

Semiotic in Wednesday Series Created by Alfred Gough and Miles Millar

N. Tiru Raz^{1*}, Milisi Sembiring², Vivi Novalia Sitinjak³

Universitas Methodist Indonesia

Corresponding Author: N. Tiru Raz rastiru166@gmail.com

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ABSTRACT

A literary work is a forum for the expression of the writer's ideas, beliefs, physical experiences, and the writer's imagination. Language in the form of symbols is interesting to study semantically. Semiotics is the study of symbols in three aspects: icons, indices, and symbols. The Wednesday series, created by Alfred Gough and Miles Miller, tells the story of a young girl who is strictly forced to study at a school named Nevermore Academy. This school is for freaks and outcast students, and she does not want to be in it. She does not like this school, but as time goes on, she grows to like it even more, with all of its mysteries, sadism, people, and monsters. The questions of this study are (1) how is the semiotic aspect of symbolism included in "Wednesday," (2) how is the indexical aspect of semiotics included in "Wednesday," and (3) how is the semiotic aspect of symbolism included in "Wednesday"? This study uses qualitative methods. The results of this study are 33 data for icons in the entire series of Wednesdays created by Alfred Gough and Miles Millar. 21 data for an index of the entire series of Wednesdays created by Alfred Gough and Miles Millar. 21 data for an index of the entire series of Wednesdays created by Alfred Gough and The symbols for all series of Wednesday created by Miles Millar are 6 data

INTRODUCTION

Language is an arbitrary set of linguistic symbols that members of a society and outsiders who have studied its culture can use to relate and communicate (Finnochiaro, 1974). From this terminology, we can say that language is an integral part of understanding one's surroundings.

A series, on the other hand, is a program of an hour and a half or more that is broadcast over a period of weeks or months (Indonesia, 2023). Well known because it has episodes, these episodes actually make a series longer than others.

Semiotics, however, is the doctrine and science of the study of sign systems, sign processes, and sign functions, also called semiotics or semiology. It is therefore a more comprehensive system than language itself, and can be used to understand language in relation to other forms of communication and interpretation, such as nonverbal forms; it focuses on the creation, transmission, exchange, and interpretation of meaning consisting of one or more symbols; it is a system of symbolic processes and symbolic functions. Emphasizes what constitutes a symbol, what regulates the interaction of symbols, and what governs the way symbols are created (Long, 2019).

Language learning can start from simple things such as analyzing the meaning of the language itself before trying to learn it. (Qiu, Aristotle's Definition of Language, 2014), language is a representation of what are thought in our head. According to him, language is a sound that is used to express ideas, thoughts, desires, and feelings. Through this understanding, can be meant that language is a bridge of connection between one and another and is the basis for people to understand the use of that language. Not only to understand the language itself, but to understand what someone wants and means.

The semiotic study in this paper focuses on an American streaming television series called Wednesday, created by Alfred Gough and Miles Miller. The series consists of eight episodes, each approximately one hour long, and the series has won the Nickelodeon Kids' Choice Award as Favorite Family-Friendly TV Series. The series tells the story of a student named Wendy who is sent to a school for outcast students called Nevermore Academy. She soon realizes that this school is different from other schools and that there are many mysteries hidden in the school.

There is something unusual about the school, and it takes time for it to become clear. For the first time, everyone hates Wednesday, but gradually she makes friends, and step by step they work together to find out what is really going on at the school that leads to her parents' past, and in the end she discovers that her only best friend is a murderer. This "Wednesday" series by Alfred Gough and Miles Miller has meaningful and interesting signs to study. As in the following sentences in the series:

Wednesday : "I want to know his name.

Pugsley : "Honestly, I don't know who he is. It all happened so fast.

Wednesday : "Pugsley, emotion equals weakness. Get a grip. Now!" .

A few seconds later

Wednesday : "I'll take care of it.

Pugsley : "Wednesday, what are you going to do?"

Wednesday : "What I'm good at."

A few seconds later

Speaker[1] : "Hey Dalton, look, it's Pugsley's sister."

Dalton : "Hey, weirdo. This is a closed practice."

Wednesday : "I'm the only one who can torture my brother."

Signifier : *Wednesday sees that her brother got bullied. Even though her brother doesn't tell her who has bullied him, she can see them on her visions when she touches her brother's hand.*

Signified : *The problem of bullying that often occurs in some schools.*

The semiotic aspect of the icon from the data above is the similarity relationship between the signifier and the signified. The data above shows that bullying which happens to Pugsley by his senior that is illustrated in the series. He doesn't have power to fight and at the end his sister has to take revenge for her brother. The phenomena in the series relates to the social conditions of the Indonesian society regarding to bullying. Children from the middle-class family usually become the victim. The condition of the character Pugsley in the series is a sign if we are doing nothing, it is always easy to get bullied, however, if we are brave enough to fight back, the cases of bullying might not happen a lot.

Morticia: "Darling, how long are you going to give us the cold shoulder?"

Wednesday: "Lurch, remind me to never speak to my parents again."

Gomez Adams : "I promise you, little viper. Right, Tish?"

Gomez Adams : "Of course. It's the perfect school for her."

Wednesday : "Why? Because it was the perfect school for you? I'm not going to follow in your footsteps."

Signifier : *small debates that could trigger hostility*

Signified : *cold talk that Wednesday gives to her parents*

The above data illustrate the semiotic aspect of the index. It shows that there is a relationship between parental behavior that triggers parent-child fights and cold reactions toward parents. Wednesdays are cold because their parents want Wednesdays to follow in their footsteps, but Wednesdays do not want to do so and their parents may underestimate Wednesdays. Wednesday's cold reaction is characterized by some recrimination toward his mother's words and his refusal to follow in Wednesday's footsteps in the past.

Martha : "Yeah, they look like us, until they rip your throat out"

The Man : "Thanks"

Mortician : "[sighs] at least it's turning into a beautiful day" [thunder rumbling]

Signifier : *thunder rumbling*

Signified : *raining cats and dogs followed by the great thunder*

A short conversation from the data above shows the semiotic aspect of the symbol. The connection between the signifier and the signified is the relationship based on convention and community agreement between thunder rumbling and heavy raining which means it will be a long day. The speaker uses an idiomatic word in here to describe the day. The speaker knows that the weather is bad but the speaker says that it is a beautiful day instead of a bad day. To some people, heavy raining could stop their activities, but to the

speaker, it isn't matter, heavy raining can't stop her to drop her daughter to the school.

The phenomena that occur in this series are events experienced by humans, which the artist depicts in a series of images. The artist clearly uses symbols in his works that are intended to express meaning. Through symbols, we can know the true meaning of the work. Similarly, the Wednesday series contains life values that can be used as motivation for the audience. Especially in semiotics in the form of icons, indexes, and symbols. Based on this phenomenon, the author is keenly interested in the semiotics, types of symbols, icons, indexes, and symbols in the Wednesday series created by Alfred Gough and Miles Miller.

The expectation on the implication of this research to series lovers that they are able to directly understand all forms of sign systems used in the series, to be more selective in choosing films as an entertainment media, not only entertaining, but also it could possibly educate and add insight and understanding to the audience in the field of literature and linguistics regarding to semiotic study and could be a reference for students majoring in English Literature, especially research on film.

LITERATURE REVIEW

Semiotic

According to Sobur (2009), "Semiotics is the study and method of analysis to learn more about signs. Signs are the set of tools we use to find our way in this world, in human life, and with human beings themselves. "Pierce in Sobur (2009) argued that signs relate to objects that resemble them, and their presence is a casualness to signs, or a sign to the sign, and that there is a customary connection to the sign. He used icons for similarity, indexes for casualness, and symbols for customary association or communal agreement.

Hood in Nurgiyantoro (2013) states that semiotics is a research or analytical method that focuses on symbols. Symbols are things that can represent experiences, thoughts, feelings, ideas, and other things. In other words, what is called a symbol is not only language, which is primarily connected to this world, but language has proven to be the most complete and most complete symbolic system. Finally, the multidisciplinary theory of semiotics can be applied to all kinds of signs.

Icon

An icon is a picture in the form of linguistics or an image. Icons are signs that contain similarities that can be recognized by the wearer. In an icon, the relationship between the expressor and the object is manifested in similarities in several properties. That is, what is contained in an icon may be a linguistic sign, or it may be a sign in the form of an image. For example, a map or a painting has an iconic relationship to the object insofar as there is a similarity between the two.

Index

The essence of the relationship between a sign and its object is a casual relationship. For example, footprints on the ground indicate that someone has passed through there. A knock on the door indicates that someone is there. A

wet umbrella indicates that it is raining, and a steamy smoke indicates that there is a fire.

Symbol

A image is something that can symbolize and speak to an thought, thought, or question. In any case, the reference to the question isn't from a likeness or casual relationship, but from a social agreement. In this case, there's no characteristic association between the sign and the image. In this way, a image can speak to something inside (sentiments, contemplations, thoughts) or remotely (objects or activities). For illustration, in case we see a ruddy hail on a road corner, we get it that somebody has passed on. A coordinate relationship between the (symbolized) ruddy hail and the (symbolized) dead individual. It is the result of an subjective tradition that the color of a hail set on a road corner must be ruddy (Wibowo, 2001: 3-4).

METHODOLOGY

In this research, the writer applies a qualitative method which he found the way easier. The intention of qualitative method is to evolve social phenomena's explanations. The intention will help us to understand the social environment in which we live and the reasons why things are the way they are (Hancock, Ockleford, & Windrige, 2009).

The television series of Wednesday on the Netflix application is served as the source of data. The first episode of this series was aired on November 23, 2022, and it lasts 46-57 minutes each episode. The comedy-horror subgenre originates from the United States. By reading the movie screenplay, the information is collected.

To collect the data, the writer:

1. Reads the dialogue;
2. Finds dialogues and narrations that relate to the problems of the study;
3. Highlights the dialogues and narrations that relate to the problems of the study;
4. Classifies the dialogues and narrations based on the problems of the study.

The data is analyzed by using the qualitative method by the following steps:

1. The writer reads dialogues and narrations that have been classified repeatedly and carefully;
2. The writer identifies the dialogues and narrations which relate to the signifier and signified;
3. The writer analyzes the data based on qualitative method;
4. The writer makes conclusions after accomplishing all of the steps.

RESULT

Learn about the semiotics contained in Alfred Gough and Miles Miller's "Wednesday". The author will first explain the semiotics developed by Alfred Gough and Miles Miller in "Wednesday," explaining the data and how they revealed it. Semiotics is divided into three parts: icons, indexes, and symbols. The author will reveal the results of Alfred Gough and Miles Miller's data in Wednesday.

Table 1. Semiotic Data Description in Wednesday created by Alfred Gough and Miles Millar

No	Data	Semiotic		
		Icon	Index	Symbol
1	Nevermore Boarding School is not like other boarding schools. It is a magical place. It's where I met your mother and fell in love.	√		
2	Darling, we didn't expel you. The boy's family was going to charge him with attempted murder. How will that look on your record?	√		
3	Wednesday is certainly a unique name. It's the day you were born, right?			√
4	Nevermore does not normally accept students mid-stream, but given Wednesday's perfect grade and the family's long association with the school, we talked with the board and made an exception.		√	
5	Dump your escape plans now. I have warned the entire family to call me as soon as they open the front door. There is nowhere else to go.	√		
6	Okay, warning. Keep hikers away from the firewood. No campfires allowed for the time being.			√
7	I try to match each daughter with the appropriate flowers. When I read your application self-introduction, I immediately thought of this. It is a black dahlia.			√
8	Wait a minute. Is that Adams? Gomez Adams is the father? That man should be locked up for murder. Looks like Ringo's not far from the tree. I'm watching him.		√	
9	My mother painted that picture 25 years ago when she was a student at Nevermore. She was a powerful seer. Before she passed away, my mother told me about it. My mother said that if this girl came to Nevermore, it was my destiny to stop her. Because she would destroy the school and everyone in it.	√		
10	Ladies, come on! Brush your teeth. Frown more. This kitty takes no prisoners. If Bianca Barkley wins again this year, I will literally scratch my own eyes out!	√		
11	Bees have been producing honey the same way for 150 million years. They are nature's perfect community. They all work together to achieve a common goal. Interestingly, honey bees are	√		

	also one of the few ecosystems in which females are dominant.			
12	In fact, he saved me from Rowan. That's what I want to know. I came here looking for something that would prove he was murdered and that I haven't lost my mind.		√	
13	Ladies and gentlemen, welcome to the Edgar Allan Poe Cup. This is one of Nevermore's proudest annual traditions, dating back 125 years.			√
14	Good morning, my young Nevermore compatriot. I am Queen Arlene. A real OC. An original colonist. Now, turn on your cell phone vibrations and hurry up. You are about to travel back in time to the year 1625, our Lord, to the first pilgrim settlement in Jericho.	√		
15	That exhibit is undergoing renovation. Today, you will work at the heart of Pilgrim World.		√	
16	Volunteers, listen up. Fudge is the lifeblood of our humble community. Samples equal sales, so take your uniforms and boxes and make our ancestors proud.	√		
17	Secrets are like zombies... Never truly dead, my grandmother once told me. I don't know what secrets Crackstone is hiding, but I feel like the answer to my future lies in the past.	√		
18	Ajax I've been flirting and hinting all morning to get him to ask me out on a date, and trying to act cute while brushing my road hair.	√		
19	Also, if you speak to me using the words "little" or "girl" I cannot guarantee your safety.	√		
20	I saw her! The girl of my vision, Gudi Adams, my ancestor from 400 years ago.	√		
21	I think Rowan was right. Something bad is about to happen and it must be stopped. Let's start with that monster. Whoever it is.		√	
22	I thought I wasn't afraid of anything, but that was before I looked into Joseph Crackstone's eyes. I don't believe in heaven or hell. But I do believe in revenge. I usually serve warmth accompanied by pain, but I have never faced an enemy cast in bronze.		√	
23	Joseph Clackstone believed that with a happy heart and open ears, there is nothing that cannot be accomplished in our town. So our community and our friends at Nevermore		√	

	Academy have come together to build a monument to his memory.			
24	But I am searching now. And I will not stop until I find the truth.	√		
25	PHOTOCOPY ROOM. PLEASE KEEP CLOSED.	√		
26	Sometimes intentions disappear in the face of unexpected coincidences. How can you say no to the chance to be up close and personal with a likely murderer?		√	
27	We both know that there is a monster out there. To stop it, we should put aside our differences and work together.		√	
28	I know it's not a chance encounter, so why are you sitting here, Lucas Walker? What can I do for you?		√	
29	I thought we both liked each other, but now that you've done this to me, I'm not sure where I stand. Am I in the "more than friend zone" or am I just a pawn in the game you are playing?	√		
30	This must be the creature that is rampaging through the forest. Rumor. Mr. Fitz forbade me from hunting bugs until further notice. He said bears were out and about, but I knew he was lying.	√		
31	I know the chances of her asking me are slim to none. Until Enid sees me, I will continue to put myself out there.	√		
32	I don't like Xavier. I just have an ulterior motive. Sketching is the closest thing to a clue to stop this.		√	
33	This is definitely his hideout.	√		
34	I am not a big fan of enclosed spaces. I'm claustrophobic.		√	
35	If you hear me screaming bloody murder, there's a good chance I'm having fun.	√		
36	These are the monster's fingernails and this is the dried blood sample of the potential suspect. It was used to dab the wound on his neck.	√		
37	All right, I'll check out the woods myself. I'll check the woods myself. Don't go alone. It's too dangerous. Back off.			√
38	Take my father for example. I have always thought of my father as an open book. A man who liked misguided plans and exaggerated	√		

	displays of affection. But when I was a student, he was a suspect in a murder case.			
39	Nevermore was created as a safe haven for children to learn to grow up, no matter who or what they are.	√		
40	But happily, one of the students, Eugene, was in the process of healing and was hoping for a complete health improvement. Let's make this Parents Weekend the best it can be.	√		
41	He broke his way into school. His love turned to madness. He looked deep into my eyes and wanted to kill me.		√	
42	Because of you, I understand how important it is not to lose yourself. So I can say that you were more than adequate when it came to being a father.	√		
43	His mother hanged herself in the backyard. His father was addicted to alcohol and died prematurely. Even his sister couldn't escape. Every last one of them died.	√		
44	To me, everything is competitive. But most of the time I think the moms are a crappy social club.		√	
45	Ansel Gates claimed that the land where the school was located was stolen from his family over 200 years ago. Because of this, he hated the outcasts and Nevermore.		√	
46	Listen, my job was to keep the peace. If there had been a problem, Jericho and Nevermore's reputation would have been ground down.		√	
47	Sometimes when I touch someone or something I get glimpses of something very violent from the past or future. I don't know how to control it.		√	
48	You are a Raven. Your vision is stronger, more powerful, but without proper training, it leads you to madness.		√	
49	I work with mothers in Eugenes. These traumas leave emotional scars on the entire family.		√	
50	This has arrived from London. This is a copy of the old death certificate you requested.	√		
51	After the dance, I just wanted to forget about you. So I started painting.	√		
52	This is where Garrett Gates lived. He is the boy whose father was suspected of murder.	√		

53	There is a reason why Gudy showed me this house. I need to unravel its secrets.		√	
54	I don't need your help or sympathy. I already have a mother and a therapist. It's torture enough for me.			√
55	From this point forward, you are forbidden to see Tyler or pursue any further action related to this matter, understood?	√		
56	If I am a monster, why haven't I killed you? Because for some reason I don't understand, you seem to like me.		√	
57	Dr. Kimbot spoke to me about your assessment. I need to sign it before she can submit it to the court.	√		
58	This is definitely the suspect's motorcycle.	√		
59	Secrets still lurk in the darkness of Jericho.	√		
60	Unlike my novel, not every thread was tied up or every question answered.	√		

DISCUSSION

This study is a semiotic analysis of icons, indices, and symbols present in "Wednesday" created by Alfred Gough and Miles Miller, based on the theory proposed earlier. The analysis of icons, indices, and symbols in "Wednesday" created by Alfred Gough and Miles Miller is as follows.:

1. The Aspect Analysis of Icon in Wednesday Created by Alfred Gough and Miles Millar

The following is an example of Icon Aspect Analysis:

Data (1)

Nevermore boarding school is unlike any other. It's a wonderful site. It's where I met your mother and fell in love with her.

Signifier : Nevermore boarding school is unlike any other. It's a wonderful site. It's where I met your mother and fell in love with her.

Signified : A school that differs from other. Using magic to teach, to grow and to learn. A place of where a speaker fell in love.

The data above shows an incident (icon). This is the incident that the speakers fell in love with. In reality, there is no place where magic is the primary method of education; it exists only in movies and series. The school named Nevermore is meant to be the place where Morticia and Gomez (the two speakers) fell in love. The school is essentially a place (an icon), and the magical place is merely a representation of the place where the two speakers met and fell in love.

Data (2)

We did not cause your expulsion, darling. The boy's family planned to pursue attempted murder charges against him. What would that look like on your record?

Signifier : We did not cause your expulsion, darling. The boy's family planned to pursue attempted murder charges against him. What would that look like on your record?

Signified : A drop out to those who makes problem at school

The data above shows an incident (icon). This involved a student who made a mistake and caused problems until he was expelled from school by the principal. The victim's offense meant expulsion from school. This indicates that the principal has the right to expel or expel a student who constantly repeats problems and cannot cope with them.

Data (3)

Wednesday is certainly a unique name. I'm presuming it was the day you were born?

Signifier : Wednesday (a name)

Signified : The day of born

The above data illustrate the semiotic aspect of the sign. The relationship between signifiers and signifiers relates to the conventions and mutual agreement between name and day of birth; Wednesday is the name of the third day of the week, and when this name is given, society agrees that they are born on Wednesday. As discussed in this series, the speaker assumes that the name Wednesday was given to her because it is the day she was born.

Data (4)

Nevermore doesn't generally take students in the middle of the semester, but given Wednesday's perfect grades and your family's long history with the school, I've spoken with the board and we've made an exception.

Signifier : Nevermore doesn't usually accept students middle semester

Signified : Acceptance due to the cause of good grades and the relationship between Wednesday's parents with the school.

The above data illustrates the indexical aspect of semiotics. This data illustrates the casual aspect of indexing. The relationship between the signifier and the signified is the casual aspect of accepting students in the middle of the semester. In a real school, a principal cannot easily accept a student unless he or she has excellent grades. Wednesday's good grades and the relationship between her parents and the school meant that she was accepted mid-semester.

Data (5)

Any plans you have of running away end right now. I've alerted all family members to contact me the minute you darken their doorstep. You have nowhere to go.

Signifier : Any plans you have of running away end right now. I've alerted all family members to contact me the minute you darken their doorstep. You have nowhere to go.

Signified : Enthusiastic attitude towards possible plans

The data above shows the actions (icons). An action stated by (Morticia) speaker to (Wednesday) another speaker to stop something bad from happening. Morticia's reminder to Wednesday about contacting her family implies an action to stop Wednesday from trying to run away from school.

2. The Aspect Analysis of Index in Wednesday created by Alfred Gough and Miles Millar

The following is an example of Index Aspect Analysis:

Data (6)

Okay, give a warning. Hikers should be kept out of the forests. For the foreseeable future, do not approve any further campfire permits.

Signifier : Warning

Signified : Permit

The above data illustrate the semiotic aspect of the sign. The relationship between signifier and signified relates to the convention between warnings and permits. As discussed in this series, the need for the police officer to issue a warning to his assistant not to issue a campfire permit for the time being symbolizes the permission to keep hikers out of the forest.

Data (7)

Please wait a moment. Are you an Addams? Do you mean Gomez Addams is your father? That man should be imprisoned for murder. The apple doesn't seem to fall far from the tree. I'll keep an eye on you.

Signifier : The police officer marks Wednesday has a relationship with Gomez Addams her father

Signified : Being watched out by the police officer

The above data illustrates the indexical aspect of semiotics. This data illustrates the casual aspect of indexation. As happens all the time in the real world, if the police suspect someone as a suspect in a murder case and discover that the generation is still present, they will be prepared and vigilant as usual. The sentence "keeping a close eye" indicates that the police are trying to minimize the occurrence of murders, whether they are committed by the suspect's father or by the suspect himself.

3. The Aspect Analysis of Symbol in Wednesday created by Alfred Gough and Miles Millar

The following is an example of Symbol Aspect Analysis:

CONCLUSION AND RECOMENDATION

In each analysis, tags from the series "Wednesday" created by Alfred Gough and Miles Miller will be the source of data in this study. The tags will be the focal point of the study, providing proof and discovery between icons, indexes, and symbols. The "Wednesday" series has tags that form icons, indexes, and symbols, with details of icons in the form of symbols with similar relationships, indexes in the form of symbols that indicate causal (cause and effect) relationships, and symbols in the form of symbols with relationships consistent with conventions.

The author finds no less than 33 icons existing as data in the series of Wednesdays created by Alfred Gough and Miles Miller. The icons are: nevermore, charge, plan, photograph, drawing, bee, cell phone, fudge, secret, acting, girl, ancestor, truth, copy room, emotion, creature, existence, hiding place, shout, evidence, father, Eugene, backyard, certificate, painting, house, case, evaluation, bicycle, novel.

To answer the second question about the analysis of the index, there are 21 data in the series Wednesday prepared by Alfred Gough and Miles Miller. The author found tags indicating casual (causal) indexes in the series of Wednesdays created by Alfred Gough and Miles Millar. An example of a tagged index is I am not a huge fan of enclosed spaces (cause), while. I am claustrophobic (result). This is the discovery that his fear of enclosed spaces reappears once the speaker enters the space, a casual relationship between

For the analysis of symbols in the series of Wednesdays produced by Alfred Gough and Miles Miller, six data were found. Symbols are not very dominant. Symbols are among the conventions and mutual agreements in society, and symbols can be characters, someone's call or gesture, physical symbols, or symbols in the vernacular.

FURTHER STUDY

This research still has limitations, so further research is needed related to the topic of Semiotic In Wednesday Series Created By Alfred Gough And Miles Millar in order to perfect this research and increase insight for readers.

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