

## Semiotics in Avengers' Movie: Infinity War and End Game Trailer

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### Abstract

*This study purpose is to finding the sign based on theory pioneered by Charles Sanders Peirce. The design of this research is descriptive qualitative research. The method of this study based on the theory of Creswell, that consist of five steps; (1) collected the data; (2) categorize the data; (3) coding the data; (4) the chronological of the data; (5) analyzing the data. The source of the data is Avengers' Movie Infinity War and End Game that taken from YouTube channel of Marvel Entertainment that downloaded by savefromnet.com. The data is collected by document analysis. The data is the screenshot of the scene in the trailer. This research consists of visual and verbal data which used semiotic icon, index and symbol. In fiction movie, visual data is generally found. The finding of the research is (25) data. Visual data consists of (20) and verbal data consist of (5). One data consist of several semiotic sign. Icon is consisting of (12), Index is consisting of (3), and symbol is consisting of (9). Icon is the dominant element both the trailers. Fiction movie is not interesting without visual effect. But in this case movie trailer also supported by something real, such as the properties and setting for the good quality of the movie.*

### Keywords

Movie trailer; avengers; infinity war; end game



## I. Introduction

Semiotics is the study of sign processes of meaning in society, both literal and figurative, both using language and non-language (Wiriaatmadja, 2009: 3). Semiotics aimed to find out the meanings in a sign or interpret the meaning that it is known how someone conveys a message to the communicant or recipient of the message (signs or symbols) even on the the ideological and cultural concepts that become the realm of public opinion where the symbol is created (Ratna, 2010: 97). Human life is filled of signs, through the sign human life become more efficient, they can communicate each other as well as provide a better way of the world (Yuliantini, 2017:67).

According to Aminudin (1988:37) the study of language as a code in usage focuses on (1) characteristics of the relationship between forms, symbols or words each other, (2) the relationship between linguistic and the outside world becomes a reference, (3) the relationship between the code and the user. The study of the sign relates to the three items, both of linguistic sign and the others that used by humans' communication in the scope of semiotics (in Sartini, 1993).

Generally, some of sign have several of categories that refer to outside of itself, depending of the user, so it is called a sign. Peirce divides semiotics in a triangular model (trichotomy) to identify signs. A sign is something related to an object that is understood by someone, which has an effect in the mind of a person that called interpretant. Objects are classified in three aspects, namely, iconic, indexical and symbolic. The grand theory is

divided into three groups, namely qualisign, sinsign and legisign. Signs in general can be found in various forms, such as body movements and expressions. In addition, sign can be found in advertisements, memes, novels and films.

Film is a moving image that equipped by color, sound, and a story. Movies are often referred to as live images. The filmmakers used to call it a movie. Collectively, film is often also called cinema. Cinema comes from the word kinematic or motion (Dewanta, 2020: 27). Film is a very popular to produced. As one of the objects that are interested, films can be an image of social life and can have a significant impact on the audience. The other side, films are also a media for the directors to express their creative ideas, sharing about new information or historical information, and also provide a moral message. Thus, the film is expected to educate the audience. Another thing that is needed in the success of a film is the characters in the film.

A trailer is a one-to-two-minute snippet or video clip to promote a film that will be showing soon, by showing the main plot of the story. In general, in a movie trailer that is often shown is the main character, which begins with the introduction of the character, the storyline that related to the main character and other supporting characters.

Movie trailers are very closely with the sign. The signs of the movie trailer are arranged in such a way as to achieve the expected effect. The system of semiotic plays as a main role in the process of changing images. Movie images appear one after another, showing the movements that are iconic (Zoest, 1993). In the trailer of Avengers: Infinity War and End-Games, beside audio and visuals, language has a main role in the success of a movie. A trailer that is arranged in such an interesting way, certainly increase the curiosity of the audience. Currently, movie that are being enjoyed are fiction movie that tell various fantasy stories. Even though the story is far from social life, there is still a moral message or values that can be useful for the audience (Rahestrie, 2016).

One of the movies with fictional stories that are interested is the story of the Marvel Studio Comic adaptation, which tells of creatures that have super powers that known as superheroes. In tirto.id, Marvel Studio is included in the list of Top 20 Global Box Office. The uniqueness of Marvel Studio is the process in making each of its film series. Imagination poured by the author makes audience curious. For each series in the Marvel movies, the studio creates a storyline by introducing the characters who are part of the Avengers. Avengers' movie is not only popular among children, but also for adults, because the genres can be accepted by all circles. Marvel films have many series, including The Avengers (2012), Avengers: Age of Ultron (2015), Infinity War and End Game. The movie was directed by Anthony and Joe Russo, and written by Christopher Markus and Stephen McFeely.

Infinity War and End Games are the last two series to combine all the superheroes, which are much-loved. So it's no wonder that many movie lover are looking forward to the screening of this movie. The movie was promoted by a trailer which is two minute long. When watching a movie or movie trailer, some people just curious about the plot in the film. However, in this case the semiotics is used to study the sign in a scenario context, images, text, and scenes that become something to be interpreted. It means that objects not only about information, in this case the objects want to communicate, but also constitute a structured system of signs that used in the movie. In the trailer of Avengers: Infinity War and End-Games, there are objects that not only provide information, but also use signs. The following are visual and verbal examples that found in the Infinity War movie trailer:



*Figure 1. Visual Data in Infinity War Movie*

The figure above shows that there is a visual effect in the movie trailer. Visual effect has a very important role. Besides giving a message to the audience, the visual effects on the movie trailer will be interesting and captivate the audience. In figure 1, in the first second, which describes the situation in space, which illustrates how the earth was almost destroyed due to the war that occurred in the plot of the movie. The choice of colors and the visual effects used look so real, the audience who saw the trailer felt the situation that had occurred. Figure 1 explains that in the Infinity War movie trailer there is a sign element, namely qualisign. Qualisign is a sign based on its characteristic. The figure above shows the Earth's colors are dark and red which have the meaning of broken, gloomy and dangerous situations.



*Figure 2. Verbal Data in Infinity War Movie*

In figure 2 there is the text "Fury: The idea was to bring together a group of remarkable people to see if they could become something more". The language contained in the trailer, besides direct dialogue, there is text that supports the trailer. This is actually more interesting to study because there are languages in the form of written and spoken texts. In Figure 2 there is written text that is the introduction of characters who act as Fury (Initiator who formed the Avengers Team). The introduction of characters is not only based on pictures, but the presence of text can help to explain the characters in the trailer. Semiotics does not explain symbols and signs but also plays an important role in meaning.

Several studies that have discussed semiotic elements in the same theory are Dewanta (2020); Wulandari (2020); Mu'arrof (2019); Rahestrie (2016); Yuliantini (2017); Fitria (2017); Albar (2018). These studies focus on visual data with the same theory and method. Based on previous research, data analysis of semiotic elements in visual and verbal data in movie trailers has never been done. Movies are generally a means of entertainment for the audience. The film also contains messages and information to be conveyed to the audience. This research was conducted to describe the semiotic elements that make up the meaning in the trailer of Avengers: Infinity War and End Game.

## II. Research Method

According to (Creswell, 2016:253) qualitative methods are research that collects information through observation and interviews, both structured and unstructured, documentation, visual materials, as well as efforts to design protocols for recording/recording information. The research method is basically a scientific way to obtain data with a specific purpose and use. Based on this, there are four keywords that need to be considered, namely the scientific method, data, purpose and use (Sugiyono, 2012).

The data of the study is verbal and visual data that was screenshots from the trailer of the Avengers: Infinity War and End-Game Movies. In this study, the data were taken based on semiotics that pioneered by Charles Sanders Peirce, namely icons, indexes, symbols. This research is examined based on the form of Verbal and Nonverbal. The data source of the research is the trailer of Avengers: Infinity War and End-Game which was obtained from the Marvel Entertainment YouTube account which was downloaded via savefromnet.com.

The data was analyzed in several steps, (1) processing and preparing the data for analysis. Researchers will collect the screenshots of scenes from the trailer of Avengers: Infinity War and End Game as data; (2) reading all the data, in this step the researcher makes a simple note that is describing the research results; (3) start coding all data. Any data collected is labeled with particular terms, Infinity War (IF) and End Game (EG); (4) this approach may include of the chronology and events of a particular theme or the relationship between themes; (5) The last step is analyzing the data.

## III. Result and Discussion

Semiotics is the study of signs in human life. That is, everything that is present in our lives is seen as a sign, which is something that we must give meaning to (Hoed, 2011). Semiotics (semeion, Greek), is a study that refers to the sign system (Luxemburg, 1984). Semiotics is also a science that studies all signs or symbols (Berger, 2013: 22). Semiotics also called to be a science that studies signs in a group of written or spoken texts (Perron 2005: 1). Signs or more easily called meanings in literary works should be more interpretable by literary reviewers. Literary works cannot be separated from semiotic elements, namely the signifier and the signified. Signifier is an element that serves to mark something. While the signified is the object marked by the signifier. Historically, semiotics was introduced by two figures, namely Ferdinand de Saussure (1857-1913) and Charles Sander Pierce (1839-1914), (Osno, 2016). The two figures have their own concepts, Saussure has the concept of signified and signifier, while Peirce has the concept of trichotomy (Habibi, 2019).

The semiotic theory of Charles Sanders Peirce is often called the Grand Theory because of its comprehensive, structural description of all significations. Peirce wanted to identify the basic particles of the sign and recombine the components in a single structural (Wibowo, 2011:13). Peirce is known for his triadic model and the concept of trichotomy which consists of representamen, object and interpretant. Representamen (qualisign, sinsign, legisign) is a form that is accepted by a sign or functions as a sign. An object (icon, index, and symbol) is something that refers to a sign. The interpreter (rheme, decisign, argument)

is a sign that is in a person's mind about the object that is referred by a sign (Vera, 2015: 22).

Movie is the dominant form of visual mass communication because it is considered capable of reaching many social segments, and has the potential to influence audiences. As one of media communication, movie contains of various messages that the creator wants to convey. These messages are built by a various sign that contained in the movie (Setyaningsih, 2016: 60).

Trailer is a brief chronology of a movie, containing one to three minutes of cinematic experience that displays the pictures of the movie that emphasizes the quality of the movie (Kernan, 2004). In general, a movie trailer is a term that used by movie industry to promote a movie that will be showing soon. Trailers are closely related to a movie. When a film is coming out, a video will be released before the movie screening in progress. In a duration of two to three minutes, the trailer tells a brief plot of the movie, introductions the characters, director, producer and showtime of the movie. In analyzing the data there are the following steps:

**Step 1**

The data collected is the screenshot’s scenes of the movie trailer and combines all the data into one folder.


**Step 2**

Each data is grouped based on semiotic elements that pioneered by Charles Sanders Peirce, namely, Icons, Indexes, and Symbols.

**Step 3**

Code the data that has been collected. Coding for Infinity War (IF), End Game (EG), the visual data in Infinity War movie trailers (IFVs), the verbal data on End Game movie trailers (IFVb). Each data is labeled with a code and number. The number in the data represents the order in which the data was collected. For example, IFVs 6 explains the data is the sixth image that taken from the Infinity War movie trailer.

**Table 1.** Visual Data on Avengers: Infinity War and End Game Trailer

No	Data	Code	Duration	Icon	Index	Symbol
I		IFVs.6	00.06	√	-	-

2

IFVs 8

00.11

-

-

√



3

IFVs 9

00.17

-

-

√



4

IFVs 14

01.01

√

-

-



5

IFVs 15

01.03

√

-

-



6

IFVs 20






01.17

√

-



√




7	IFVs 26	02.00	√	√	-
					
8	IFVs 2	00.45	√	-	-
					
9	EGVs 1	00.02	√	-	-
					
10	EGVs 6	00.49	√	-	-
					
II	EGVs 4	00.35	√	-	-
					




I2	EGVs 12	01.29	√	-	√
					
I3	EGVs 13	01.35	√	-	√
					
I4	EGVs 14	01.36	-	-	√
					
I5	EGVs 17	01.44	-	-	√
					
I6	IFVs 3	00.53	-	√	-
					



I7		IFVs 28	00.51	-	√	-
I8		IFVs 30	00.34	-	-	√
I9		IFVs 31	00.35	-	-	√
20		EGVs 5	00.30	√	-	-

**Table 2.** Verbal Data on Avengers: Infinity War and End Game Trailer

No	Data	Code	Duration	Description
21		IFVb 1	00.31	<b><u>Furi</u></b> <i>The idea way to bring together a troop of remarkable people to see if they could become something more</i>

22		IFVb 2	00.35	<b><u>Banner</u></b> <i>That's my secret captain, I always angry</i>  <b><u>Tony</u></b> <i>I am Iron Man</i>
23		IFVb 4	00.37	<b><u>Peter Quill</u></b> <i>We're the guardian of the Galaxy</i>
24		IFVb 5	00.38	<b><u>Groot</u></b> <i>I am Groot</i>
25		EGVb 1	00.15	<i>Proof That Tony Stark has a Heart</i>

#### Step 4

Infinity War movie' trailer which was broadcast by Marvel Entertainment in YouTube account on November 29, 2017 with a duration of 02.24. The trailer talks about the earth was attacked by Thanos. The chronology begins with the avengers being in a building that was collapse, and most of people who were running scared outside the building. The appearance of Thanos changes everything, so all the Avengers fight to save the earth.

The End Game trailer which was broadcast by Marvel Entertainment through the YouTube account on March 14, 2019 with a duration of 02.26. This trailer describes that all of the Avengers who disappeared one by one like a grain of dust. But they try to defeating Thanos. The Avengers arrange a strategy by gathering all heroes from various circles, namely, the Galaxy, Wakanda, Spiderman, Ant Man.

## Step 5

### 3.1 Analysis of Visual Data in Avengers: Infinity War and End Game Trailers

#### **Data 1 (IFVs 6)**

*Icon:*

The scene showing a trailer that set-in space.

#### **Data 2 (IFVs 8)**

*Symbol:*

Doctor Strange wears a navy-blue costume with a red cloak with a high collar. The cloak is one of the magical items that helps Doctor Strange. its often referred as the Cloak of Levitation, this cloak has various functions, such as, flying, able to protect physical and mystical attacks, able to change shape and respond to the wearer's wishes even when they are not in contact. The red color on the cloak is for action, confidence and courage. The color red also means to survive and defend oneself.

#### **Data 3 (IFVs 9)**

*Symbol:*

Besides being able to split the building, Mind Stone has various advantages, such as manipulating the mind and communicating in the subconscious. This was one of the reasons why the Mind Stone was placed above Vision's forehead.

#### **Data 4 (IFVs 14)**

*Icon:*

The situation in the trailer shows buildings destroyed, collapsed and fires that cause the fog to appear. In the trailer, the fire and the fog are assisted by visual effects to make it look like the original version.

#### **Data 5 (IFVs 15)**

*Icon:*

In the trailer, there are car properties that are used to help the scenes look real to the audience.

#### **Data 6 (IFVs 20)**

*Icon:*

In the trailer there is a visual effect that shows a sky. In this scene, Spiderman is in the air.

*Symbol:*

In the trailer, Spiderman is a character wearing a red costume with a spider pattern on the costume. Red is a color that means strong and bold. Spiderman is a human who has powers like a spider.

### **Data 7 (IFVs 26)**

*Icon:*

In the trailer, the Avengers are in a forest.

*Index:*

The trailer shows the Avengers running to fight the enemy.

### **Data 8 (IFVS2)**

*Icon:*

In the trailer, show the Queensboro Bridge is set in Manhattan, New York City as the background. The bridge appears in the trailer of Avengers: Infinity War at 00:45 seconds.

### **Data 9 (EGVs 1)**

*Icon:*

The scene shows a hot and arid desert. The image like the desert in the original version.

### **Data 10 (EGVs 6)**

*Icon:*

The scene shows the United States flag as a property in the trailer of the End Game movie at 00.30 seconds.

### **Data 11 (EGVs 4)**

*Icon:*

The trailer shows the Statue of Liberty in New York City. The statue appears in the trailer of End Game at 00:39 seconds.

### **Data 12 (EGVs 12)**

*Icon:*

In the scene introducing the character of Rocket. A character that created similar to a turkey. Rocket has the same personality as a turkey who is intelligent and able to adapt wherever he is.

*Symbol:*

In this scene, Rocket is given a black and brown costume. Black means cool but easy to get along with, and can provide solutions to friends. Brown means reliability, dependability and easy to get along with. The brown and black colors describe the characteristics that possessed by Rocket.

War Machine is a character named James Rhodey. James is a US Air Force marine that assigned to pilot a fighter plane. James joined the Avengers through Tony Stark. Tony

creates an armor for James. Armor wrapped in iron equipped with various technologies, which can fly and have weapons. This costume makes the War Machine character very strong.

### **Data 13 (EGVs 13)**

*Icon:*

The data shows that Thor is the god of thunder. In the trailer, Thor uses his power to control lightning. The scene shows lightning in general which is shaped like an electric current.

*Symbol:*

Thor is a strong superhero because he is a god. Thor's costume consists of a brown leather vest, red cloak and equipped with a hammer. Thor's costume with a Greek theme. The red color on the robe means courage. The brown color means elegant because it is almost similar to the color of gold.

### **Data 14 (EGVs 14)**

*Symbol:*

Nebula is a character who rarely appears in the Avengers, but also plays an important role. Nebula is the adopted daughter of Thanos and the sister of Gamora. Nebula is a character created in the form of a cyborg alien. At first, the character of Nebula was depicted as a pure alien, but there was a dispute between she and Gamora that caused by Thanos. Thanos pits them against each other, and the loser gets a body part replaced by cyborgs. Nebula is an excellent fighter, but she can't beat Gamora. There is more than one fight, so almost Nebula's body is made up of cyborgs. Nebula has a character with blue and purple colors and a red costume.

Blue is generally associated with something that is official or for an organization such as twitter and Facebook. Blue can also express emotions such as sadness or depression. Purple has a lavender which signifies feminism and sentimentality, while red generally means courage. Nebula is a strong and brave character but is easily hurt, because she is always compared to her sister who is more powerful than herself.

### **Data 15 (EGVs 17)**

*Symbol:*

Ant Man is an Avengers character who can change his appearance to a small size because he is an ant man. In the trailer there is a pencil that is larger than him, which is a testament the change of Ant Man's size. Ant man is a character created with technological prowess. The costume is designed similar to an ant with a combination of red and black. On the head use a mask with antennas that help him to communicate and control the ants. The colors of red and black are of ants' color in general.

### **Data 16 (IFVs 3)**

*Index:*

In this scene, the character of Peter Parker as known as Spiderman is on a bus. However, the condition in the trailer is Peter has a goosebump. If someone got a goosebump it means something scary has happened. In contained 00.53 seconds, Peter looks out of the Bus window, what happens is that his surroundings have been destroyed.

### **Data 17 (IFVs 28)**

*Index:*

In this scene, the character of Tony Stark as known as Iron Man is running towards the exit. Outside of the door many people running and panicking. The situation is caused by something.

### **Data 18 (IFVs 30)**

*Symbol:*

The trailer shows Iron Man character is red and gold costume. Iron Man costume is made by titanium steel. The costume is designed to be able to survive in any conditions. Titanium is a base material for the Iron Man costume because it has the characteristics of being strong even at high temperatures. Titanium is often used in plane, power plant pipe, armor, ships, spacecraft and missiles.

### **Data 19 (IFVs 31)**

*Symbol:*

Hulk is a character who is famous because having two personalities. Hulk is an ordinary scientist or normal human, but when he is angry, he will change into a large green creature. Green is generally associated with nature. Green has healing powers and is the most calm and relaxing color to look at. Green has also been used by various environmental groups, especially Health. Green Ribbon is interpreted as donation and organ transplantation and awareness of bipolar disorder. Hulk is a creature belonging to the bipolar disorder patient. Bipolar disorder is a disorder associated with mood swings. When he becomes Dr Bruce he will behave normally like a normal human being, but when he turns into the Hulk, his anger will always appear.

### **Data 20 (EGVs 5)**

*Icon:*

The scene shows the United States flag as a property in the trailer of the End Game movie at 00.30 seconds.

### 3.2. Analysis of Verbal Data in Avengers: Infinity War and End Game Trailers

#### **Data 21 (IFVb 1)**

Text:

*\*Furi*

*“The idea way to bring together a troop of remarkable people to see if they could become something more”*

The text above shows the verbal data in the trailer. The text describes the character of Furi in text form. Furi is a character who plays an important role in gathering the Avengers into a team. Furi has a role to find superheroes with various skills with different characters and powers. In the process of finding them, Furi travels to find and observe superheroes. If we watch the Avengers series, there is a scene where Furi watches Tony Stark (Iron Man) by using Natasha (Black Widow). This is to ensure that superheroes are worthy of carrying out various missions to save the world from evil.

#### **Data 22 (IFVb 2)**

Text:

*\*Banner*

*“That’s my secret captain, I always angry”*

The text above shows the verbal data in the trailer. The text describes the character of Hulk (Dr Banner) in text form. Hulk is known as a character who has two personalities, namely a normal human and a monster. Hulk is a smart scientist. Hulk is a character who is difficulty to controlling his emotions. He will turn into a huge monster if he can't control his emotions. That figure is the strength for the Hulk. But when he transforms, he is one of the most powerful of Avengers. Hulk is a special superhero; he can control his emotions if something dangerous happens. Although the Hulk is short-tempered, he has friendly and kind. He is a reliable and love to hug. In this case Hulk has a good leadership for those around him.

*\*Tony*

*“I am Iron Man”*

The text above shows the verbal data in the trailer. The text describes the character of Iron Man (Tony Stark) in text form. Tony Stark is a superhero who is equipped with technology to make himself stronger. Iron Man fans really admire the figure and character who played by Tony Stark. In the last Avengers series, the character of Iron Man sacrificed himself to save the earth from Thanos' attack that took his life. The introduction of characters based on text; the audience can understand the character who played by Tony Stark.

#### **Data 23 (IFVb 4)**

Text:

*\*Peter Quill*

*“We’re the guardian of the Galaxy”*

The text above shows the verbal data in the trailer. The text describes the character of Peter Quill (Star Lord) in text form. Peter Quill is a human who became a hero in the Galaxy. Even though he is a human, his prowess does not exceed the other Galaxy heroes. The guardians of the Galaxy consist of Peter Quill, Groot, Gamora, Drax, Rocket. They work together to maintain the peace of the Galaxy. The text above means that Peter is not alone in guarding and protecting the Galaxy.

#### **Data 24 (IFVb 5)**

Text:

*\*Groot*

*“I am Groot”*

The text above shows the verbal data in the trailer. The text describes Groot's character in text form. Groot is one of the main characters in Guardian Galaxy. Groot is basically played by a tree in the adult version. However, in the first Guardian Galaxy sequel, Groot sacrificed himself to save his comrades and left a bud called Baby Groot. Baby Groot is a small tree that has a smaller body size compared to the previous Groot. Baby Groot's character is very unique, because he only utters one sentence. The sentence is "I am Groot". Even though he only says one sentence, the meaning of the sentence is varies depending on the situation and circumstances. The text above conveys the identity of Baby Groot who has a unique character when he speaks.

#### **Data 25 (EGVb 1)**

Text:

*“Proof That Tony Stark has a Heart”*

The text above shows the verbal data in the trailer. Tony Stark is one of the much-loved Avengers. Tony Stark has a heart with the help of technology. Tony had previously an accident in a weapons technology experiment for the American war. Tony was hit by a mine and suffered a severe injury to his chest. A scientist tries to help Tony by creating an Arc Reactor that is placed around the heart. The Arc Reactor is what helps Tony to survive. In the Arc Reactor there is the sentence "proof that Tony Stark has a Heart". Before joining the Avengers, Tony was as a very arrogant and a playboy. But the text means that Tony can change to be better.

### **IV. Conclusion**

Based on the analysis and discussion of research data, it can be concluded, in the process of showing a movie trailer or film, it cannot be separated from semiotics. Semiotics is the study of the meaning of a sign. In the Infinity War and End Game trailers, there are semiotic elements in the form of visual data and verbal data. The semiotic elements in the trailer form a unity to convey meaning with various signs. Each storyline in the trailer represents a symbol. Film is a means of delivering messages that can be received quickly because it is not much different from daily life. In movie trailers, there is a



message that the writer wants to convey. Each scene that is shown has its own sign meaning. The study of semiotics in the trailer for Avengers: Infinity War and End Game has implications for the audience's opinion when interpreting a message that is implied through the sign in every scene shown. The audience does not only think of a film as just entertainment, but also has something to convey.

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