Analysis of Visual Elements on the Movie Poster Suzume

Kiki Fitaloka[1*], Andreas Slamet Widodo[2], Ambar Mulyono[3]

[1, 2, 3] Faculty of Art and Design, Universitas Sebelas Maret
Jl. Ir. Sutami No. 36 A, Surakarta 57126 Indonesia

[2]https://orcid.org/0000-0003-0707-8559

kikifitaloka@student.uns.ac.id[1], andre.dkvfsrd@staff.uns.ac.id[2], ambarmulyono@staff.uns.ac.id[3]*

Abstract

The poster was one of the visual media that served as a messenger primarily for the sense of sight to convey messages that needed visual communication and message symbols to be understood as well as for the promotion of the film. The study was intended to find out the meaning that visual elements posed on movie posters. The research methods used are qualitative descriptive analytics using the technique for collecting data for literature studies and observing the "Suzume" and semiotics film poster of Ferdinand De Saussure used as a research method to help researchers examine the visual and signature elements on the poster. Semiotics is the study of signs, bookmarks, and maps and the relation between them under a convention in the community. In the study, signs related to the film and visual posters are made beyond the reference to the movie scene.

INTRODUCTION

Film is one of literature in which visual audio is produced and has the meaning contained. According to Astuti & Mustadi (2014) animation films are a medium that creates motion fantasies resulting from a series of pictures depicting a change in position. Animated film media present audio-visual learning messages with motion elements and thus make film watchers receptive to information or intent (Pratama et al., 2018). In support of a typical work success before presenting a film at the home movie theater, posters were presented as promotional media to the public. Although posters have long been available, such use in the modern age is still a mainstay, especially for movie promotions (Roussel, 2018). The poster was one of those visual media that served as a messenger primarily for the sense of sight to convey a visual communication message and a message symbol that needed to be understood by its meaning (Megawati, 2017). According to Ashari & Rochmawati (2022) on making a film poster will be very attractive to public interest and interest and to promote the film because movie posters are an effective tool of visual communication and commercial function. Before the release of a film that has been made, the production company will usually release promotional posters of his films that are used to be featured in movies or on the Internet for information to those who look to be interested in his films (Zuza & Ahtik, 2022).

The poster from the animated film "Suzume" was designed by *Toho*, one of Japan's major companies producing Japanese films, production theaters, and distribution companies. The animation suzume no tajimare tells of the trip of a 17-year-old girl who began in a quiet town in kyushu (in southwest Japan) when she met a young man who told her, "I'm looking for the door" (Abdali, n.d.). What suzume found was a single rotten door that stood still in the rubble as if protected from any impending calamity. Apparently drawn by its power, the suzume reached for its knob. Those doors began to open one by one all over Japan, unleashing destruction on anyone nearby. Suzume must close this portal to prevent further disaster (Aley & Hahn, 2020). Written and directed by makoto shinkai and release in Japan on November 11, 2022. Has earned the Japanese academy award for best animation films and best music. Based on the above exposure suggests that movie posters are a role and an important tool for promoting the film "Suzume" (Rahmawati et al., 2022). With the many awards the film "Suzume" already receiving, the study will review how a promotional movie display was made to attract the interested people to see it (Bin et al., 2019). This promotional film suzume no tajimare poster design shows not only the visual but also the poster image was impressed tell of the character suzume and to include some of the scenes seen on his movie promotional posters (Korai et al., 2021). So the writer was intrigued by the movie poster to find out the meaning the visual elements had on the movie poster (Iftikhar et al., 2019).

METHOD

The method employed in this study is a qualitative analytic approach using visual semiotics (Curtin, n.d.). According to the Abdussamad (2021) qualitative research methods are research methods used to research in natural object conditions, in which researchers are key instruments, data collection techniques are employed in tricalulation and data analyzing are inductive (Aiello, 2020). A descriptive analysis method of the Sugiyono (2014) is astatistic that has the function of analyzing data by describing or describing the data that has been collected in accordance with reality without any intended conclusions that apply to general or generalization (*London U*, 1998).

Researchers also collect secondary data through journals and books on Ferdinand De Saussure's theory of semiotics to study the meaning of the film *Suzume No Tajimare* (Sendera et al., 2014). According to Ashari & Rochmawati (2022) semiology is the study that discusses signs in human social life, including only what the signs are and what laws governing form or mark. This suggests that the signs and meanings behind the signs are shaped in social life and are affected by the systems or laws that apply there (Luh et al., 2021). There are certain things within the system that influence the formation and preservation of signs in society, and saussure emphasizes on the role of other aspects of language such as writing, religion, sopantulas, customs, and so on (Hu et al., 2019).

RESULT AND DISCUSSION

"Suzume" is a Japanese animated film telling about a 17-year-old girl named suzume (Huang, 2017). She met a young man who was looking for a door and then suzume followed the young man. Suzume found a door in the rubble that seemed to be the only thing left (*The Japanese Journal of Animation Studies 2020,* 2020). Suzume then reached for the door, an open door would bring disaster nearby, so to prevent disasters in all parts of Japan it had to be closed (Figure 1) (Hatami, 2018).
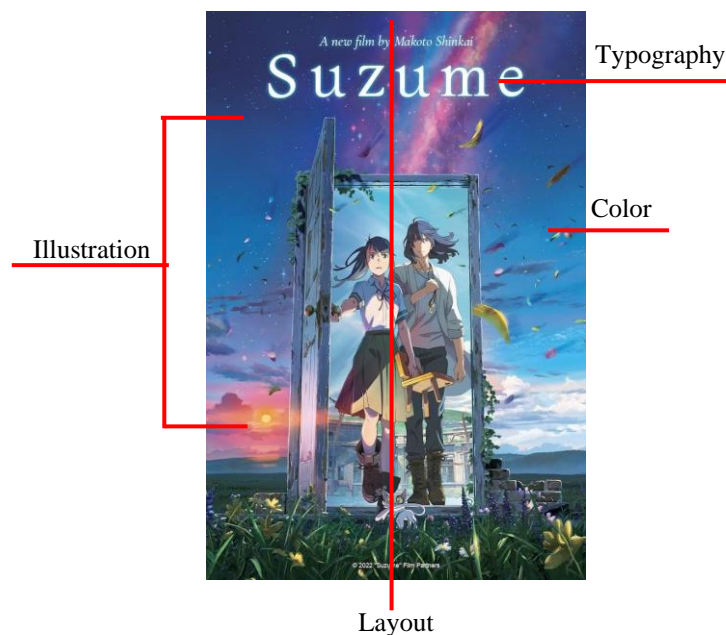.

Figure 1. Movie Poster Suzume, modifications by Kiki Fitaloka, 2023

A.   Analyze Visual Elements on The Film Suzume Poster

1. Typography
    Typography is a character of letters that become a means of expressing ideas, conveying meaning, and building public understanding (Murtono, 2019). Letters have an energy that can activate the eye movement. This energy can be put to good use when it is constantly noted for its aesthetic codes, the convenience of its readjustment, and the interaction of letters to space and the visual elements surrounding it. The movie "Suzume" poster contained the type *Serif*. Is characterized by a rounded foot/fin and gives the appearance of professional, classic, firm, and elegant (Wang, 2019). Just like suzume, a woman who had an elegant and firm character for solving the problem she had caused when she opened the secret door she had met in the ruins of the city building Kyushu .

Figure 2. Typography Poster "Suzume", modifications by Kiki Fitaloka, 2023

The movie "suzume" poster used *font Serif* the distinctive stylized finelfin at the end and gave the appearance of professional, classic, firm, and elegant. Just like suzume, a woman who had an elegant and firm character for solving the underlying issues she had left when she opened a secret door that she had met in the fallen mountains (Figure 2).

2. Illustration
    Illustrations have a purpose to enhance the story. According to Witabora (2012) the illustration is an image formed to clarify information by visual representation. The essence of the illustration is thought; Ideas and concepts that underlie what the pictures want to communicate. Enacting or giving a visual image of a writing is the role of an illustrator. Integrating analytical thinking and practical skills to create a visual form that has a message (Gordee, 2016).

Illustrations used in the animated "suzume" movie posters of the main actors suzume and souta standing behind the door, suzume held the door handle that he had opened and his mother's magic chair in his dream as well as the small cat - like animal that he met around the door and souta held the mysterious door-key string around his neck (Ramrao, 2016). The poster of suzume also provides a backdrop for mountains and seas in the late afternoon, with stars and sunsets beginning to sink and objects flying in the sky (Figure 3) (Simbolon et al., 2015).

Figure 3. Movie Poster Suzume, modifications by Kiki Fitaloka, 2023

All the illustrations on the animated Suzume movie posters directly correspond to the animated Suzume film in which Suzume opened the door the disaster began to occur were marked with flying objects in the sky. Souta holding the string with a door-key toy that helped Suzume close the mysterious door and save the entire city of Japan from the disaster caused by the mysterious door.

3. Color

Color is an integral part of daily life, development and development technological advances, as well as the philosophy, symbols, and emotions associated with interpretation of meaning in a particular color as a form of psychology of color (Paksi, 2021). The animated film "Suzume" poster uses the shade of *hue and lightness* with a combination of blue, white, orange, green, and purple (Fagerholm, 2009). Blue is the color of the sky and the ocean. This color is often associated with depth and stability. They can slow down human metabolism and produce the effects of calmness. Blue is often associated with peace and tranquility. Purple represented the mystery and magic on the poster. The orange represents enthusiasm, attraction, excitement, creativity, determination, mindfulness, success, encouragement, and stimuli (Agrawal et al., n.d.). The white could represent success. Green represents growth and hope (Basuki, 2015). Based on the above exposure, the color on the movie "Suzume" poster had the sense of calm in which Suzume lived in kyushu, one day when Suzume discovered and opened a mysterious door that could cause disaster around him, making Suzume determined to stop the disaster that would strike the cities of Japan in disaster, with a young man eagerly and courageously sealing the mysterious creatures inside the door (Figure 3).

Figure 3. Harmonization and Color Mixs by Paksi, 2021

4. Layout

Creative and visual work requires a good layout, anda good layout makes it easier for the reader to interpret your message correctly. The proper layout of the process and step is possible and has a positive impact on all the goals designers want to achieve with their designs (Sari & Jupriani, 2022).
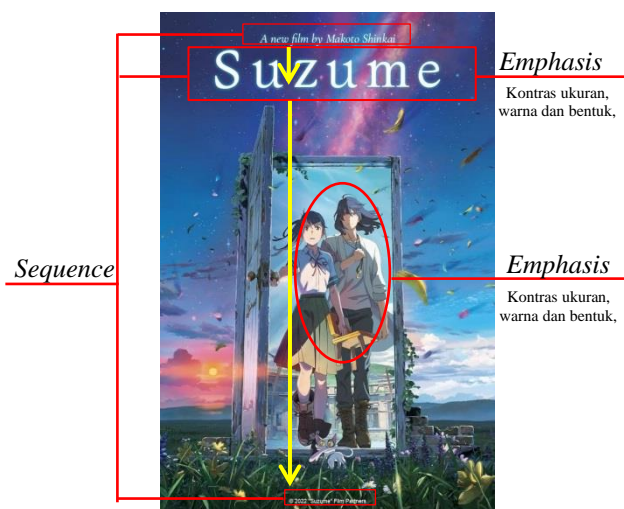

Figure 4. Movie Poster Suzume, modifications by Kiki Fitaloka, 2023

In the study of the media layout of the movie "Suzume" animation movie poster layout has an "I" sequence that starts with the middle, up, down, which direction starts with the character of Suzume and Souta, then the title "Suzume" and the director's name, and the final reading direction is the movie release year. Additionally, *emphasis* appears in the main characters suzume and souta at the mysterious door as a visual element telling the film (Figure 4).

B. Semiotics Analysis of The Film Suzume Poster

Haikyo (rubble) of buildings and homes in Japan that causes population levels to drop rapidly and affect gradual economic conditions. Suzume here is shown a still good door among the ruins, based on real events in Japan. When the door was opened it caused disaster in the vicinity that if left unchecked it would decimate the population of the city of Kyushu.

Figure 5. Suzume's Scene Found a Door in The Rubble, modifications by Kiki Fitaloka, 2023

Table 1. The Sign on The Film "Suzume" Poster

Marker	A couple of teenagers with a low angle shot.
Indication	Showing a united presence is about to prevent something bad from happening.
Marker	A mysterious door opened that could wreak havoc around it.
Indication	An atmosphere indicating the presence of disaster prevention.

The disaster on this film is tsunamis. Tsunamis can happen for a variety of things, but here we see catastrophes that cause debris to fly in the sky as on posters and ruins buildings that cause the city in Japan to collapse (Figure 5). This incident is similar to the Japanese tsunami of 2021, in the animation movie "Suzume" it is only an illustration, before it happened suzume and souta collaborated in locking doors containing mysterious creatures causing disasters throughout Japan (Table 1).

CONCLUSION

The conclusion drawn from the poster's analysis is that the visual elements on the poster are capable of describing the entire animated film story. With the laying of pictures of doors and suzume with souta and debris flying in disaster. So that the conflict in the story can be best conveyed by the content of the poster.

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