

## **THE MEANING OF VERBAL AND VISUAL SIGNS IN VALORANT'S GAME POSTER**

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**ABSTRACT;** *This research will focus on the meaning and identify the verbal and visual signs contained in the Valorant game poster. Data obtained from Valorant's official web or social media accounts. The main data that will be used are posters. this research will use the documentation method and note-taking method for collecting data. using qualitative methods and analyzed descriptively. the results of the data are presented with informal methods. this research uses three theories. Theory signs from Dyer (1982) to identify the type of sign on the poster; Theory color from Cerrato (2012) to find out the meaning of color, and Theory of Font from Kolenda (2016) which focuses on the meaning of the type of font on the poster. The results shown in this research are verbal and visual signs found on Valorant's game posters. Where the verbal and visual work together to provide meaning or message. with the display of imagery, verbal, colors and fonts, it gives the effect of attention and communicates effectively. Each poster uses a strategic blend of words and visuals to engage the viewer and convey specific message.*

**Keywords:** *Poster, Sign, Game, Meaning.*

**ABSTRAK;** Penelitian ini akan fokus pada makna dan mengidentifikasi tanda-tanda verbal dan visual yang terdapat pada poster game Valorant. Data diperoleh dari web resmi atau akun media sosial Valorant. Data utama yang akan digunakan adalah poster. Penelitian ini akan menggunakan metode dokumentasi dan metode pencatatan untuk pengumpulan data. menggunakan metode kualitatif dan dianalisis secara deskriptif. hasil datanya disajikan dengan metode informal. penelitian ini menggunakan tiga teori. Teori tanda dari Dyer (1982) untuk mengetahui jenis tanda pada poster, Teori warna dari Cerrato (2012) untuk mengetahui makna warna, dan Teori Font dari Kolenda (2016) yang fokus pada makna jenis tanda. font di poster. Hasil yang ditunjukkan dalam penelitian ini adalah tanda-tanda verbal dan visual yang terdapat pada poster game Valorant. Dimana verbal dan visual bekerja sama untuk memberikan makna atau pesan. dengan tampilan citraan, verbal, warna dan font memberikan efek perhatian dan berkomunikasi secara efektif. Setiap poster menggunakan perpaduan strategis antara kata-kata dan visual untuk melibatkan pemirsa dan menyampaikan pesan tertentu.

**Kata Kunci:** Poster, Tanda Tangan, Permainan, Arti.

## INTRODUCTION

Communication is vital for social interaction, encompassing facial expressions, gestures, and spoken words, carrying with meanings. It serves as a fundamental tool for people to connect and engage in social life, enabling the exchange of thoughts, emotions, and information through various expressive channels, especially in sign. Sign is a crucial element of communication, serve as powerful conduits for conveying meaning within the dynamic landscape of the industry. Signs, comprising both verbal and visual components, play an integral role in shaping the narrative, identity, and promotional strategies deployed by the developers and marketers. The theoretical underpinning of semiotics, drawing inspiration from the seminal works of Ferdinand de Saussure (1983) and Charles Sanders Peirce (2015), provides a robust framework to unravel the intricate relationships between these signs, exploring how they function within the unique context especially in game posters.

The world of video games has evolved into a multifaceted medium that combines intricate storytelling, immersive visuals, and dynamic gameplay experiences. One significant aspect of video game promotion and communication is the use of posters as a visual medium to engage potential players and convey the essence of the game. Valorant, a popular first-person shooter (FPS) developed by Riot Games, has garnered a massive following since its release in 2020. Its promotional materials, including posters, play a pivotal role in marketing and creating anticipation among gamers. According to R. Barthes (1962) explored the concept of signs in various forms of cultural communication. He considered signs as elements that convey meaning and can be analyzed to reveal the underlying cultural and social codes. His work focused on the signs and myths present in everyday life and the media, emphasizing the idea that signs are constructed and mediated through culture.

These game posters, however, are not mere visual artifacts; they are a complex web of signs and symbols that warrant meticulous analysis. Understanding how these signs are constructed and interpreted is vital not only from an academic perspective but also for the broader realms of semiotics, visual communication, and gaming culture. This research aims to peel back the layers of meaning embedded in Valorant's game posters, revealing how verbal and visual elements synergize to communicate narratives, themes, and the gaming experience.

This study stands to enrich the field of semiotics, visual communication, and media studies by offering an in-depth exploration of video game posters as a mode of communication. It extends our understanding of how signs and symbols in video game marketing convey meaning and influence player perceptions. The findings can inform the creation of more engaging and meaningful visuals for future game releases, providing valuable insights for game developers, marketers, and designers. Additionally, this research may deepen the appreciation of gamers and fans of Valorant for the visual representations of the game, fostering a sense of connection and understanding with the gaming community.

The research will employ a semiotic analysis method, focusing on a selection of Valorant's game posters, drawing from established theories in semiotics, visual communication, and sign studies to solve the meanings conveyed by the posters' verbal and visual signs through qualitative methods, including visual analysis and content analysis. By delving into the semiotics of these posters, the research aims to provide a deeper understanding of how video game promotion functions as a complex interplay of verbal, visual, colour, and font meaning. Ultimately enhancing our comprehension of gaming culture and visual communication in the digital age.

## RESEARCH METHODS

This study will primarily employ qualitative research methods, as the aim is to understand and interpret the meaning of verbal and visual signs in Valorant's game posters. Qualitative research is well-suited for exploring semiotic elements, as it allows for in-depth analysis and interpretation of signs.

The data sources for this study are game posters and promotional materials related to Valorant, downloaded from official websites, social media platforms, and the in-game Valorant platform. Produced by Riot Games, the developer and publisher of Valorant, these materials consist of visual elements such as images, graphics, and design components, along with verbal aspects like text, titles, and taglines within the posters.

The documentation approach used in this study to collect data, with a particular focus on game posters. The note-taking method is will be use to paying close attention to the linguistic and visual cues that are contained in the posters and taking notes on them. Taking

notes is an organized method of documenting important details about text, color, layout, and images.

The results are descriptively presented. Descriptive research is a primary approach employed to depict things through the use of words and sentences. Its purpose is to provide explanations, classifications of a phenomenon, or an overview of events. On the other hand, qualitative research is characterized by its interpretive outcomes. The researchers emphasized that meanings and interpretations are collaboratively established with data sources, as the study aims to reconstruct the subjects' realities. Additionally, qualitative methods are employed to investigate, describe, or comprehend specific events, phenomena, or subjects.

The theoretical framework is required to answer the research questions and achieve the study aims. Several theories were used in this research is by Theory of Signs from Dyer (1982), Theory Meaning of Colors from Cerrato (2012), and Theory of Fonts from Kolenda (2016)

## RESULTS AND DISCUSSION

### Data 1



### Verbal Sign Data 1

This poster promotes the new Valorant in-game mode and was published for Japanese region. There are Japanese kanji characters on the center of the poster that can be translated as "deathmatch," according to the website [dictionary.com](https://www.dictionary.com) a genre of multiplayer video games where the player's goal is to kill or eliminate the opponents' player characters from the match. Additionally, there are the words "coming soon," indicating that this mode will be released soon and it is mentioned in the words "EP-01 ACT II," meaning "Act" according to website [valorant.fandom.com](https://www.valorant.fandom.com) an Act is a competitive time frame in Valorant. There are three acts in every episode, and each act contains around four or five patches (each about two weeks long), meaning that one act is about two months long.

At the top of the poster, there are the words "10 players," signifying that this mode will be played by 10 players. Next to it is also the word "Free for all". According to website [collinsdictionary.com](https://www.collinsdictionary.com) Free for all is a situation in which several people or groups are trying to get something for themselves and there are no controls on how they do it. Following this, the phrase "no teams, no abilities, no economy, no excuses" can be interpreted as meaning that, In this mode, alliances are non-existent. Each player stands alone, emphasizing individual prowess and decision-making. it will be every player for themselves, and no abilities can be used by any character, this focuses the game on pure skill, reflexes, and strategy, as players can only depend on their basic mechanics and ingenuity. The removal of abilities forces players to adapt and find new ways to outsmart their opponents, no need to worry about the economy within the mode this simplification directs all attention to combat and tactics, making the gameplay more straightforward, and no excuses will be tolerated, ensuring fair play for all, it means the game is fair and balanced, where winning depends only on skill and determination. Players can't blame external factors for their performance, making it a true test of ability.

## Visual Sign Data 1

According to Dyer's theory (1982), various visual signs such as appearance, manner activity and setting can convey messages within an image. For example, the most prominent object in this poster is a character in the center, A mature woman with a frowning expression and a chin up which means that the character looks like she is dismissive, arrogant and confident with herself, posed with a weapon as if ready for battle, which is very relevant to

the upcoming mode being released, namely the deathmatch mode. Additionally, behind this central character, there are several other characters in similar poses, also holding weapons, and their number corresponds to the 10 players. The poster creates a war-ready atmosphere, with each character standing on various buildings, seemingly focused on the central character. Below the central character is the logo of Valorant which represents the Valorants game logo.

According to Cerrato (2012), Red is an energetic and optimistic shade, a physically dominant color that demands attention and inspires movement. In psychology, the color red is associated with vigor, enthusiasm, action, and passion. Red is also a symbol of power, strength, and danger. Behind the characters, there is a gradient between red and orange. According to Cerrato (2012), orange blends the power of red with the cheerfulness of yellow. It is associated with happiness, the sun, and the tropics. The color orange symbolizes zeal, curiosity, joy, creativity, willpower, attractiveness, achievement, inspiration, and excitement. In the poster, a sunset atmosphere is depicted, giving a silhouette effect to the characters in the background. The black color on the clothes of the center character is associated with power, elegance, formality, death, evil, and mystery. Psychologically black means authority, power, and control. In many situations, it can be intimidating.

In the word “deathmatch” behind the character, you can see the font used, namely Bold, Simple, Straight, Sans-serif, Uppercase, Condensed, and Tall. According to Kolenda (2016), Bold fonts are powerful and masculine. Straight fonts convey stability and durability. Sans-serif fonts are more informal and innovative. Upper fonts convey Power and Strength. Condensed fonts convey tightness and precision. Tall fonts convey lightness, luxury, and also feel aspirational. The font choices for the word "deathmatch" bold, simple, straight, sans-serif, uppercase, condensed, and tall create a multifaceted impression. They combine to deliver a message that is powerful, clear, stable, modern, precise, and aspirational. This thoughtful use of font enhances the word's impact, making it visually striking.

In the word “10 players”, “Free for all”, “No Teams No Abilities No Economy No Excuses”, and “Coming Soon” use the same fonts, namely thin, simple, straight, sans-serif, upper, spacious, and short. According to Kolenda (2016), Thin fonts are seen as delicate, gentle, and feminine. Simple fonts are better for straightforward messages. Straight fonts convey stability and durability. Sans-serif fonts are more informal and innovative. Upper

fonts convey Power and Strength. Spacious fonts convey relaxation. Short fonts convey heaviness and stability.

## Data 2



### Verbal Sign Data 2

This poster is a poster promoting one of the maps in Valorant called Fracture. The poster shows a verbal sign at the bottom of the poster that says "Enter Fracture Kingdoms Divided". According to the website [oxfordlearnersdictionaries.com](https://www.oxfordlearnersdictionaries.com) Fracture has a meaning which means the cracking or breaking of a hard object or material. It can be interpreted that the sentence invites players to enter a split or divided place and feel the differences in the map. At the top of the poster, there is the word "Reflection" which according to the [dictionary.com](https://www.dictionary.com) website source means the act of reflecting, as in casting back a light or heat, mirroring, or giving back or showing an image. In the intention of the poster, it can be interpreted that "Reflection" is like giving an image to players if playing on the map there are 2 different places.

### Visual Sign Data 2

On the poster, five adult characters are posing while holding weapons and facing the place in front of them who are ready to enter the divided place. It can be seen that the right and left sides of the character are different. On the right side, there is an area of rocks and

like a barren land. While on the left side, the character looks opposite where the left side looks greener and there are areas of trees. And this makes a correlation to the existing verbal sign, on the words "Divided" and "Reflection" because this really describes what these words mean by providing a visual image on the poster. In front of the 5 characters, there is also an energy pool that makes a white line that stretches upwards as if dividing the middle building which is the main building. This powerful visual element serves as the central focus, symbolizing a source of immense power and potential.

According to Cerrato (2012), Red is an energetic and optimistic shade, a physically dominant color that demands attention and inspires movement. Red is associated with vigor, enthusiasm, action, and passion. Red is also connected with energy, passion, desire, and love because it is the same hue as fire and blood. Red is also a symbol of power, strength, and danger. This choice of colors suggesting that this side of the world is filled with urgency and action, implying that the characters must be prepared for the struggles. Turquoise color is associated with openness of expression and lucid thought. It encourages self-expression and helps people become more aware of their own needs. Turquoise physiologically relaxes the psyche and renews the spirit, reviving low levels of energy and promoting optimistic thought. White color symbolizes associated with light, goodness, innocence, and purity. It is regarded as being the finest color. White typically has a more positive meaning than black. White may be a symbol of a prosperous beginning.

The words "Enter fracture kingdoms divided" and the words "Reflection" use the same fonts, namely thin, simple, straight, sans-serif, upper, spacious, and short. According to Kolenda (2016), Thin fonts are seen as delicate, gentle, and feminine. Simple fonts are better for straightforward messages. Straight fonts convey stability and durability. Sans-serif fonts are more informal and innovative. Upper fonts convey Power and Strength. Spacious fonts convey relaxation. Short fonts convey heaviness and stability. The font choices for the words "Enter fracture kingdoms divided" and "Reflection" thinness and simplicity offer elegance and clarity, while the straight, sans-serif, uppercase, spacious, and short elements contribute to a balanced blend of modernity, strength, relaxation, and stability. This font choice enhances the impact and readability of the text.

### Data 3





### **Verbal Sign Data 3**

This poster is a poster for one of the events in Valorant and this is always an event that players are always waiting for, according to the siege.gg website the Night Market is a special store that's only available at a certain time each season. This store offers a collection of six weapon skins, which are selected at random for each player and cannot be changed or rerolled. In the text below that is "22.05.24 // 12.06.24" this is the start date of the event which starts from May 22, 2024 to June 12, 2024.

### **Visual Sign Data 3**

In this poster, the object in the middle is a weapon, this represents the word "Night Market" itself because the event sells weapon skins and of course, this fits perfectly with the word "night market" because it fits the context. Seen also around it there are spectators who are like in a stadium. The audience looks enthusiastic because they take out their smartphones to take pictures of objects or weapons in the middle, which means that the players are very enthusiastic about this night market event. above the object of the weapon there is like the roof of the stadium. Not only that, there are objects around the weapon such as glass flakes, as if the weapon fell from the roof of the stadium, giving the effect of broken glass flakes. Outside the stadium looks dark or black which means this happened at night.

In this poster, there is dominant color it is Purple, according to Cerrato (2012) Purple has a royal connotation. It stands for authority, affluence, and aspiration. It conveys luxury

and richness. Purple color is a symbol of knowledge, honor, freedom, creativity, enchantment, and secret. Black color on the sky and on the weapon is linked to authority, stiffness, death, darkness, and mysticism. Black is a serious, aristocratic, and renowned color that represents power and authority. White color on the font symbolizes brightness, virtue, virginity, and cleanliness. It is regarded as being the finest color. White typically has a more positive meaning than black. White may be a symbol of a prosperous beginning. Blue color on glass flakes effects It frequently connotes solidity and profundity. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is linked to consciousness and intellect. Physiologically, blue is calming, reducing tension and fear.

In the word "Night Market," the font style includes features like bold, simple, straight, sans-serif, all-upercase letters, condensed spacing, and tall characters. According to Kolenda (2016) explains that bold fonts feel strong and masculine, straight fonts suggest stability, sans-serif fonts are seen as casual and modern, and uppercase letters convey power. Condensed fonts give a sense of precision, while tall fonts feel light, luxurious, and aspirational.

The dates "22.05.24 // 12.06.24" use fonts that are thin, simple, straight, sans-serif, uppercase, spacious, and short. According to Kolenda (2016), thin fonts are perceived as delicate, gentle, and feminine, while simple fonts are ideal for clear, straightforward messages. Straight fonts suggest stability and durability, and sans-serif fonts are seen as casual and innovative. Uppercase letters convey power and strength, spacious fonts evoke a sense of relaxation, and short fonts imply heaviness and stability

## CONCLUSION

Based on the analysis of the Valorant game poster in the previous chapter, it was concluded that the poster contains both verbal and visual signs, which work together to convey complex messages. The verbal signs include the specific words and phrases used, while the visual signs include color choices, imagery, and font styles. These elements combine to create a cohesive and engaging message that resonates with the audience or players. The interplay between these verbal and visual components helps the audience quickly understand the intended message and the overall vibe of the poster.

The Valorant posters analyzed in this thesis are designed to capture the audience's attention and communicate effectively. Each poster uses a strategic blend of words and visuals to engage the viewer and convey specific messages. For example, bold fonts and striking colors might be used to highlight important information, while the imagery can provide context and enhance the overall theme. This descriptive analysis breaks down the meaning of each element, showing how they contribute to the poster's impact and effectiveness in engaging the audience.

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