

ABSTRACT

SEMIOTIC ANALYSIS OF EROTICA IN *PACAR HANTU PERAWAN* (2011) MOVIE POSTER

By

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Horror movie posters in Indonesia are developing to be more erotic, one of them is *Pacar Hantu Perawan* (2011) movie poster. Horror movie poster is tending to cause fear, dread, and shock, but this poster provide sexual desire. There should be a signs interpretation of this movie poster so we could understand what kind of ideology it bring up inside.

The study was done in *Pacar Hantu Perawan* (2011) movie poster with Roland Barthes Semiotic analysis technique. Held by Feminist-Marxist theory, it's bringing the study to be one of social critics study. Observation and documentation were done to gather all data. The sign analysis was held in denotation, connotation, and myth.

The study result with semiotic analysis shows that *Pacar Hantu Perawan* (2011) movie poster content by certain denotation, connotation, and myth. The denotation such illustration, title typography, subtitle, and title credit that less

qualified at good visual elements movie poster. The connotation is this movie poster such love and erotic theme, the ghost is just a joke and supporting role in this movie. The myth says that the sexy woman is they are who set up American fashion and the ghost has behavior as lively as human.

Keyword: movie poster, semiotic, erotica, horror