

## CHAPTER V

### CONCLUSSION AND SUGGESTION

This chapter contains conclusions. In the conclusion section, the findings are concluded based on two research questions. Includes denotative, connotative and meaning analysis of the myths contained in the Spiderman trilogy poster.

#### 5.1 Conclusion

The researcher concludes the results and discussion of the Spider Man trilogy poster. It can be concluded that every aspect and element in the poster has its own sign and meaning. In addition, denotation and connotation meanings are found which are the main points in this poster. This is in accordance with the theory of Barthes (1991) about the meaning of denotation and connotation. Connotation and denotation are not two separate things/signs. They are two aspects/elements of a sign, and the connotative meaning of a word coexists with the denotative meaning. As well as signs that support denotative and connotative implementation with Barthes' theory (1977) Roland Barthes states that the message symbolized is analogical and is the main connotation in the process of meaning. Connotation is a term used by Roland Barthes to explain how signs work, he describes the interactions that occur when a sign meets the feelings or emotions of the user and their cultural values.

Meanwhile, dealing with Barthes' theory of mythology (Barthes,1972.) myth is a communication system, that it is a message. This allows one to understand that a myth cannot possibly be an object, a concept, or an idea; it is a way of signifying, a form. Later, Therefore, these 3 poster can be seen as tool or communication system to connect a film with fans through the posters created.

## 5.2 Suggestion

After analyzing the posters for the Spiderman trilogies (2017, 2019, 2021). Researcher discovered some data that readers could find more beneficial. This research also offers more in-depth information for those interested in semiotic studies. Researcher that conduct semiotic analyses can go deeper into the subject. This reasearch can also be used as a theoretical and practical reference for these subjects in lectures.

The analysis of the Spiderman poster's symbols and meanings is the main goal of this study. Aside from that, in order to generate fresh insights, researcher suggest to other researchers to integrate Barthes theory with other theory to the issues raised by the research subject. Since semiotics has grown to be such a large topic of study, other researchers can examine diverse media to investigate the semiotics of different items. Other than newspapers, the objects may originate from books, banners, billboards advertising events, company logos, movie lyrics, books, or adverts. Hopefully this research would encourage and inspire them to provide a more thorough analysis.