drama "*Heaven Bleed*" and the application's multimodal processing from the text to performance per actions. Those are audio, lighting, mimicking, gestures, and costumes that deliver the essence of the script's performance.

Based on the previous studies above, many kinds of research examined printed advertisements as data sources. The previous studies were more dominants in using the theory of Kress and Van Leeuwen. This study was designed to understand the structure and the ideational meaning-making contained in the movie poster ad. In comparison, the studies above only mentioned verbal and visual modes

contained in the poster advertisement. It drives a gap between the present study and the previous studies. In this current study, the researcher uses print advertisements, especially movie posters, as different applied theories. The researcher used the best motion movie poster commercials in 2019's Academy Awards. In this present study, the researcher used Cheong's approach to describe the generic structures and Wee theories to help the researcher identify the movie poster commercial's visual elements in conveying a message through visual items with a multi-semiotic mechanism.

As for ads used in this study, the researcher chooses movie posters of academy award because movie posters are a favorite advertisement every year. Many film publishers producers their product each year by making a teaser video and media print advertisement. Based on www.imdb.com, some of the best movie posters, and many viewers become one of the movie poster favorites every year. In this study, the researcher chooses *Joker* (781.809 rates) movie poster as the best motion picture in 2019. This movie poster was created on October 4' 2019. This movie received 221 nominations and 108 other winners from various world awards, one of which was an Academy Award in 2019. This movie received four oscar trophies with the best performance by actors, the best achievement in music written, the best motion picture, and the best screenplay. This poster was made differently to create the viewers' curiosity with the story as well as a message delivered in the film. There are lots of reviews from the viewers about this film, especially about the storylines and back sound that support the actors in playing the character. The *Joker* movie poster is the viewer's beginning to be interested in seeing the movie

of ideas, products, or services. Advertisement not only about product promotions but also have other functions. Like Rot Zoill (as cited in Sofiyah, 2019, p. 24-25), advertisement is divided into three parts. *First*, to advance the situation's condition, not made a previous decision to be made a decision. For instance, it is the growing demand for a product or service before buying it. *Second*, it raises the attention of customers based on advertising messages. It includes the appeal of the emoticon, conveying the product's information, and persuading customers to buy the products. *Third*, the advertisements can make a consumer's strong decision to purchase the products, services, or ideas. The product also can be strengthened and increase through advertising.

The sense of advertisement can influence the importance of individuals attracted to a variety of product attributes. In attracting customers, advisers must find a strategy to highlight their products to the audience. In today's era, advertisers create a wide variety of advertising products to attract customers to purchase the products. An online advertisement also makes a new way to promote their products, such as print advertising. Advertisement printed is one of the best choices for promotion by composing a text in a printed ad consisting of both a visual or a combination. The poster was a printing ad knows as digital advertising. Advertisers make print ads to promote their products or services that can be consumed by consumers and products of interest to the various classes.

2.3 Concept of Generic Structure Potential

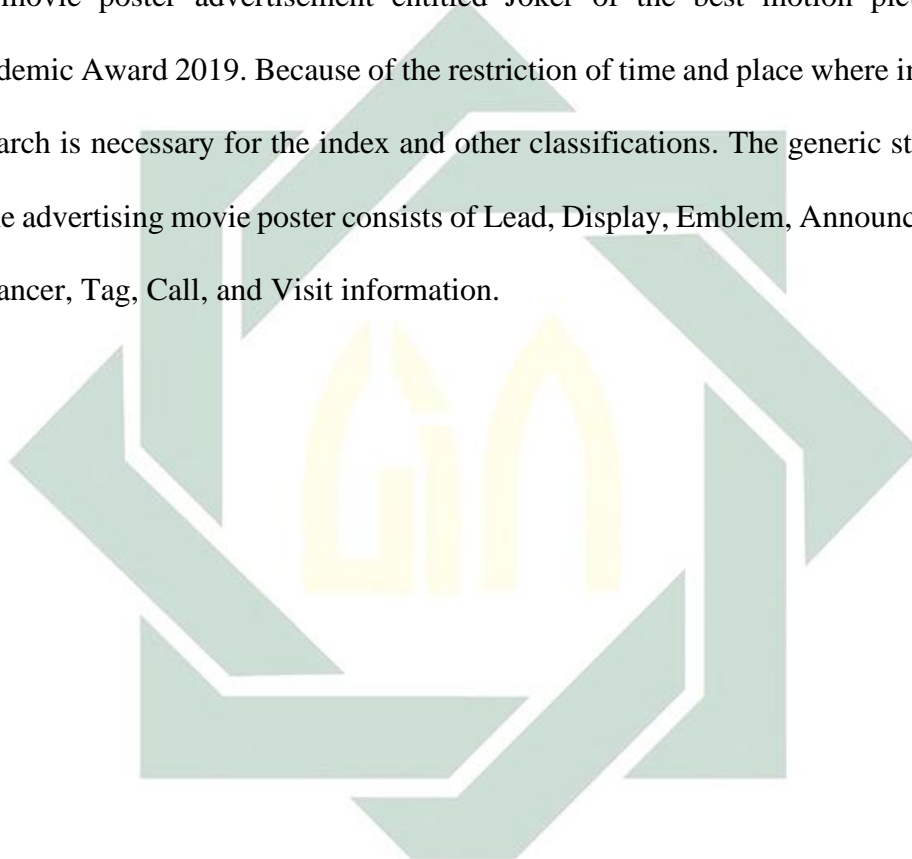
Halliday's linguistic framework (Halliday 1978; as cited a Djonov and Zhao 2014 in Brad 2015). has been adopted by other scientists in analyzing other

saturation, detail in painting or focus in photography), Circumstance of Accompaniment (the participant who has no relation with other participants), and Circumstance of Means (concern of a tool used in the process of action) (Kress and Van Leeuwen, 2006, p. 76).

Meanwhile, in terms of class or structure or context, the conceptual process represents the participants in terms of a generalized and more or less permanent. (Halliday and Matthiessen, 2014, p. 160). There are three classifications of the conceptual process; classificational process, analytical process, and symbolic process.

1. **Classificational Process:** This process has a relationship between participants and others regarding respect, a taxonomy, and a set of subordinate and subordinate participants. It means this process often tells participants through taxonomy and attempts to convey the participants without context and objective a possible (Halliday and Matthiessen, 2014, p. 162).
2. **Analytical Process:** In this process, the whole structure connects with the participants to put them together. The participants involved in this process are the Carrier (the whole) and the Possessive Attributive (the parts) (Halliday and Matthiessen, 2014, p. 163).
3. **Symbolic Process:** This process concern what the images meant or identified the connection with the messages or symbolism conveyed by participants. There are two participants; Carrier (developing a sense or

According to Wee (2009), the most fundamental division of ideational meaning among the multi-semiotic variables such as Lead, Enhancer, and Announcement, is the concept that is applied to printing ads. Here, this study focuses only on the generic structure contained verbal and visual elements found in the movie poster advertisement entitled Joker of the best motion picture in Academic Award 2019. Because of the restriction of time and place where in-depth research is necessary for the index and other classifications. The generic structure in the advertising movie poster consists of Lead, Display, Emblem, Announcement, Enhancer, Tag, Call, and Visit information.



3.2 Data Collection

3.2.1 Research Data

Domingo (2011, p. 2) suggest that multimodal analysis is intended to understand the significance of the picture behind the print advertisements implanted in the design and circulation processes such as pictures, languages, gestures, motions, and colors. Therefore, the data of this study were all verbal and visual texts in the movie poster advertisement. The verbal text consists of words, clauses, and phrases. Thus, the visual text consists of the images component of those advertisements.





3.2.2 Data Sources

The research data source was taken from movie poster advertisements downloaded from the official account websites; <https://www.imdb.com/> of the year's best motion picture published in 2019. The researcher chose one of the highest poster commercials rates because the advertiser has successfully attracted customers to the advisers' movies. The successes are based on the rating of the movie. The researcher chose a movie poster entitled Joker was published on October 4, 2019, with the best motion picture.

3.2.3 Data Instruments

The main instrument of this study was the researcher herself. The researcher becomes the primary data collection tool because they can adapt to the realities of their field. In the qualitative method, the researcher as instruments must be validated to see how far qualitative researchers conduct the research as stated by Sugiyono (2014, 109) that the validation of researchers as instruments involves

Table 4.1. The Emblem

Items	Location	Text
	In the left bottom	DC
	In the left bottom	BRON STUDIOS
	In the right bottom	Soundtrack Album on WATER TOWER MUSIC
	In the right bottom	WARNER BROS. PICTURES ©2009 Warner Bros. Ent. All Right Reserved

Based on the table above, the emblem in the linguistic element is the advertisement's brand name (Cheong, 2004, p. 174). There are four productions of the film company that contributed to the making of the poster. Those are DC Entertainment and BRON Studios located on the bottom left. Meanwhile, at the right bottom are Water Tower Music and Warner Bros Pictures. Thus, this movie poster's emblem has a significant influence that can make the viewer want to know about the content or the movie poster's meaning.

On the other hand, the emblem of DC Entertainment is a very influential company on this poster, as the emblem of DC is the most important icon in the making of the movie poster. The Joker is one of the characters in DC comics, such as Superman, Batman, and other characters. DC's production always makes an

Moreover, the Gotham city may also be considered a Carrier, and supporting parts such as a small-town corner, four street lights, and several stairs play an Attribute role. It is said by Halliday (2014, p. 200) that carriers can become a human or a product and generally share the same attributes roles. For instance, Gotham city may be considered as an essential Attribute where it appears as a city that influences the story of the Joker's journey that performed by Arthur Fleck, or Carrier where the Gotham city is a witness to the journey of a man with a clown profession who was mentally troubled. In other words, this picture depicts the salient features of the film being advertised or present the events and celebrities involved in promoting the advertised film.

2. Symbolic Process

Most pictures contain symbolic participants who are conveying metaphorical meaning. Figure 4.13 describes a man in a dancing pose with his arms stretched out to the side and a face full of makeup. There is a symbol representing the pattern of the lips smiling wide in the makeup, while the man does not smile at all as it seems. It is a symbol of sadness manipulated with happiness that will make the audience question and curious about what has happened to the man. This poster commercial symbolizes a form of expression that may be all audience may have two sides in contrast with the circumstances and reality. Advertisers certainly make ads according to target consumers and real events in daily life.

Table 4.3. Identifying: Intensive Process

From	Identifying: Intensive Process	Value
LoA	Represents	"Joker" <i>A statement to make</i>

3. Stage 3

Cheong's (2004, p. 178) explained the enhancer's function to reinforce the resulting meaning between the primary announcements and the leads. Display and LoA, if enhancers, viewers, or consumers do not accompany advertisers, cannot understand the meaning. However, enhancers in this movie poster only showed with just some lined text and not in the form of a paragraph. The researcher provides figure 4.17 to maneuver the reading path according to the Joker movie poster's composition layout. It is shown below:

3) The least prominent section is the Enhancer. It is also the last to read. The meaning that results from the Lead and Announcement experiences is 'LoA that explains the person who already has a statement,' and 'It's a meaning-making statement.' The Enhancer is focused on this meaning, making a statement about the people, but only some lined text is seen in the movie poster, not in a paragraph.
2) In the second, the primary announcement is read as it is second in salience. The Announcements describe the lead as a visual representation of the Announcement through a relational process that invests meaning directly from the announcement to the lead, and vice versa. Lead and Announcement have a semantic equivalence.
1) The Lead is the most visually prominent. It is the first read. There was some sense to LoA. In this case, the writer reassures what the advertisers mean to consumers or how they interact through Announcements.

Figure 4.17: Reading Path of Joker Movie Poster

visual and written text. It makes the consumer increasingly interested in knowing the products being presented by the advertisers.

After analyzing the generic structure potential and the ideational meaning in Joker poster commercials, the researcher understands that the more advanced the era, the more modern technological development would result. One can create implied meaning only by using a printing advertisement and producing a film that satisfies film-loving consumers. The better posters are presented, the more buyers will be interested in consuming the advertising product. Thus, it can be said that advertisers successfully promote their products. The Joker poster is an example of print media advertising with a high level of popularity. Perhaps until now, there are still many people or consumers who like and are interested in the product.

Promotion is an essential ingredient in marketing. Promotion is a crucial element in the world of marketing. Promotion is an effort made by producers to introduce their products to the consumers and influence consumers to buy the products both before and after the transaction. In other words, promotions are a process of buyer's efforts or influence them to purchase and use them. Based on Islam, someone can promote a product by highlighting the advantages and features to attract consumers. The Joker poster producers also do it to attract consumers' attention to consuming the products presented. Islam teaches about the ease of life in all aspects of the world, especially technology. In promoting the product or service, the advertiser or an artist should convey it with kindness. Islam is very supportive of the development of promotion. Islam employs promotions that are

sunnah, the benefit of marketing and business, there would be failure and destruction. It would make the poster creator professional and responsible that the community and all consumers trust him.

While in Surah, Ali-Imran:104 reflects that Islam teaches goodness, the *ma'ruf*. This Surah reflects that someone who is honest will get something good. Therefore, in delivering the movie poster, the advertisers must honestly tell the truth when they deliver the creative idea in using the movie poster. Trade honestly and take advantage of the appropriate use of technology. In promoting the movie poster, someone should convey it with something positive, telling the truth, and avoid cheating. Islam teaches someone to keep doing good in every way, such as learning and promotion, even daily life. It should be used as a reference for every movie poster creator. The multimodality displayed in the movie poster was the content of the part that should tell the truth. Verbal and visual elements displayed in the movie poster are the first means seen by the viewer. Therefore, multimodality in the movie poster display will positively or positively impact whoever sees and consumes it. The poster creator promotes the movie poster to convey the movie truthfully and is expected to benefit everyone who consumes it.

In this case, the movie poster advertisers must be honest, truthful, and straight in carrying out promotions following movie ads displayed. In this study, the advertiser of the Joker poster commercials has a trustworthy personality that makes himself responsible for making poster ads. In other words, the viewers can feel satisfied with the film's results based on the Joker poster commercials. The advertiser was successful in conveying a sense of meaning in the poster. The movie

poster's structural elements of multimodality are then represented truthfully, honestly, and fully attractive in advertising. It caused the Joker poster to be the best picture motion nominated on the Academic Movie Poster in 2019.

The researchers tend to compare this present study with the previous study. The first is Syahdiandra (2019). The results of this study support the idea of promotion and socio-culture. A previous study identified verbal and visual elements through connotation level using Kress and Leeuwen's theory and Chandler's theory of multimodality analysis. It is different from the current study. In this study, the researchers analyze the generic structure elements in a movie poster commercial and relate them to the ideational meaning-making concept. After analyzing the generic structure, the researcher understands the meaning of the movie poster. The difference between the previous study with the current research is in theory. Syahdiandra analyzes elements of the multimodality through connotation level used Kress and Leeuwen and Chandler theory. The present study, using Cheong's theory to interpret multimodality elements by looking at the ideational meaning-making from the generic structure in the Joker movie poster ad.

The second study is the research by Rizky Fajar Herlambang (2017). The study results show the verbal and visual elements of each scene video using Kress and Van Leeuwen's theory. The previous study was only describing the structure of the elements contained in the video commercials. While in the current study, the writer showed the detailed structure of the elements contained in the Joker movie poster by combining the ideational meaning-making to reveal the message conveyed by the advertiser. The writer understands that these structures are the first

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