

Semiotic Analysis of Naked Director 2 Movie Poster

S I P Persada^{1*}

¹Departemen Desain Komunikasi Visual, Universitas Komputer Indonesia, Indonesia

Email : *satriapraja3@gmail.com/satria.indrapraja@email.unikom.ac.id

Abstract. Naked Director 2 is a sequel to the first Naked Director where the film tells about the Adult Film Industry in Japan, the film tells of an adult film director and producer, Toru Muranishi, who achieves his goal of being a legend in the industry. The 1980s where in that year the Adult Film Industry was at its peak as well as satellite technology was just being discovered. The purpose of this study is to find out the meaning of the Naked Director 2 Film Poster so that the meaning of the poster is known to find out the meaning or visual meaning contained in the film poster. An appropriate method is needed where the method that is in accordance with this research is the Roland Semotics Method. Barthes where in this method every visual contained in the poster will analyze its meaning and significance, the benefit of this research is to increase knowledge in the field of semiotics, especially semiotics and a film poster. (Approx 162 words)

Keywords: Semiotics, Film , Poster, Naked Director

1. Introduction

Naked Director 2 is a sequel to the Naked Director film which is broadcast via NETFLIX online streaming media where this film is based on a novel entitled "Zenra Kantoku Muranishi Toru Den" written by Nobuhiro Motohashi from the true story of Toru Muranishi, an Adult Film Director where this film tells the struggle A Producer and Director of Adult Films Toru Muranishi in developing his business in the field of Adult Film Making, Where Toru Muranishi has a dream of showing his work to outer space through satellite media so that his work can be broadcast on TV, where in the process through various kinds of obstacles as well as a series of events, Naked Film Director 2 itself is directed by Masaharu Take and Kotaro Goto, the story itself is written by Nobuhiro Motohashi and Kazuhisa Kodera and played by Takayuki Yamada, Yuri Tsunematsu and Shinnosuke Mitsushima where Takayuki Yamada is the main character.

Semiotics itself is a science that studies signs, and what is the meaning or purpose of a visual [1] Umberto Eco proposes that every cultural phenomenon can be studied as communication [2]. One of the founders of semiotics is Ferdinand de Saussure [3] Ferdinand de Saussure explains markers and marked objects [4] one of the developers of this theory is Barthes, Barthes argues that there are two levels in semiotics, namely denotation and connotation then Barthes classifies these codes into five groups of codes and names them hermeneutic codes, semantic codes, symbolic codes, narrative codes, and cultural [5] Barthes also suggests that by combining signs or The code can produce expressions that have meaning [6] And in this study, we will use the method used by Barthes and Saussure because it fits the selected research object .The results of this study are shown for the development of the science of semiotics where these results can be used as a reference or consideration for filmmakers in

making posters for their films so that the film posters have the appropriate ones that can describe the meaning and content of the movie poster.

2. Method

In this study, the method used is the descriptive analysis method with an approach using semiotics because it fits the research object. The descriptive analysis method itself is an analytical method where the research object will be described carefully according to the existing visuals, where the research object in this case is the poster. will be divided into several Visual sections and then the meaning will be examined one by one [7]



Figure 1. Poster of Naked Director 2 Movie

Semiotics used in this study is Ferdinand de Saussure's Semiotics, where Ferdinand de Saussure's Semiotics divides Visual into 2 parts, namely connotation and denotation, then examines the relationship between the signifier and the object marked, where denotation is the real meaning and connotation is the meaning of the signifier. look for what the relationship of the two parts, so that the implied meaning of the sign is obtained [8]

A. Data Collection

The first stage is carried out in the data collection stage where in this stage all data related to the research object is collected to make it easier to analyze the object.

B. Data Processing

The next stage is the Data Analysis Stage where in this stage all the data that has been collected will be analyzed using the chosen method and theory in this case the method is a descriptive analysis method

so that the object will be described the meaning of the visual one by one so that it is obtained results in the form of meaning in accordance with the Research Object

3. Results and Discussion

From the picture, several visuals are obtained, namely, a man, underwear, camera, astronaut helmet, stars and outer space and Japanese writing.

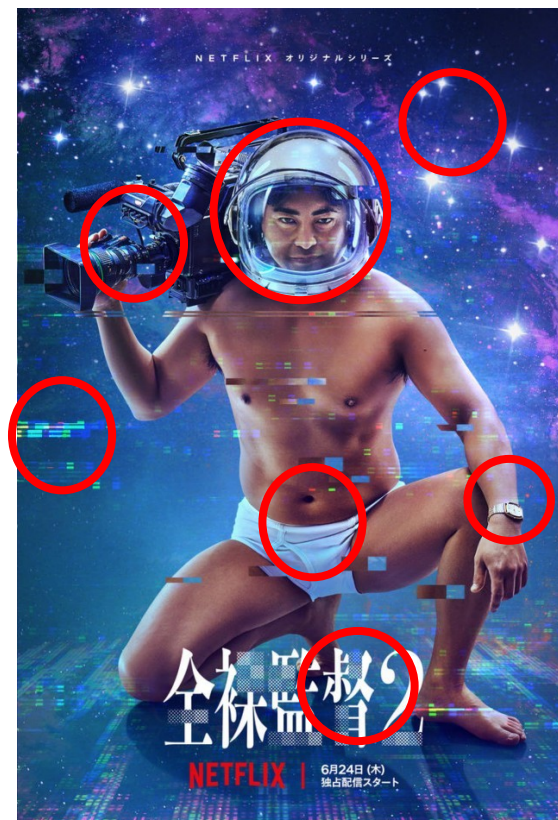


Figure 2. Naked Director 2 Movie Poster Visual Breakdown

Table 1. Signified Signifier Men wearing Panties

Signified	Signifier	
	Denotation	Connotation
Man	Men wearing Panties	Main Character in this Movie Where the main character is someone who is involved in the porn industry

From the table above, it explains the field of the main character displayed, namely the main character is someone who is in the pornography industry

Table 2. Signified Signifier Camera

Signified	Signifier
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	Denotation	Connotation
Camera	Tool to record Video	The profession of the character is a filmmaker or director

From the table above, it explains the tools used by the main character displayed, namely someone who is a filmmaker or director by profession.

Table 3. Signified Signifier of Astronaut Helmet

Signified	Signifier	
	Denotation	Connotation
Astronaut Helmet	A device that breathes is used when in outer space	How to spread his work in Space

From the explanation above, the Astronaut Helmet represents Advanced Technology and Outer Space Where

Table 4. Signified Signifier Star

Signified	Signifier	
	Denotation	Connotation
Star	Shining things in the sky	Character's Hope for His Work to be as high as the Stars

From the table explains the hope of the main character, which is to orbit his work into outer space to the stars

Table 5. Signified Signifier Gold Watch

Signified	Signifier	
	Denotation	Connotation
Gold Watch	Timepiece made of gold	Successful Entrepreneurs or Rich People

From the table explains the main character's social status where the main character is a successful entrepreneur because he can wear a luxury watch

Table 6. Signified Signifier Glitch video effect

Signified	Signifier	
	Denotation	Connotation
Glitch video effect	Effects that are often seen when playing VHS Videos	Time Background i.e. 80s

This Damaged Effect can explain the time setting of this film itself, namely the 80's where this year the Video Storage Tool is in the form of VHS where in the Video contained in VHS there are lots of Video Damage Effects because the technology was not yet advanced at that time.

Table 7. Signified Signifier 2

Signified	Signifier	
	Denotation	Connotation
2	Japanese Kanji writing which means "Naked Director 2"	Background The place of this film is in Japan

The title of the film is written in Japanese Kanji with the meaning Naked Director explaining that the background of this film is in Japan and made in Japan. By using the Sausurre method where Sausurre divides the visual into a signified and a signifier [9] then by using the Barthes method, which divides the signifier into two, namely denotative and connotative meanings and then combines them into one meaning, an explanation is obtained [10]. The Naked Director 2 Film Poster describes the story of a successful Japanese adult film director in the 80s where this director has aspirations to orbit his work out of space so that his work can be broadcast all over the world.

4. Conclusion

Poster is a medium of communication and promotion of a product, a good movie poster is a poster that can describe the story of the film so that it makes the audience interested in seeing the film, therefore visuals are needed that represent the meaning or story of the film it represents. From the analysis above, it can be concluded that the Naked Director 2 Movie Poster is classified as a good poster because it has connotation and denotation meaning, where every visual in the poster has a meaning that can describe the background and story of the film.

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