



Semiotic Analysis on TV Series Industry: Case Study of Criminal Minds Poster

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History	Abstract
Received <i>June 20, 2023</i>	<p>This research aims to identify and explain the signifiers, signified, denotations, connotations meanings, and myths embedded in the signs of the TV series Criminal Minds poster. In this research, the authors used the descriptive qualitative method to identify, analyze, and explain the signs in the Criminal Minds TV series poster. The authors also employ Ferdinand de Saussure and Roland Barthes' semiotic approach in the research. The primary data of this research is taken from both the verbal and nonverbal signs in Criminal Minds TV Series posters. This research shows that there are nine nonverbal and two verbal signs. Furthermore, after analyzing all of the signs (both verbal and nonverbal) in Saussure and Barthes' semiotic approach, this study found that all of the signs carry specific messages. Its purpose is to give the audience teasers or clues about the story, which tells about the journey of all main characters of Criminal Minds. Moreover, the myth commonly found across the signs in this TV series poster is to attract more potential viewers to watch the series.</p>
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INTRODUCTION

In today's world, language is the means of communication, and everyone uses it. Messages can be conveyed in two different ways: verbal and non-verbal messages. Although written messages are frequently used to convey verbal messages, messages can also exist as symbols, signs, images, and other forms (Kusumawati, 2019). As mentioned previously, messages are information that is transferred verbally and nonverbally. To understand the message, it is important to remember that there are two types of meaning, explicit and implicit, and both are carried through signs (Simatupang, 2019). Signs are tools of communication that help the communicant recognize and apprehend the message or information transmitted by the communicator (Eco, 1979). There are numerous interpretations of the message. Messages are information that can be expressed verbally and nonverbally, as mentioned formerly. It is crucial for us first to understand the explicit and implicit meaning to comprehend its message fully. However, media is needed to carry messages. The media is beneficial for the successful transfer of messages.

A poster is often the most commonly employed media used by TV series production companies. Primarily since a TV series poster aims to spark an interest in the series and promote it worldwide. A TV series poster may serve the context of the series. Since a TV series poster is fully embedded with messages and meanings, either plainly or implicitly, it is safe to say that they can be considered linguistic signs. This is because a TV series designer will always include the verbal and nonverbal language of linguistic signs. A TV series poster has only a few words, phrases, and sentences. This way, people can communicate in various ways, such as through signs, colors, symbols, and paintings. We use signs when we want to explain an object to other people. As a result, they can comprehend it well because it is the root of all communication signs (Sobur, 2017).

Similarly, we can also communicate with one another through images and signs. Semiotics is the study of signs. Saussure explains that semiotics is one way to interpret signs. Saussure utilizes the terms signifier and signified in his concept. A signified refers to an idea of the item, while a signifier refers to an object or sound. These two were bound to produce a signifying process that creates a sign (De Saussure, 2011). Barthes created a new theory that employs signification to explain signs better. According to Barthes, there are three signification categories: denotation, connotation, and another aspect of the sign, myth. In this theory, the first level of a sign is the denotation, while the second level is connotation and myth. In Hall, Barthes explained denotation as a descriptive sign lacking ideological content. On the contrary, the one sign that has lost its historical value is connotative. It may be caused by the evolution of culture, historical events, and terminology (Hall, 2012).

Moreover, Chandler further explained that denotation can be defined as a sign's literal or dictionary meaning, whereas connotation is an analog code (Chandler, 1994). In other words, the meaning and significance of the words, clauses, sentences, signs, and symbols are photographs of how they should be understood. Furthermore, Barthes also stated that myth is a method of communication that uses the connection of connotative meaning to convey brand-new messages. Connotative in semiotics is always linked to sociocultural and "personal" connections. It comprises someone's ideological, emotional, or societal ties to the concept of the sign itself. The connotation is usually associated with the interpreter's age, gender, ethnicity, background, and other aspects (Chandler, 2002). It is also supported by Fiske (1993) who claimed that the connotation is the cultural meaning associated with a term. Connotation portrays the interaction that occurs when a sign meets the reader's emotions and cultural values.

In addition, color can also alter the connotative meaning of something. According to Chapman (2021), color expresses and embellishes something. She also emphasized how color influences many important factors for designers, color consultants, brands, and even the general public. The slightest adjustment in color or contrast can alter the atmosphere and meaning of something. One color and saturation may have a cheerful and uplifting message in one country yet have the oppo-

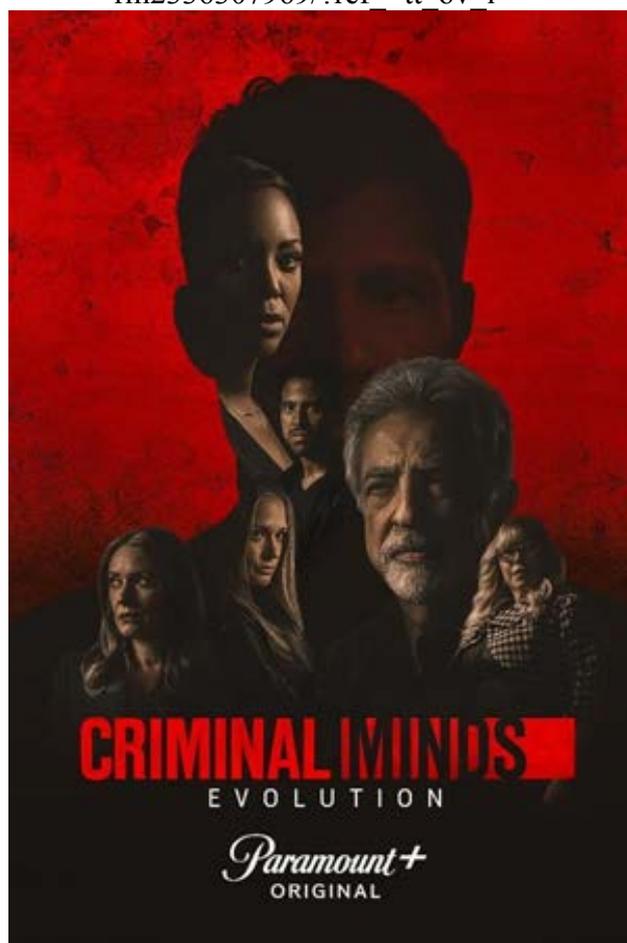


site meaning in another. Warm colors, cool colors, and neutral colors are the three-color families that are known. Warm colors include red, orange, yellow, and the variations of these three. They are often associated with happiness, passion, love, energy, and enthusiasm but can also be associated with rage, violence, and warfare. Meanwhile, green, blue, purple, and variations of these colors make up the cool colors. Cool shades can express emotions such as calm, freedom, grief, and envy. The last category is neutral hues, which include black, brown, grey, white, beige, and tan. The neutral tones can emphasize the significance of other colors. Additionally, to categorize nonverbal communication features in visual signs, the following categories were used: body structure or physique, head movement, facial expression, voice, smell, eye contact, gesture, posture, orientation, touching, clothing and enhancement, personal space/territoriality, environment, time and cultural context (Eunson, 2012). The following element on the above is essential because a visual sign conveys information by appearance, an actual gesture, or a picture or image of the face.

Several studies have been conducted regarding the semiotic analysis of movie posters. The first is Mega (Mega et al., 2020), who conducted a semiotic study to analyze the sign etched on the Joker movie poster (2020). The researchers used several theories to help explain the paper's purposes those were Saussure's theory of sign (1974), signifiers and signified, the interpretation of signs by Barthes (1998), the meaning and significance of linguistic signs by Chandler (2002), and Wierzbicka's (1996) color theory. The use of semiotics in marketing is indeed a successful technic. This is because semiotic signs and symbols help attract customers using the emotional and rational system of semiotic marketing. Apart from that, all the letters and symbols used in the Joker movie poster were beautifully rendered, thus increasing ticket sales. Another study was also done by Putri and Nurochman (Putri & Nurochman, 2022) using Saussure's sign theory (1974) and Chandler's signification theory (2002) to find the semiotic signs and how significance is displayed in the All the Boys Trilogy movie posters. The authors of this paper were able to find two types of linguistic signs in the movie poster of All the Boys Trilogy, namely Verbal marks that are indicated by taglines, film titles, film distribution, release dates, and film logos, and the visual character that is indicated by the poster's background illustration, character placement within the poster, and color. In addition, Anggraeni and Hellystia (Anggraeni & Hellystia, 2022) also analyzed The Representation of Fantasy Comedy in Movie Posters Turning Red employing Saussure's semiotics theory (1974), Dyer's classification of sign theory (1986), and Adam's color meaning theory (2017). The author of this study found 98 data on the signifier and signified fantasy comedy in the movie's poster, Turning Red. After analysis, the data is rendered into a movie title, slogan, company name, release date, staff, and producer's name as the verbal sign. Meanwhile, non-verbal signs are photo appearance, behavior, activity, and attitude. Those elements were analyzed using Dyer's theory. Then, to analyze the color implications of Fantasy Comedy in Movie Posters, the authors employ Adams's Theory. Similarly, using the semiotic approach and theories, Mega and Tawami (Mega & Tawami, 2022) had also done research focusing on *Suspiria* movie posters. To understand the implied meaning, the authors of this article also analyzed the connotative meaning of the characters in the *Suspiria* movie poster. Thus, the interplay of connotative meanings on posters creates a new type of message called mythology. It is then interpreted as a convention of the reader's/movie fan's meaning. As a result, they argue that the meaning of every symbol and sign used in the film, both verbal and nonverbal, effectively conveys the message. Furthermore, Andriani and Anti (Andriani & Anti, 2022) also conducted a semiotic study on *KIMETSU NO YAIBA* movie posters. The authors of this paper utilized the semiotics theories from Dryer (1986) and Barthes (1998) to analyze the linguistic signs and their meaning, while the connotation meaning of color is explained with Chapman's theory (2010). The research results that used four posters of *Kimetsu No Yaiba THE MOVIE MUGEN TRAIN* as its primary data suggest that each aspect and element of the poster has its function and meaning.



Figure 1. Criminal Minds season sixteen 2022 official TV series poster. Taken from IMDb.com. Retrieve 10th April 2023, from: https://www.imdb.com/title/tt0452046/mediaviewer/rm2336307969/?ref=tt_ov_i



Interestingly enough, after spending some time on the internet, the authors found many studies that conducted similar research on movie posters. However, only one study was found that used drama posters as its data, and it was conducted about a decade ago. The authors found that none of the studies used the CRIMINAL MINDS TV series poster as its primary data. Therefore, the authors are interested in analyzing semiotics signs in one of the CRIMINAL MINDS TV series posters because the series is a famous American TV series worldwide. Significantly, the series has also been produced for over a decade with 16 seasons. Making it one of only a few American Crime TV series with over 10 seasons. Moreover, the series won the People's Choice Awards for the favorite TV crime drama category in 2017. The authors are also interested in using the CRIMINAL MINDS TV series poster as a subject for this study due to its unique way of promotion. The official poster mostly only displays the series' main characters' picture with a few phrases describing the title of the show and its production house. Thus, the authors are curious to see what kind of myth is depicted in the poster. This research aims to discover what verbal and nonverbal signs are included in the CRIMINAL MINDS TV Series poster, as well as the meaning embedded in the signs. The authors gathered the data for this research through descriptive qualitative methods and a literature review.

METHOD

This research combined Ferdinand de Saussure and Roland Barthes' semiotic approach with a descriptive qualitative methodology. The descriptive approach is used to explain the research ques-



tion precisely. To find the data, the authors decided to look for a TV series poster from products of popular culture. In addition to that, the genre must be police procedural crime drama, and it must have won an award previously. It is documented in [hollywoodreporter.com](https://www.hollywoodreporter.com) that in 2017, *Criminal Minds* won the People's Choice Awards for the category of favorite TV crime drama. Therefore, the authors were able to select the *Criminal Minds* TV Series poster that fit this requirement best. In addition, the verbal and nonverbal signs from the *Criminal Minds* TV Series poster were also selected as the study's primary data. Thus, the authors collected the data in several steps, namely downloading the *Criminal Minds* poster at <https://www.imdb.com/>, finding signs shown in the *Criminal Minds* poster, and categorizing the signs into two categories: verbal and nonverbal signs. The authors also decided to get the official poster of *Criminal Minds* from the series' latest season, season sixteen. Therefore, by using the latest poster, the authors can get the most updated data from it. The authors also downloaded the data from the official website of IMDb to get the high-quality posters the internet can offer and because the website itself has proven to be a credible source. Next, after obtaining the data and categorizing it into verbal and nonverbal signs, the authors analyzed it using the semiotics theory from Ferdinand de Saussure and Roland Barthes.

FINDINGS AND DISCUSSION

The data of this study is the official poster of the *Criminal Minds* TV series for the latest season released in 2022. For further data analysis, the authors used Barthes's semiotic theory, which consists of first, signifier or the form of the sign, and signified, which is the concept or idea the signifier refers to De Saussure (2011). Second, first-level language sign or denotation refers to the sign's literal or dictionary meaning. Third, second-level language signs consist of connotations and myths (Chandler, 1994). Connotation refers to the cultural meaning associated with a sign, which results from the interaction between the sign and the reader's emotions and cultural values (Fiske, 1993). Moreover, Barthes explains that myth is the product of a connection of connotative meaning that conveys brand-new messages. The results of all of them are shown and discussed in the section below. Table 1 shows the analysis of the title of the newest *Criminal Minds* TV series poster.

Table 1. Verbal Sign Analysis (The Title)

Verbal Sign Analysis (The Title)	
Signifier	Signified
	It shows the phrase "CRIMINAL MINDS EVOLUTION" written in capital letters and with the biggest font on the poster.

In denotation, the phrase "CRIMINAL MINDS EVOLUTION" shows the title of the latest series season sixteen. Meanwhile, the title connotes the series' identity since it gives clues to readers or viewers about the series. In this case, the word evolution discusses the series' primary purpose, showcasing how the character evolves throughout this season. Thus, it created a myth that identity is essential for every popular work as it can get the viewers' attention. It is a myth created by the producer through the poster; in this case, it indicates that the series differs from the previous series.

CRIMINAL MINDS EVOLUTIONS is the title of the latest series (season 16) from *Criminal Minds*. The title is written in capital letters with the most prominent font out of all letters on the poster. Then, it is on itself not only to showcase the show's name but rather to grab the reader's attention when they first see this poster. Moreover, the title is written in a particular way. The word "CRIMINAL" is written in bright red, "MINDS" in black with the highlight of red (the



same bright red used in the word “criminal”), and “EVOLUTION” in white. This not only makes the title unique but also very eye-catching. This finding aligns with Andriani & Anti (2022) who believed that a title can have powerful meaning to attract more audience. According to Chapman (2021), red has been notoriously known to increase people’s blood pressure. Thus, the bright red hue can grab people’s attention immediately when looking at the poster for the first time. In addition to that, Chapman believes that black is the most potent natural color. Hence, when the word “MINDS” is written in this color and highlighted with bright red, the color becomes very powerful and eye-catching. After all, black is the easiest color to use when one wants to convey messages. Thus, for the same reason, the word evolution is written in white because it is the opposite color of black. However, the word evolution is vital since it represents the series’s primary purpose, showcasing how the character evolves throughout this season. Therefore, the title is significant for the shows as it is the identity of the shows and a must for every popular work to have one as it can get the viewers’ attention. It is crucial for a long-run show like Criminal Minds since it indicates that the series differs from the previous series. Meanwhile, the first non-verbal sign appearing in the Criminal Minds TV series poster is the company that produced the Paramount+ Original. The analysis of this nonverbal sign is shown in Table 2.

Table 2. Non-verbal Sign (Paramount+ Original)

Verbal Sign Analysis (The Title)	
Signifier	Signified
	The text shows an entertainment application named Paramount+, and “ORIGINAL” is a mark that shows the company’s original work.

Denotatively, the sign showcases the digital entertainment application Paramount+ is producing and airing the series as their original work. The sign also carries a connotative meaning of Paramount+ as a well-known independent company from America that produces, distributes, and shows excellent quality movies, series, and live shows worldwide. Thus, their works are expected to be high-quality products. Hence, the myth created from it is that with the reputation of the Paramount+ application, the series will be able to attract more viewers. Moreover, with the shows in the 16th season, many loyal fans of the series will watch them with the satisfaction of the quality.

The logo of Paramount+ not only showcases the company that produces the shows but also represents the application the shows are airing in the USA. In addition, the word “ORIGINAL” is also a mark that shows the company’s original work. Due to the company’s popularity, people expect the series to be high quality. This is especially true since the company has been known to produce many well-known shows and movies. For example, 1883, SEAL Team, RuPaul’s Drag Race All Stars and Untucked, Star Track: Discovery, Lower Decks, New Worlds, and Orphan: First Kill (Frost, 2023). These prove the company’s skills and ability to produce excellent, high-quality shows. This is particularly important for this series as the company’s reputation can influence people’s decision whether or not to watch the series. However, with the shows already in the 16th season, many loyal fans of the series will watch them with the satisfaction of the quality. In addition, this finding aligns with Mega & Tawami (2022) in which the research also analyzed the company’s name and the myth behind it. Another non-verbal sign in the Criminal Minds TV series poster is the background colors. The two non-verbal signs are analyzed in Tables 3 and 4.



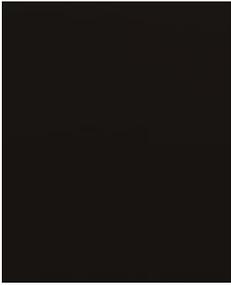
Table 3. Non-verbal Sign (background color, red)

Verbal Sign Analysis (The Title)	
Signifier	Signified
	It shows the poster's background color with some abstract lines on it.

Denotatively, the sign above shows the background color of the poster, which has some abstract lines on it. It also carries connotative meaning, such as the background color of the poster with the dominance of red and some abstract lines on it. The myth created through it is that the poster uses one prime color (red) as the background because it represents anger, blood, and danger, which not only functions to grab the viewer's attention but also resonates with the plot of the series.

The background color of any poster is important as it has several functions that can visually showcase the messages. In this poster itself, for the upper half of the poster, the creator uses the color red which is in the spectrum closer to the true red, with the accent of abstract lines in deeper color. The poster uses a more saturated color of red as the background because it represents wrath, blood, and danger (Chapman, 2021). However, this finding contradicts Anggrani and Hellystia who used Adam's color theory, arguing that red is associated with fire, blood, anger, and sex (Anggraeni & Hellystia, 2022). On the other hand, this research uses Chapman's theory that red represents wrath, blood, and danger. It also serves as a hint to the readers of this poster about the plot of the series. Moreover, for a similar reason as the title, this color grabs the viewer's attention and emphasizes the presence of other important elements in the series, the main characters. In other words, since all of the main characters are wearing black, the contrast of the two colors (red and black) is the best match to showcase both the main characters and their messages.

Table 4. Non-verbal Sign (background color, black)

Verbal Sign Analysis (The Title)	
Signifier	Signified
	It shows the background color of the poster.

The sign above showcases the background color used in the lower half of the poster, which carries the connotative meaning that the color black in the poster represents the theme and plot that revolve around mystery, fear, grief, and death. Thus, it carries the myth that black is a powerful color often used to showcase fear, grief, death, and mystery.

The poster's lower half is in black, which has several functions for the poster. First, its strong natural color makes it suitable for conveying any message elegantly (Chapman, 2021). Second, it creates contrast from the background color of red, which can better showcase the elements in the lower half that consist of the series title and the company logo. Lastly, it represents the plot of the series, which involves death, mystery, fear, and grief. This finding aligns with Mega's research



because the occurrence is the same as in this research, which discusses the meaning behind the color black (Mega et al., 2020). The next nonverbal language sign is the first figure that appears in the second from the bottom right on the poster. The analysis of the figure is shown in Table 5.

Table 5. Non-verbal Sign (Actor 1)

Verbal Sign Analysis (The Title)	
Signifier	Signified
	It shows a man in formal clothes with a facial expression that expresses anger.

The sign above displays the picture of one of the actors in the series playing David Rossi, in this case, with a facial expression that shows anger. Connotatively, it tries to convey why the picture of the actor playing David Rossi here is bigger than the rest. It represents that David Rossi is the key player in solving the main problem in the series. Meanwhile, his facial expression also depicts that he is the one character with the most dynamic compared to the others. The source of his anger is because he could not let go of his wife's death and the fact that the main "unsub" (unknown subject or the villain) uses his book about criminal minds to avoid mistakes that can reveal himself, making the main "unsub" untouchable. Hence, creating the myth that showcases the actor who plays David Rossi will help the viewers understand the character better, especially those who have never watched or followed the previous series. Therefore, it can attract more potential viewers to watch the series.

The image above is the actor who plays David Rossi. In this instance, he is displaying a facial expression that expresses anger and wearing a formal black suit and T-shirt. Based on Eunson's theory of nonverbal communication, he argues that a man wearing a suit to display his work on the behavioral analysis unit (BAU) and the padded shoulder on the suit represent the dominance he must have as a BAU member who is always up against criminals. Moreover, based on a guide to reading Microexpressions by Edwards (2023), when someone is angry, there are few actions displayed by facial muscles. First, the eyebrows are lowered and drawn together. Second, there are vertical lines between the eyebrows that are caused by the movement of the first. Third, their eyes bulge and make a hard stare at something. Lastly, the lips are tense or pressed together with the corners down. These exactly portray the expression displayed by David Rossi in the poster. This expression represents his action in the series, caused by the main "unsub." His book regarding the study he conducted with criminals to understand criminal behavior is used by the main "unsub" to seal any liability and loose ends. Thus, it was almost impossible for the BAU to find this particular person of interest. This finding aligns with Anggraeni and Hellystia's research because the occurrence is the same as this research, in which both also discuss non-verbal signs (Anggraeni &



Hellystia, 2022). The following non-verbal sign is the first figure on the far bottom right. Table 6 shows the analysis of the sign.

Verbal Sign Analysis (The Title)	
Signifier	Signified
	<p>It shows a woman in a casual outfit (dress and cropped jacket) with a facial expression that expresses fear and sadness.</p>

The sign above showcases one of the actresses in the series playing Penelope Garcia. Connotatively, the picture of the actress who plays Penelope Garcia here is depicted with a facial expression of fear and sadness, which is related to the problem she faces in the series. The app program she developed, which was supposed to be safe for young people, was used by the “Unsub” (the criminal) to find potential targets. Her nightmare happens when she has to go back to the BAU (Behavioral Analysis Unit) to catch the “Unsub.” Moreover, the way she dresses (casual and expressive) shows that she is the most emotionally sensitive of all the other members; thus, it is only normal that she is reluctant to return. Thus, the myth depicted in the sign is that showcasing the actress who plays Penelope Garcia will help the viewers to understand the character better, especially those who have never watched or followed the previous series. Therefore, it can attract more potential viewers to watch the series.

The image above is the actress who plays Penelope Garcia. In the picture above, she is portrayed wearing a casual black dress with a crop-checked blazer while displaying a facial expression that expresses fear and sadness. Based on Eunson’s theory of nonverbal communication, the way she dresses showcases that she wants to live a leisurely life away from the stressful working environment. It is also supported by the fact that she is wearing sunglasses, which pragmatically contain the same messages. Ironically, she works at BAU, which only puts her opposite of what she wants. This finding also agrees with Anggraeni and Hellystia in their research on clothing and accessories (Anggraeni & Hellystia, 2022). Therefore, this is also reflected in her facial expression; according to Edwards (2023), she displays fear and sadness. The authors can interpret it this way because her facial muscles display few actions. First, the upper white of her eyes is showing instead of the lower part. Second, her lips are tensed and drawn back. Lastly, her jaw comes up, which displays sadness. Meanwhile, the first and second show that she is in fear of something. These nonverbal actions represent what she went through in this latest season. Firstly, she has to return to BAU against her wishes to live a normal and happy life as a civilian. Secondly, the app, which is supposedly safe for all people to connect, is being used by an “unsub” to find a potential target. Lastly, she has to lose the person she loved in this series because he is involved in the chase of the main “unsub.” In addition, the following non-verbal sign is the figure that appears in the second from the bottom left. Table 7 shows the analysis of the sign.



Table 7. Non-verbal Sign (Actress 2)

Verbal Sign Analysis (The Title)	
Signifier	Signified
	<p>It shows a woman wearing a black jacket with a facial expression that expresses fear.</p>

The sign above displays one of the actresses in the series playing Jennifer Jareau. Connotatively, the image of the actress who plays Jennifer Jareau here is depicted with facial expressions that express fear. This is a reflection of the main problem that she has to face in the series. She had to experience the feeling of almost losing her husband to cancer, which was not true. Therefore, creating the myth that showcases the actress who plays Jennifer Jareau will help the viewers understand the character better, especially those who have never watched or followed the previous series. Therefore, it can attract more potential viewers to watch the series.

The image above is the actress who plays Jennifer Jareau. In the picture above, she is portrayed wearing a black jacket while displaying a facial expression that expresses fear. The black leather jacket represents dominance and physical toughness, which is very important as she is part of law enforcement (Eunson, 2012). In addition, her facial expression displays fear, which can be seen through a few parts of her face. It shows that her upper eyelid is raised, her lower lid is tense, and her lips are slightly tensed and drawn back (Edwards, 2023). All of these nonverbal actions reflect what she went through in the series. She experienced some fear of missing out (FOMO) in her children's lives because her oldest child is dating, and she did not know about it until her husband mentioned it to her.

Moreover, she also fears losing her husband because he suddenly gets sick, and the result of his blood test is that he has quite a high number of white blood cells, which is an indication can be an indication of cancer (although it is not always true). Fortunately for her, it was not the case for her husband; it was just a false positive, and he has other diseases that can be treated. Therefore, this finding aligns with the research of Anggraeni and Hellystia because the occurrence is the same as this research in which both analyze the characters, their clothing, and facial expressions as part of nonverbal signs (Anggraeni & Hellystia, 2022). Meanwhile, another non-verbal sign is shown in the figures in the far bottom left. The analysis of the sign is shown in Table 8.



Table 8. Non-verbal Sign (Actress 3)

Verbal Sign Analysis (The Title)	
Signifier	Signified
	<p>It shows a woman wearing a black suit with a facial expression that expresses discomfort.</p>

The sign above displays one of the actresses in the series playing Emily Prentiss. Connotatively, the image of the actress who plays Emily Prentiss here is depicted with a facial expression that expresses discomfort. These reflect her experience in the latest series as section head for BAU (Behavioral Analysis Unit), where there are changes in the team and the person in charge of the unit. The man in charge used BAU only as a stepping stone for his career. Thus, he tried to cut down the budget for BAU, limited their options, and took credit for everything that BAU did as his own doing. Resulting in the myth that showcasing the actress who plays Emily Prentiss will help the viewers to understand the character better, especially those who have never watched or followed the previous series. Therefore, it can attract more potential viewers to watch the series.

The image above is the actress who plays Emily Prentiss. In this image, she is portrayed wearing a black suit while displaying a facial expression that expresses discomfort. Her discomfort can be seen through her eyes, looking away, and her eyebrow is raised (Cuncic, 2023). Meanwhile, according to Eunson (2012), her suit reflects her dominance as the section head of BAU. All of these are indications of her actions in the series. She is showing discomfort because BAU is not like what it was. First, the new deputy director only cares about his career, making everything more complicated and worse. He does not care about the needs of the BAU and only uses them as stepping stones. Thus, he shortens BAU's budget while forcing them to solve the case quickly. Therefore, she would often argue with him and find ways to help the needs of the BAU behind his back. Next, she is in discomfort because she has to deal with a few cases of David Rossi's emotional tantrums because of his unprocessed pain of losing the love of his life. Fortunately for her, everything went okay as time goes and they were able to catch the mastermind behind everything. Therefore, this finding is consistent with Anggraeni and Hellystia's research because the recurrence is the same in both studies, which assess the characters, their clothes, and facial expressions as nonverbal signs (Anggraeni & Hellystia, 2022). In addition, another non-verbal sign is shown in the figures in the middle of the poster. The analysis of the sign is shown in Table 9.



Table 9. Non-verbal Sign (Actor 2)

Verbal Sign Analysis (The Title)	
Signifier	Signified
	It shows a man wearing a black t-shirt and jacket with a facial expression that expresses anger.

The sign above showcases one of the actors in the series playing Luke Alvez. Connotatively, the image of the actor who plays Luke Alvez here is depicted with facial expressions that express anger. In this case, Alvez's facial expression reflects his feelings in the series. He had difficulty catching the "Unsub". As a result, creating a myth that showcases the actor who plays Luke Alvez will help the viewers to understand the character better, especially those who have never watched or followed the previous series. Therefore, it can attract more potential viewers to watch the series.

The image above is the actor who plays Luke Alvez. In this instance, he is displaying a facial expression that expresses anger. His anger is shown through the vertical lines that appear between the eyebrows and the hard stare that he makes. In addition to that, his lips are tensed and pressed together with the corners down. These are the microexpressions people make when angry (Edwards, 2023).

Moreover, he is depicted wearing a black t-shirt and jacket. According to Eunson, this reflects dominance and physical toughness, essential as he is part of BAU. That means they will constantly risk their lives to catch criminals. That nonverbal behavior is also related to what he experienced in the series. He is in anguish as the team has difficulty catching the main "unsub." This finding is consistent with Anggraeni and Hellystia's research because the recurrence is the same in both studies, which assess the characters, their clothes, and facial expressions as nonverbal signs (Anggraeni & Hellystia, 2022). Next, the following non-verbal sign is the figure that appears on the left of the second tier. The analysis of the sign is shown in Table 10.

Table 10. Non-verbal Sign (Actress 4)

Verbal Sign Analysis (The Title)	
Signifier	Signified
	It shows a woman wearing a black suit and twisted necklace with a facial expression that expresses pain.



The sign above showcases one of the actresses in the series playing Tara Lewis. Connotatively, the image of the actress who plays Tara Lewis here is depicted with facial expressions that express pain. It is the manifestation of her emotional well-being in the series. In this season, she meets the love of her life, Rebecca Wilson, and the two seem to be in love. Everything was fine. However, along the way, they begin to face some trouble and form different opinions, which cause some trouble in their love life. This is also reflected in how the actress wears the necklace in the poster. This, resulting in the myth that showcasing the actress who plays Tara Lewis will help the viewers to understand the character better, especially those who have never watched or followed the previous series. Therefore, it can attract more potential viewers to watch the series.

The image above is the actress who plays Tara Lewis. In this instance, she is wearing a black suit and twisted necklace while displaying a facial expression that expresses pain. According to Eunson's theory of nonverbal communication, the black suit represents dominance, showcasing that you are part of law enforcement. On the other hand, the twisted necklace on her neck is more than just an adornment. It also represents the twisted love she had in this season. In the series, she met a beautiful woman named Rebecca Wilson. Unfortunately for them, the honeymoon phase did not last long before the storm came and began to create trouble in their relationship. Therefore, it is only natural for her to be in pain.

Moreover, based on Edwards' definitive guide to reading microexpression, several tics are depicted on her face. It can be seen through the lowering action of eyebrows and a slight rise in her upper lip (National Library of Medicine, 2019). Furthermore, this finding agrees with Anggraeni and Hellystia in their research because the occurrence is the same as this research in which both analyze the characters, their clothing, and facial expressions as part of nonverbal signs (Anggraeni & Hellystia, 2022). The last non-verbal language sign on this TV-series poster is the figure that appears at the top but on the furthest back compared to the other. Table 11 shows the analysis of the language.

Table 11. Non-verbal Sign (Actor 3)

Verbal Sign Analysis (The Title)	
Signifier	Signified
	It shows half the face of a man with an undetectable expression.

The sign above showcases the main villain in the series, better known as "Sicarious." The sign also carries connotative meaning that is due to the placement of the image (furthest back and showing only half of his face) of the actor that plays "Sicarious" or Elias Voit, the authors categorized it as the only undetectable facial expression in the poster. Thus, the image is the perfect reflection to portray his action in the series, which is unanimously able to manipulate and control others to become criminals. This makes him notoriously hard to catch. Even the BAU struggle more than they usually would have to. Resulting in the myth that Showcasing the actor who plays Elias Voit will help the viewers understand the character better. Therefore, it can attract more potential view-



ers to watch the series.

The image above shows the actor playing “Sicarious” or Elias Voit, A.K.A. The main villain. In this image, the poster designer only displays half of his face with an undetectable expression. His picture was purposefully only shown this way because its meaning indicated his role in this series. It perfectly reflects his action in the series, which can manipulate and control others to become criminals unanimously. It makes him notoriously hard to catch and a very dangerous criminal. This finding also contradicts Andriani and Anti’s research explaining the villain. Thus, the picture appropriately showcases him as the main “unsub” of the series, which also helps to trigger the fans’ curiosity.

CONCLUSION

Based on results and discussions around the Criminal Minds season sixteen poster, it can be concluded that every part and element in the poster is a sign with meaning and function that carries messages for the audience. Two types of signs are found in the poster: verbal and non-verbal. Upon further analysis, the authors found two verbal signs: the series title and the production company logo. Meanwhile, the other nine signs are non-verbal: the background colors and the actors and actresses. All signs are analyzed using Barthes’ semiotic theory, which consists of three stages: denotation (dictionary meaning), connotation (pragmatic meaning), and myth. As a result, the authors found that all of the signs are the preview of the series, which means that the poster is carefully made with a theme revolving around the plot of the latest season, which focuses on evolution. Therefore, the poster’s function is to give clues regarding the series and attract the fans and audience’s attention through the sign embedded in the poster. Due to the limited time, the authors only analyze one poster of Criminal Minds, which is the poster of the latest season. Thus, the authors suggest using more than one Criminal Minds TV series poster as the data source to compare the meaning of the signs within it for further analysis.

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