[](http://crossmark.crossref.org/dialog/?doi=10.33153/dewaruci.v17i2.4147&domain=pdf)Comparative Study of Semiotic Visual Analysis

on Layout Design of the Novel Cover

and Film Poster "Gadis Kretek"

Martinus Eko Prasetyo a,1,\*, Asrullah Ahmad b,2

a Visual Communication Design Study Program, Universitas Multimedia Nusantara, Tangerang, Banten 15810, Indonesia

b Visual Communication Design Study Program, Universitas Bunda Mulia, Jakarta, Ancol 14430, Indonesia

1 martinusepk@gmail.com\*; 2 asrullahmanyala@gmail.com

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| ABSTRACT |  |  |
| The novel "Gadis Kretek" by Ratih Kumala, published in 2012, was made into a film by Shanty Harmayn and starred Dian Sastro in 2023. This film became very popular, garnering the highest number of viewers on the online platform Netflix and becoming a hot topic among film enthusiasts. The film "Gadis Kretek" has a strong Javanese cultural background, with significant roles for women, storyline, and moral messages conveyed. The research applies a visual comparative study analyzed semiotically through the theories of Kress and Van Leeuwen, two semiotics experts who developed theories on how visual layouts convey meaning. The research will be conducted qualitatively descriptively, with direct observation of the research objects, namely the novel cover and film poster of "Gadis Kretek". The research employs qualitative descriptive methods, including observation and literature review as supporting data. Additionally, focus group discussions will be conducted with visual communication design lecturers. This study will produce an analysis of the visual semiotics of the layout design on the novel cover and film poster of "Gadis Kretek", serving as a reference for visual communication design students and novice designers in understanding the meaning in designing aesthetic novel covers and film posters with a Javanese cultural theme.  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received 2020-03-31  Revised 2020-09-23  Accepted 2021-03-01  Keywords  Film  Novel Cover  Comparative Study  Semiotics  Layout Studies |