



Linguistics

A Semiotic Analysis of *Diary of a Wimpy Kid* Movie Posters

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ABSTRACT

This research is a descriptive qualitative research on semiotic field. The subject of this research is a poster series of *Diary of a Wimpy Kid*, a movie adaptation of the same title semi-animated children book by Jeff Kinney. The data consists of a teaser poster and a theatrical poster of the film derived from *Cinemags Movie Magazine* and 20th Century Fox. This research aims to analyze semiotic signs from both posters by identifying icon, index, symbol, code, language, and myth following Saussure's, Peirce's, Danesi's, and Barthe's theories on Semotics. The result of the analysis presented 8 semiotic signs (4 on each poster) with the detailed analysis of signs, icon, index, symbol, code, and myth on each signs.

I. INTRODUCTION

Movie is a form of entertainment that enacts a story by sound and a sequence of images giving the illusion of continuous movement (Princeton University Dictionary and Thesaurus). The movies culture has been around for decades ever since the video camera were invented. In its early development, a film was produced as the sole entertaining media which later evolved into commercial breakthrough for profits.

Movies made profit through the numbers of the moviegoers. In order to attract the moviegoers, moviemakers usually promoted their products through commercial posters (i.e. teaser posters and theatrical posters). Movie poster is a form of visual communication designed to impress and attract movie audiences by conveying limited and short information about the movie (Aprilana, Wahyudin, & Kusuma, 2019). A movie poster is not only intended to persuade people to enjoy the film but also to increase the popularity and the awareness of various variables of a movie production, e.g., directors, stars, producers, crews, cinemas, streaming platforms, movies technologies, the original works the movie based on, the previous installment, and previous works of from the movie crews which make movies posters have become

one of the most important publicities in the moviemaking industry.

If we go down to the history, the first film poster was created in 1896 by Marcellin Auzolle for a 45 second French silence black and white short fictional comedy entitled *L'Arroseur Arrosé* (English: *The Sprinkler Sprinkled*) directed and produced by Louis Lumière (Learn About Movie Posters Team, 2019). The earlier film posters were usually containing vibrant colors and pictures, and limited words that provided a means of advertising on a level that could be understood by the majority of the general public. These posters were placed almost anywhere in the city and were widely used to promote commercial motion pictures in the early cinema.

The information contained on movie posters are limited to picture and short writings (Aprilana, Wahyudin, & Kusuma, 2019). In semiotics point of view, however, the information contained on movies posters can be categorized into linguistics and non-linguistics signs. The linguistics signs are derived from the linguistic aspect of the posters: in the form of texts (e.g., movie title, taglines, quotes, the name of the actors, actresses, directors, and/or house production companies, film credits, characters' names, and premier date) whilst the non-

linguistics signs are presented in the form of colors, photos, effects, animation, and the proportion in a film poster.

Previous Literatures

Semiotic analysis on movies posters have been done by various researchers in the past. Some notable studies were conducted by: 1) Utami, dkk. (2021) analyzed the meaning from the semiotic signs on “Shutter Island” movie poster by applying the theory of sign by Saussure (1974), theory of color by Wierzbicka (1996), and theory of Dyer (1986) in identifying verbal and visual aspects of the movie poster (Utami, Setia, & Deliana, 2021); 2) a research entitled *Semiotic Analysis of “The Conjuring” Movie Poster Advertisement* analyzed a poster of “The Conjuring” film by utilizing the same theories (i.e. Saussure, 1974; Wierzbicka, 1996); and Dyer 1986) in order to formulate the visual and verbal meanings contained on the selected film poster (Juliantari, 2014); 3) Burty (2013) analyzed the posters of “Harry Potter and the Deathly Hallows” by utilizing the theory of connotative meaning proposed by Chandler (Burty, 2013); 4) A research entitled *A Semiotic Analysis On Symbol In Selected Hollywood Horror Movie Posters* analyzed symbol in selected Hollywood Horror Movie Posters utilized a semiotic theory of Barthes (1983) to 5 selected Hollywood film posters. The result of the analysis conveyed denotation, connotation and myth on the selected movies posters (Wirhayati & Sudrajat, 2019); 6) Another research entitled *An Analysis of Semiotic Signs in Romance Movie Posters* identify and describe the types of meaning of signs depicted on the film posters based on the visual grammar theory purposed by Kress and van Leeuwen (2006). The result shows that there are three types of meaning: representational, interactive, and compositional meaning found on the selected films posters (Darliati & Mahmud, 2020); and 7) a thesis titled *The Mythic Monument and Monumental Myth: 9/11 through Film Poster* (Williams, 2008) analyzed movies posters as the ground for symbolism, iconography, and the divided that made between the personal and the monument (twin towers and, 9/11 tragedy, and terrorism in American society). Here, she found that there are some moral and social impacts in American society after the 9/11 tragedy and the icon of twin towers has become the symbol of the violence of terrorism.

Following the previous and related studies

above, semiotic analysis of the film posters can be and had been done from many perspectives. There are still rooms for the further analysis related to the movies posters in semiotic approach, e.g., semiotic analysis on the adaptation film series from the children semi-animated books. Thus, this article is analyzing a series of movie posters from the children semi-animated book adaptation entitled *The Diary of a Wimpy Kid* by Jeff Kinney.

Diary of a Wimpy Kid is chosen because both books and films are an ongoing series (the books series is on its 14th episode and the film series is on its 5th installment). Also, both books and the films series are popular worldwide.

Semiotics

The term semiotic rooted from *semion*, a Greek word which means by sign. The shortest definition of semiotic is *the study of signs* (Chandler, Semiotics: The Basic, 2002). According to Oxford Advanced Learner’s Dictionary semiotic is the study of sign and symbol and their meaning and use (Hornby, 2000). Saussure defined semiotics as Semiology: a science that studies the life of sign within society (Chandler, Semiotic for Beginner, 2002). The definitions above are in line with Umberto Eco definition who believes that semiotics is concerned with everything that can be taken as a sign (Eco, 2002). In conclusion, semiotic can be defined as one of the linguistic fields that focused on analyzing signs with the purpose of finding the meaning.

Sign

Sign is a part of social life that influences the social system. Saussure stated that a sign is the basic unit of meaning. Nothing in this world can be assign as a sign unless it is interpreted as a sign (Chandler, Semiotics: The Basic, 2002). Umberto Eco defines sign as anything that can be used to tell a lie (Eco, 2002) which means that signs could take the form of words, images, sounds, gesture, objects, etc. In short, sign could be defined as a meaningful unit that represents something conventionally and could be found in every aspects and forms.

Signs are the combination between signifier (the form, which the sign take) and signified (the concept or the represents of the sign) (Saussure, 1966). Signs only acquire meaning and value when they are interpreted in relation to each other. This means that the relationship between the signifier and the signified was arbitrary.

Signifier is a sign or symbol that can stand for something else. By definition, all words are signifiers since they always stand for something else (e.g. a thought, a feeling, or a thing). A signifier is used by the person wanting to communicate. Signified, on the other hand, is what the sign or symbol represents – what it is interpreted to mean by the receiver of the communication. If someone says ‘hamburger’ for example, the concept of hamburger will be a kind of food with layers of bread, vegetables, meat, cheese, and mayonnaise. This concept bears in the hearers’ mind. The concept of signified and signifier of the sound-image of the Hamburger is presented on the following figure:

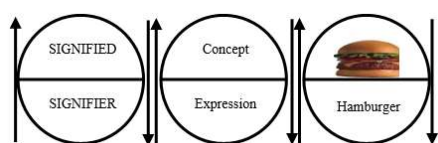


Figure 1. the Saussure's Model of Sign and Concept and Sound pattern

Peirce (1931) divided sign into three most fundamental aspects; icon, index, and symbol. An icon is a sign that signifies its meaning by qualities of its own; it is like the thing it represents (e.g. the icon of a trash can on Apple and Windows computers), index or *indexical sign* points to or indicates something else, and symbol is something that stands for or is symbolic of something else which is also called purely conventional. To an easy understanding of icon, index, and symbol see the table below:

Table 1. Three Aspects of Signs(Berger, 2004)

	Icon	Index	Symbol
Signify by	Resemblance	Causal connection	Convention
Examples	Pictures, statues	Fire/smoke	Flags
Process	Can see	Can figure out	Must learn

Code

Code is a system in which signs are organized and which determines how they relate to each other (Danesi, 2004). The term of code used in semiotics to refer to all such systems of signs (verbal, visual, gestural, etc.) such as language, dress, music, and gestures. Related to semiotic codes, language is a system that provides the structures and specifies the relations that these bear to each other for the purpose of the making messages(Johansen &

Larsen, 2002). In this case the messages that bear by the systems probably have specific properties and, thus, can be used over and over to *encode* and *decode* texts and the messages beyond the texts. The term encode and decode refers to encoding and decoding actions. Encoding is the process of transforming any thought or communication into a message (text) and decoding is the process of reading the message and understanding what it means. For example:

If we see a young girl wearing a red coat, we not only see a piece of clothing worn to provide warmth for the wearer. We also perceive the coat as a sign which stands for/represents other cultural references: little red riding hood, wolves, danger, blood and life, erotic sexuality (lipstick), horror movies, the ghoulish figure in the film ‘Don’t Look Now’, the girl in the film ‘Schindler’s List’, a bull fight and its associations with danger, cruelty, excitement and chivalry, a Chinese lottery ticket, strawberries and apples, Snow White’s apple, the shirts of a football team (Arsenal, Man Utd, Barcelona), Communism and revolution (Gordon, 2004).

Every text (message) is made up of a series of codes which represent deeply-embedded cultural ideas, and that together these codes construct a myth on which the brand premises its power(Greimas, 1990). In this case, the little girl’s ‘red coat’ is the code that contains the message to the other people. The way that ‘red coat’ being interpreted is a system of code that indicated the cultural aspect called myth. Myth as recognized that signs in society are constantly stand for something else. To analyzed an object as a subject matter of myth, the analysis begun with language.

Language

In semiotics, language is a sign system consists of signifier and signified(Barthes, Elements of Semiology, 1978). It is also called as a terminology system that required an appropriate diction to point up the meaning in denotative and connotative perspectives. Denotative meaning which is also known as the first order of signification stand for the literal meaning while connotative meaning or second order of signification refers to socio-cultural and personal association (ideological, emotional, etc.).

Signifier #1	Signified #1	
Expression (E)	Content (C)	
E in relation (R) to C (ERC)		Denotative Meaning

Figure 2. Hjelmslev's Semiosis Extended of First Order Signification

Denotative meaning (ERC) becomes the signifier or Expression (E_2) in the second order of signification (Connotation). The formula can be graphically represented as $(ERC R_2 C_2)$ or $(E_2 R_2 C_2)$ (Gaines, 2001).

Signifier #1	Signified #1	
Expression (E)	Content (C)	
Signifier #2		Signified #2
E in relation (R) to C (ERC) = E_2		R_2
Connotative meaning $(ERC R_2 C_2)$ or $(E_2 R_2 C_2)$		

Figure 3. Hjelmslev's model of Second Order Signification

Both of denotative and connotative meaning is known as language (language-object) because it is the language which myth gets hold of in order to build its own systems (Barthes, Myth Today, 1978).

Third Order of Signification

Denotation, connotation, and myth are order of signification proposed by Barthes that he adopted from Hjelmslev's model.

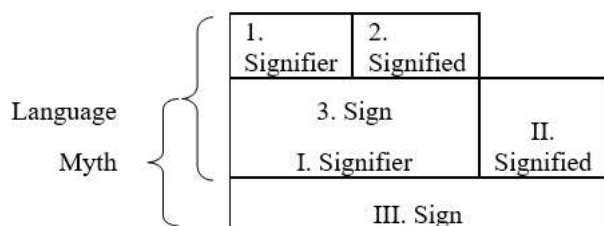


Figure 4. Order of Signification (Barthes, Myth Today, 1978)

Related to connotation, Barthes then refers to what he called as myth. Barthes stated that myth serve the ideological function that assuming a degree of power and authority (Gaines, 2001); myth carries an order of cultural signification where semiotic code is perceive as fact (Barthes, Mythologies, 1972).

Myths were the dominant ideologies of our

time (Barthes, 1977). He argues that the order of signification denotation and connotation combined to produce the ideology which later has been described as third order of signification. Third order of signification is a form that provides understanding derived from anything but beyond denotation and connotation. To differentiate between connotation and myth, it could be stated that myth appears natural or universal in its signification, or “myths are connotations which have become dominant-hegemonic” (Heck, 1982). Refer to the formula added by Gaines the formula of myth could be analyzed as $(E_3 R_3 C_3)$. The Expression (E_3) is derived from the second order of signification $(ERC R_2 C_2)$ in Relation (R_3) to the signified Content (C_3) of Myth $[(ERC R_2 C_2)] (R_3) (C_3)$ (Gaines, 2001).

II. METHOD

This research is a descriptive qualitative research in semiotic field. The purposed of this research is to identify semiotic signs included in the poster series of a semi-animated children book series entitled Diary of a Wimpy Kid and to analyze denotative and connotative meaning of the signs in relation to find the conventional rules of the codes.

The data sources are teasers and theatricals posters of a semi-animated children book series entitled Diary of a Wimpy Kid released on March 10, 2010. The posters are collected from the poster galleries of *Cinemags; Indonesian #1 Movie and Entertainments Magazine*, 126th and 128th editions. The selected posters are the teaser posters and theatrical posters of the selected movie. The softcopy of these posters were from the distributors' official websites: 20th Century's Fox.

The movies posters are analyzed by applying semiotics approaches in order to understand the dominant interpretation of the semiotic (code, meaning, and myth) pattern in selected movies. The analyses initiate with Saussure's theory of the dyadic of sign and the further combination with Roland Barthes (1975) theory of myth. Each poster was analyzed by following the three steps of analysis: identifying semiotic codes, analyzing denotative and connotative meaning of the codes, and analyzing mythological aspect of the codes.

III. RESULT AND DISCUSSION

Datum 1

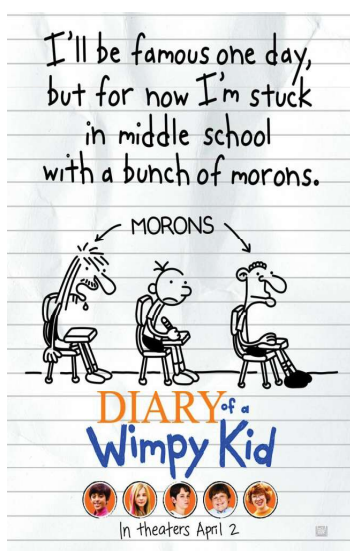


Image 1 Diary of a Wimpy Kid (Teaser Poster)

Datum 1 is a teaser poster of *Diary of a Wimpy Kid*. The movie is an adaptation of children semi- animated children book with same titled written by Jeff Kinney (the 1st volume of seventeen been- released series). The poster is using a cartoon style which is adopted from the original book with the giant tagline; *I'll be famous one day, but for now I'm stuck in middle school with a bunch of morons* above the large Cartoon's figures that possibly by handwriting. Both of the Cartoon's figure and tagline printed in black and white. The movie title itself; *DIARY of a Wimpy Kid* are printed in dual colors (Orange and blue) and three types of fonts. On the below printed the movie's characters buttons; five kids' portrait in the orange's background and the premiere date text also written in black. In the right- down side of the posters there printed a watermark logo of 20th Century FOX as the official distributor of the movie. The whole background of the poster is a piece of paper from the note paper including its guidance line and publication right printed in grayscale in the very bottom place of the paper.

Here, the identification of linguistics and non- linguistics signs seen in the previous poster:

Table 2 List of Signs of Datum 1

No.	Sound-Image	Sign			Code
		Icon	Index	Symbol	
1	Strip-line paper background	Note book	Write	Handwriting	Document
2	Tagline "...Middle School..."	Education level	Middle school's students	Age 11-14	Kid
3	Tagline "...A Bunch of Morons"	Group of dummies	Imprudent act	Lackadaisical	Negativity
4	Printed in capital; "DIARY"	Book with space for each day of the year	Write it regularly	Written records of your entire life	Personal records/Top secret

Datum 1.1. Strip-line paper background

Derived from the previous analysis in table 2, the Note paper which is an icon of the whole note book has an indexical reference to write is the symbol of handwriting refers to the term 'document'. In this case, document stand for an official *paper* or *book* that gives information about something, or that can be used as evidence or proof something (Hornby, 2000). As a code, the note paper which is used as the background of the poster (E) remain as document that officially gives information about the movie and verified the upcoming movie existence. The note paper background that derives as the icon of the note book is also refers to the term 'Diary' in the movie title; *Diary of a Wimpy Kid*.

As the manuscript, note paper background meant as the copy of a book before it has been printed (Hornby, 2000). It is also meant as a very old book or document that was written by hand before printing was invented (Princeton University Dictionary and Thesaurus). In this case, the note paper meant as a very old document that might be printed someday (might be popular) but not exposed yet. The term manuscript could also infer as a secret.

The note paper background of the posters convey us the connection between a very informative documents with the inaccessible secrecy in the movie poster. This expression allow us combined the meaning of the note paper as the *inaccessible document* or *secret document*. And because of those secrets are exposed as a poster, the meaning of note paper stirred as *revealing the secret* which also meant *book's exploitation* for the original works (*Diary of a Wimpy Kid's* Semi- Cartoon books).

Strip-line paper background (E)	A piece of paper derive from note book for the handwriting purpose (C)	
Strip-line paper background refers to A piece of paper derive from notebook for the handwriting purpose (Note paper) (E ₁)		Document, manuscript (C ₁)
Note Paper is a document, Note paper is a manuscript (E ₂)		

Figure 5 First and Second Order of Signification of Datum 1.1

Datum 1.2. Tagline "...Middle School..."

The term 'Middle School' composed by two words; middle and school. *Middle* means the part of something that is at an equal distance from all its edges/sides (Hornby, 2000). It is also meant as the position between the beginning and

the end (princeton.edu). It is conclude that the term ‘Middle’ meant as ‘in between’. School is a place where children go to be educated (Hornby, 2000). Grammatically, as a noun ‘School’ stands for two referential meaning; place and institution. In *Middle School*, the term ‘School’ which appears as institution meant the institution placed *between* the others institutions. In this case, *Middle School* refers as the middle step of the educational career. In term of place, *Middle School* meant the environmental school building; teachers, students, school’s subjects, etc.

According to the previous analysis, Middle School that enact as the school *between* schools and school as the place where *children* go to be educated meant to be the ‘middle ages’ of the children’s ages. In this case, *children* refer to a young human being who is not yet an adult (Hornby, 2000). The non-adult human being is divided in three part; baby, kid, and teenager. It this revealed that the second part of the ‘non adult’s age’ is Kid. It is concluded that Middle School is a place where kids is going to *educate*. In relation to *educate*, the movie appears as the representation of the kids’ life (do not contains such a disturbing words and acts but may contains of rude rumor and language). It is also means that the targets of the movie are middle school students along with their parents (parental guide).

M i d d l e School (E)	Education steps in America for Primary School’s graduator (C)	
Middle School refers to An education steps in America for Primary School’s graduator, possible age; 11-14 (E ₁)		K i d (C ₁)
Middle School is refers to the School filled with Kid around age 11 to 14 (E ₂)		

Figure 6 First and Second Order of Signification of Datum 1.2

Datum 1.3. Tagline “...A Bunch of Morons”

The term *A Bunch of Morons* is the informal way to says *A Group of Dummies*. It is consist of three key words; A, Bunch, and Morons. ‘A’ derived from indefinite article used before the countable singular noun (Hornby, 2000), ‘Bunch’ means numerous things of the same type which are growing or fastened together (Hornby, 2000), and ‘Morons’ is the plural form of ‘moron’ which is stand for an offensive way of referring to somebody that you think is very stupid (Hornby, 2000). Based on the pervious references, it is convey that ‘A Bunch of Morons’ refers to a group of people that apparently gather in one place who obviously

stupid so that impossible for you to come along with them.

The term moron refers to imprudent or lackadaisical attitude. It is offensive if someone call somebody else moron because it is meant that the one who had been called moron was failed to become good citizen. Moron is also remains as the informal speech commonly used by selected gender (male) and citizen (American). It is revealed that the speech (text/tagline) is produced from an American man in refers to someone in his age/ subordinate. In this case, the movie tagline appears as someone (probably the main character) taught about the society. In this case, related to Datum 2.1, the society is the Middle school’s society.

A Bunch of Morons (E)	A group of dummies (C)	
A Bunch of Morons means A group of dummies (E ₁)		A group of Imprudent, Lackadaisical people (C ₁)
A Bunch of morons refers to the a group of imprudent and lackadaisical people (E ₂)		

Figure 7 First and Second Order of Signification of Datum 1.3

Datum 1.4. Printed in capital letters; DIARY

The word Diary, from the movie title *Diary of a Wimpy Kid* denotatively meant book with spaces for each day of the year (C) in which you can write down things you have to do in the future (Hornby, 2000). It is mixture with the term *Journal*; a written record of the thing you do (Hornby, 2000). In this case the term *DIARY* printed in capital letter meant to be foundational statement telling that diary is *DIARY*; it is conveys that the term diary has no mixture with any other term (for instance; journal) and it is fixed.

There are two possible reasons why the term ‘DIARY’ is printed in capital; first, diary meant as life records (C₁) which have to be written regularly and the second, diary as the personal records which barely assumed as top secret (C₁). It would be impolite for somebody else to read others people diary without permission. These terminologies might blend with ‘journal’. The major difference between diary and journal is its contents. In a journal the content is strictly connected to the specifics events, or works, or journeys, etc. otherwise diary is more like journal in free form.

'DIARY' (E)	A book with spaces for each day of the year (C)	
DIARY is a book with spaces for each day of the year (E ₁)		Personal life record; Top secret (C ₁)
DIARY meant as the Personal life record; Top secret (E ₂)		

Figure 8 First and Second Order of Signification of Datum 1.4

Datum 2

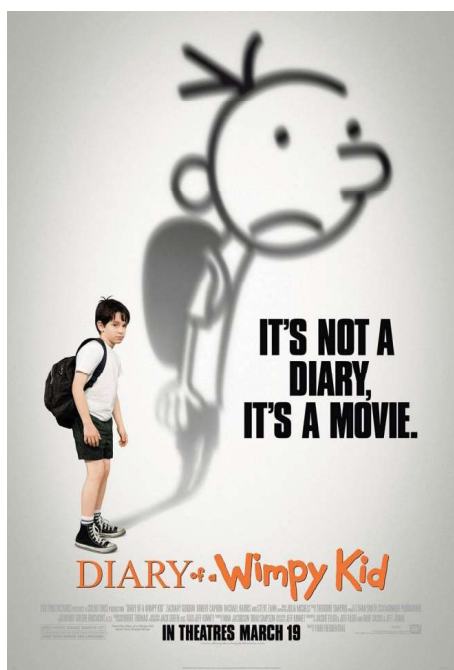


Image 2 Diary of a Wimpy Kid (Theatrical Poster)

This second poster is the theatrical poster of the same movie; *Diary of a Wimpy Kid*. This poster dominated by three colors; the main color for items and texts are black printed above the grey-to-white dominant background while the movie title printed in orange. The poster itself presenting a boy wearing black and white uniform with a gigantic full-grayscale cartoonish shadow reflected on the narrow-white background alongside the movie tagline printed in full capital black-bold fonts letters; *IT'S NOT A DIARY, IT'S A MOVIE*. The title of the movie placed in the bottom of the poster with the full credits of the movie's crew included the fixed premiere date printed in dominant black.

Here, the identification of linguistics and non-linguistics signs seen in the previous poster:

Table 3. List of Signs of Datum 2

No.	Sound-Image	Sign			Code
		Icon	Index	Symbol	
1	"IT'S NOT A DIARY, IT'S A MOVIE"	Poster tagline	It is a movie	There is a diary	A movie is not a diary
2	"Diary of a Wimpy Kid"	The title	The book and movie title	An adaptation	Literary-based movie
3	"IN THEATERS MARCH 19"	March the 19th	Less than a year	Movie Premiere	Non Holiday Season Movie
4	"PG: Parental Guidance Suggested" logo	Parental Guidance Suggested	Parents should be investigated the movie.	Some material may not be suitable for children	Kids may mix-up the moral message of the movie

Datum 2.1. "IT'S NOT A DIARY, IT'S A MOVIE"

The movie tagline *IT'S NOT A DIARY, IT'S A MOVIE* stand for the iconic sign of the movie adaptation. *Diary of a Wimpy Kid* originally is a comic-novel book that presented in the form of handwriting diary (along with the day dates and iconic cartoons). It is conveys that the poster is promoting the movie instead of the original book. Within this statement the producers spreading two kind of information about the movie; there is a movie (a brand new one) entitled *Diary of a Wimpy Kid* and there also a *Diary*. To make sure the moviegoers catch the meaning correctly, the tagline is printed in capital and thick black. The tagline statement is equal to the figure of a 'real' kid in the poster with his cartoonish shadows that reflected in the gigantic sizes with a length distances between the kid and his cartoonish shadow. Here the result of the analysis:

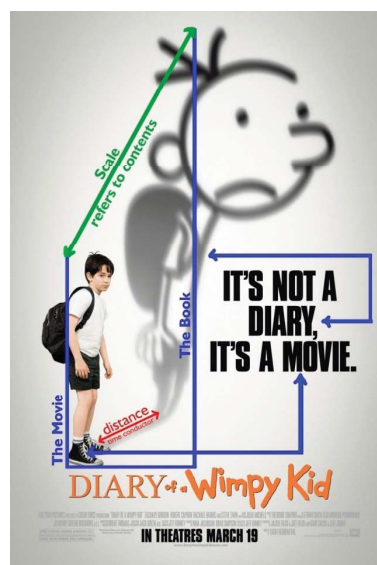


Image 3 Pictorial Analyses: Diary of a Wimpy Kid (Theatrical Poster)

The previous pictorial analysis revealed

that the book and the movie version of *Diary of a Wimpy Kid* are different. The cartoonish shadow in white drops is the representation of *the book* version otherwise the real kid is going to be *the movie*. As a book, the cartoonish shadow seems haze and oversize which means that reading book cannot clearly visualize the story. It is also meant that sometime readers' imaginations might be overflowed. In the other hand, watching movie will created a very clear visualization of the story. This condition officially announced in the poster tagline; IT'S NOT A DIARY, IT'S A MOVIE. The tagline refers to the book which is already publicized and a brand new movie that adopted from the book.

IT'S NOT A DIARY, IT'S A MOVIE (E)	A poster Tagline (C)	
IT'S NOT A DIARY, IT'S A MOVIE is a poster tagline (E ₁)		Directive information that stand for two actual facts; It is a movie, there is a diary (C ₁)
IT'S NOT A DIARY, IT'S A MOVIE meant as the Directive for the existence of a movie and a diary (E ₂)		

Figure 9. First and Second Order of Signification of Datum 2.1

Datum 2.2. "Diary of a Wimpy Kid"

Diary of a Wimpy Kid is the title of the movie. It is originally the title of the comic-novel book Created by Jeff Kinney which is also the original source of the movie. The original book was received "The #1 New York Times Bestseller" for Children's books categorize in 2007 which is potential to catches the movie audience to come to the cinema.

Diary of a Wimpy Kid	Movie title	
Diary of a Wimpy Kid is the movie title		An adaptation of the comic-novel book with the same title
Diary of a Wimpy Kid refers to the adaptation of the comic-novel book with the same title		

Figure 10. First and Second Order of Signification of Datum 2.2

Datum 2.3. "IN THEATERS MARCH 19"

The premiere statement in the poster; *IN THEATERS MARCH 19* refers to the next march 19 (printed without year) in the same year or the following year. It is meant the poster will be publicized for less than a year. It is also meant that the movie budged is less than average (around 20 – 80 million dollars) because it is released in the

middle of academic's years (not in holiday season). It is may apparently attracts more audiences because some of children's movies are commonly released in the holiday season.

"IN THEATERS MARCH 19"	Movie Premiere	
"IN THEATERS MARCH 19" is the movie premiere statement		Non-holiday season
"IN THEATERS MARCH 19" refers to the non holiday season movie		

Figure 11. First and Second Order of Signification of Datum 2.3

Datum 2.4. "PG: Parental Guidance Suggested" logo



Image 4. PG Logo: Diary of a Wimpy Kid (Theatrical Poster)

PG (Parental Guidance Suggested) is one of the American standard motion pictures rating system announced by MPAA (Motion Picture Association of America). There are five numbers of MPAA rating ranges; G (General Audiences), PG (Parental Guidance Suggested), PG-13 (Parents Strongly Cautioned), R (Restricted), and NC-17 (No One 17 and under admitted). This system originally announced in 1968 with only 2 rating system; G and R. PG is an average rating for the children movies. A movie labeled PG is contains of some materials that *May Not Be Suitable for Children*. However, PG-rated movies are not deemed to be strongly cautioned of parental guidance, because there is no sexuality and drug use contain in a PG-rated movie but 'some rude humor and language' that might cause misunderstanding among children. PG logo enlisted as the warning for parents to company their kids to the cinema. It is recommended to the parents to overturn the 'rude humor' in the proper way.

PG: Parental Guidance Suggested	MPAA rating standard for a kids' movie	
PG: Parental Guidance Suggested is the MPAA rating standard for a kids' movie.		Parental warning to overturn the 'rude humor' in the movie to the proper way
PG: Parental Guidance Suggested meant to be the parental warning to overturn the 'rude humor' in the movie to the proper way		

Figure 4 First and Second Order of Signification of Datum 2.4

IV. CONCLUSION

Based on the analysis on the teaser poster and the theatrical poster of a film entitled *Diary of a Wimpy Kid*, it can be concluded that there are a total 8 of signs found on both posters: 1) Strip-line paper background; 2) Tagline "...Middle School..."; Tagline "...A Bunch of Morons"; 4) Printed in capital; "DIARY"; 5) "IT'S NOT A DIARY, IT'S A MOVIE"; 6) "Diary of a Wimpy Kid"; "IN THEATERS MARCH 19"; and 8) "PG: Parental Guidance Suggested" logo.

The study result illustrated that the both posters (teaser and theatrical) were used major elements from the original books to ensure that the film was an adaptation and the book series, yet, the poster clearly distinguish the both posters from the book by clearly stated that these are the film posters on point.

The analysis of myths unto the film posters has clearly stated many things about the film without spoiling the entire film through some symbols and signs: i.e. indicating the film is an adaptation of the semi-animated children book series, indicating the film is released on a non holiday season, indicating the main premise of the film, and the suitable audiences of the film.

There are many aspects that can be explored from this research, especially in analyzing the film posters. One of which is by continuing the semiotic analysis unto the next level of analysis including critical discourse analysis. Also, *Diary of a Wimpy Kid* is still an ongoing series book as a book series and the film series which means that there will be further installment of the new series in the future that can be analyzed by the future researcher.

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