



Idiomatic Expressions and Semiotic Analysis on Marvel's Avengers: Endgame (2019) Movie

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Abstract: The purpose of this research is to identify and interpret the idiomatic expressions and semiotic cues shown in Marvel's Avengers: Endgame (2019) Movie as final one to conclude all the movies on the Infinity Saga. This Saga consist of twenty-three movies started from Iron Man in 2008 until Avengers: Endgame in 2019. This research employs qualitative descriptive method while sociolinguistics and semiotic are used as the approaches. The movies' scenes and dialogues are used as the primary data while scientific articles, books, and popular articles as secondary data. The data will be analyzed by reducing, displaying, and concluding them into the suitable categories and being explained. The researchers use McCarty and O'Dell's theory of idioms and Peirce's theory of signs for the data analysis. By doing this research, it is found that many kinds of idiomatic expressions like similes, binomials, proverbs, etc. can be found on the movies so that it will be easier for the readers to understand the usage of idiomatic expressions in any form of context. Meanwhile, the semiotic items can be found on the things shown on the movie like the Power Stones and Infinity Gauntlet which may give power for those who have it. The findings of the study contribute to the understanding of how signals, symbols, visuals, dialogue, and colloquial idioms are used to create meanings in a film. Idiomatic expressions demonstrate how inferred meanings are communicated beyond literal language, whereas semiotic analysis exposes both denotative and connotative meanings.

Keywords: *idiomatic expressions, semiotics, marvel movies, avengers endgame*

INTRODUCTION

Language is the first thing that people learn when they are born. English is one of the many languages from various nations that are utilized as important instruments. The fact that English is a widely used language that has developed into an

international language for facilitating communication between countries may not be shocking. Most Indonesian schools teach English as a second or foreign language because so many people are keen to learn it. One of the challenges that people will face when learning English is

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expanding their vocabulary. They usually run into issues, such as some native speakers' language that is difficult to translate precisely. Grammar theories are unable to explain the exact meaning of these formations, whether they be phrases or sentences. This exemplifies an idiom, which is a distinctive feature of the English language. Many linguists describe an idiom as a fixed statement that cannot be taken literally and whose meaning cannot be found in a standard dictionary. Idioms are intriguing phrases when spoken and heard, but they can also be challenging for students learning English as a second or foreign language. Without learning idioms, a second language student will not be able to understand what speakers are saying or will not be able to identify them when they are employed. Additionally, as idioms are nice to hear, they will be more appealing and ought to be incorporated into the teaching and learning of other languages.

Popular literary works like movies can be used as a bridge for learning any language-related stuffs because they include audiovisuals that rapidly demonstrate how native speakers employ them as characters. The movie *Avengers: Endgame* exhibits a symbol, like previous films. The researcher is therefore interested in examining the signs present in the film. The sign in the movie can assist in deciphering the message that is being conveyed by the code or symbol that is being employed. Naturally, there is hostility in this movie with a battle theme. The movie industry is a topic of study that is significant to semiotic analysis in the study of semiotics. The movie contains qualities that set it apart from books, paintings, sculptures, and other artistic creations. With novels and short stories, storytelling medium provides each other with a variety of elements in its strong and well-liked expression. The film allocates narrative, drama, humor, staging, and music to communicate with its intended audience. Apart from providing a medium for the enjoyment of fictional content, movies can also be used as a tool for social imitation either the actual or fictitious version of reality that the movie portrays.

There are some previous studies used by the researchers in doing this research. The first one is a scientific article written by Ananda Muhammad

Tri Utami (2022) titled "Semiotic Sign in Avengers Endgame Movie." The next one is a scientific article titled "An Analysis of Idiomatic Expressions used in *The Call of the Wild* Movie" written by E.V. Cornelia, et.al. (2023). The third previous study used by the researchers is a scientific article written by Fachrul Effendi in 2022 titled "An Analysis of Idiomatic Expression in Script of Avengers Endgame." The fourth previous study is a thesis titled "An Analysis of Idiomatic Expression Found on American Sniper Movie" written by Subkhan in 2018. The last previous study is a scientific article written by Willem Novaldi Gabriel Dimara in 2023 titled "Semiotic Analysis Found on Jordan Peele Horror Movie Poster *US*."

Studies that have already been done primarily focus on visual spectacle, heroism, and mythological symbolism through semiotic analysis, despite the fact that *Avengers: Endgame* has been extensively studied in terms of narrative structure, character development, and ideological representation. These studies frequently place more emphasis on nonverbal cues such as colors, costumes, cinematic framing, and symbolic items than on the linguistic components of the characters' discourse. However, most studies on idiomatic expressions in films concentrate on language acquisition or translation problems rather than placing idioms in a more comprehensive semiotic context. The way that idiomatic idioms in *Avengers: Endgame* interact with contextual and visual cues to create meaning, exhibit emotional depth, and reflect cultural values is thus still largely unexplored. The film's use of verbal and nonverbal cues to emphasize themes like sacrifice, time, heroism, and group identity is only partially understood due to the absence of an integrated semiotic-linguistic analysis. Thus, to offer a more full understanding of meaning in *Avengers: Endgame*, a thorough investigation that blends semiotic analysis and colloquial language is required.

Based on the background of the study, the purposes of this research are:

1. To analyze the idiomatic expressions and their meanings on *Avengers: Endgame* (2019) movie.

2. To identify and interpret the semiotic signs found on *Avengers: Endgame* (2019) Movie.

Idioms

Idioms are a fascinating and colorful aspect of the English language that always comes to light when we discuss it. In both informal and formal contexts, they are widely used in all spoken and written languages (Fachrul Effendi, 2022). The majority of the languages spoken on the world contain phrases or sentences that are not literary in nature. Even if people understand every word in a sentence and fully comprehend all of the syntax, the meaning may remain unclear. This sort of phrase or statement is referred to as idiomatic. According to each perspective, an idiom is a sentence that follows a pattern and varies in meaning based on the parts that make it up. The use of idioms is common in both formal and informal discourse. It is common to find idiomatic idioms in phrases as opposed to single words. Depending on the context, idiomatic expressions might mean different things.

An idiomatic statement's meaning is established. Important traits set idioms apart from other words and expressions and help people recognize them. Words that always appear together in a specific order and to which only slight grammatical changes are conceivable are called idioms. A lexemic/semantic characteristic that makes studying them extremely difficult and confusing for second language learners is that the meanings of the words that make up an expression are frequently very different from the meanings of the words that make up the expression (Subkhan, 2018).

Idiomatic theories below leads the analysis by distinguishing between literal and figurative meanings in characters' dialogues, allowing the researcher to interpret expressions beyond their surface structure. The analysis methodically illustrates how idiomatic expressions support the movie's theme development, characterization, and meaning formation using these idiomatic theories.

MacCarty and O'dell classified idioms into several types (Zaid, 2019):

1. Similes

Similes are comparisons of two things that always use the terms "like" or "as". To improve the vividness of people's spoken and written English, as well as the persuasiveness of their analogies by utilizing similes.

Examples:

- a. **Runs like a horse**
- b. **Swims like a fish**
- c. **As thin as a rake**
- d. **As deep as the ocean**

2. Binomials

Idioms known as binomials are made up of two words joined by a conjunction (like word), usually and. There is a specific order to the two words.

Examples:

- a. **Peace and quiet**
- b. **Safe and sound**
- c. **Back and forth**
- d. **Sick and tired**

3. Proverbs

Proverbs are brief phrases that provide advice or cautions and allude to something that most people have experienced.

Examples:

- a. Actions speak louder than words (What you do is more important than what you say).
- b. Honesty is the best policy (It's always better to tell the truth than to lie).
- c. Practice makes perfect (Regular practice of a skill leads to improvement and eventual mastery).
- d. Rome wasn't built in a day (Big things take time and effort to accomplish).
- e. ("The Oxford Dictionary of Idioms," 2005)

4. Euphemisms

Idioms known as euphemisms are employed to refrain from saying anything that would offend or be interpreted as disagreeable.

Examples:

- a. Between jobs (If you lose your job, no one will openly call you "unemployed" since it's impolite).
- b. Restroom (toilet).
- c. On the streets (homeless).
- d. Correctional facility (jail).
(Spears, 2005)

5. Cliché

A cliché is a statement that is commonly used in particular contexts on a daily basis. Since the majority of people have heard this statement previously, it is scarcely original. Clichés are frequently employed in everyday

conversations as well as in newspaper headlines and commercial slogans.

Examples:

- a. **All that glitters isn't gold.**
- b. **All for one, and one for all.**
- c. **The time of my life**
- d. **At the speed of light**

6. Fixed Expressions

A fixed expressions are groups of words used together to express a particular idea or concept that is more specific than the individual words. As the word 'fixed' suggests, the order and pattern of these words usually do not change.

Examples:

- a. **in charge of**
- b. **to be in accordance**
- c. **at the same time**
- d. **to get ahead**

Every language has terms that cannot be taken literally and, thus, cannot be used with assurance. They are opaque or changeable because they lack a fixed, literal meaning. People may still be unsure of the statement's significance even if they are familiar with the meaning of several of the terminology used in the phrase and have seen the state's whole sentence structure. Idiomatic expressions are those whose meanings cannot be deduced from the meanings of the individual words that comprise them. However, it can also refer to a word, phrase, or statement that native speakers typically understand to have a figurative sense. The literal meaning of the idiom's constituent parts differs from this interpretation. To put it another way, idioms don't always mean what they say but they have deeper significance than that (Cornelia et al., 2023).

Semiotics

The study of semiotics includes socially regulated sign systems, a broad range of sign types sent through various media and channels, and the conditions of signification, or the process by which signals are given meaning (Ananda Muhammad Tri Utama, 2022). Semiotic is derived etymologically from the Greek word "semiotics," which meaning "sign". Signs are the foundation of all human communication, and sign brokers facilitate interpersonal interactions. People characterize indications as derived from

pre-existing social norms. The study of semiotics encompasses a wide range of subjects, including individuals, objects, and entire cultures. Sketches of the historical blending of various semiotics resources, such as spoken language, embodied gestures and actions, written text, music, touch, environmental perception, and cinema, are referred too as semiotics.

According to Pierce, semiotic include the process of identifying and clarifying signs. Pierces divides it into meaning triangles based on signs, objects, and interpretants. The sign is divided into three topics, namely: *qualisign* (a quality or possibility), *sinsign* (an actual individual thing, fact, event, state, etc.) , and *legisign* (a norm, habit, rule, law.).

Next, based on the object, it is divided into *icons* (similarity to its object), *indexes* (factual connection to its object), and *symbols* (interpretive habit or norm of reference to its object). Then the last one is interpretant, which includes to *rheme* (term-like, standing for its object in respect of quality), *dicent sign* (proposition-like, standing for its object in respect of fact), and *argument* (standing for its object in respect of habit or law) (Willem Novaldi Gabriel Dimara, Endar Rachmawati Linuwih, 2023).

Semiotics in Peirce may be a triadic show which describes the relationship between the sign/representation, the object, and the interpretant. The signifier is the sign. Our comprehension of the object relationship serves as the interpretant. According to Peirce, the interpretant is essential to the sign's content. As it was interpreted, a sign was intended. The significance of the sign is demonstrated by the interpretation that sign clients form of it. As stated before, a message is any information sent by spoken or no spoken means. People must first comprehend the explicit and implicit meaning of the communication to completely comprehend it.

Communications must be communicated through a media. This is to ensure accurate and successful information transmission. Movie as the media is concerned with delivering a hidden message to society. Language signals can express or communicate meaning. It is possible for the meaning to be expressed to be implicit or explicit. The subject of semiotics examines how messages are conveyed through signs. A message is often something that is conveyed and contains information that enables communication between individual (Shelemo, 2023).

Avengers: Endgame (2019) Movie

Avengers: Endgame is a superhero film based on the Marvel Comics superhero team the Avengers. It was released in 2019. Marvel Studios produced the film, which was released by Walt Disney Studios Motion Pictures. Robert Downey Jr. as Tony Stark (Iron Man), Chris Evans as Steve Rogers (Captain America), Mark Ruffalo as Bruce Banner (Hulk), Chris Hemsworth as Thor, Scarlett Johansson as Natasha Romanov (Black Widow), Jeremy Renner as Clint Barton (Hawkeye), and Josh Brolin as Thanos starred in the film, which was directed by Anthony and Joe Russo and written by Christopher Markus and Stephen McFeely.

The international premiere of Avengers: Endgame took place in Los Angeles on April 22, 2019, while the US version was made available on April 26. Critics gave the film high marks for its directing, acting, action scenes, soundtrack, visual effects, and emotional impact. They also praised the film's resolution to the 22-picture story. With a global box office total of \$2.798 billion, the movie broke multiple records and was the highest-grossing movie of all time from July 2019 until March 2021. Avengers: End Game is a superhero film about a group of super heroes that survive the baddies who killed off half of the universe's inhabitants. Superhero who has survived finding a method to vanquish the baddies to preserve the world and restore the population that was previously wiped off.

In order to make all of the vanished back, The Avengers should bring back all of the Infinity Stones and put them altogether into the Infinity Gauntlet. The Infinity Gauntlet is a left-handed metal Gauntlet used to house the six Stones. After obtaining all six Infinity Stones, Thanos snaps his fingers in the Gauntlet and erases half of all life in the universe. As expounded across several interwoven MCU multimedia titles, the six Infinity Stones are reputed to embody and control essential aspects of existence; Space, Mind, Reality, Power, Time, and Soul.



Figure 1 The Infinity Stones
 Source : (Wikipedia, n.d.)

Each stone has its power as described on the table below:

| Name | Ability | Color | Gauntlet Location | Container |
|---------------|---|--------|-------------------|-----------------------------------|
| Space Stone | Create portals to teleport; telekinesis | Blue | Middle Finger | Tesseract |
| Mind Stone | Control minds, enhance the user's intelligence, and create new life | Yellow | Back of hand | Loki's scepter, Vision's forehead |
| Reality Stone | Alter reality | Red | Ring Finger | Aether |
| Power Stone | Manipulate energy; increased strength | Purple | Index Finger | Orb |
| Time Stone | Control and manipulate time | Green | Thumb | Eye of Agamotto |
| Soul Stone | Manipulate the soul of a person | Orange | Little Finger | - |

Figure 2 Power of The Infinity Stones
 Source: (Wikipedia, n.d.)



Figure 3 The Infinity Gauntlet

Source: (Wikipedia, n.d.)

METHOD

For this study, the researchers chose to use a qualitative approach. To find, describe, evaluate, and classify different idiomatic expressions and semiotic signs in the *Avengers : Endgame* movie, the researchers employed qualitative research methods. This study is a collection of fundamental facts presented in a descriptive manner, rather than an explanation of correlation or hypothesis testing. According to Creswell, there are some characteristics of qualitative research, as follows:

1. Investigating a problem and gaining a thorough understanding of a central phenomenon.
2. The literature review plays a little part but helps to explain the situation.
3. Defining the aim and study questions in broad terms, as well as specifics on the participant experience
4. Collecting data based on words from a limited group of people to obtain the participants' perspectives.
5. Using text analysis to look for descriptions and themes in the data, as well as evaluating the results' broader importance.
6. Using fluid writing, creating frameworks and standards, and integrating the researchers' subjective reflexivity and bias in the report.

Data is a crucial aspect of study since without it, the researcher will gain nothing. The researchers collected data from two different types of data sources called the primary and secondary data. Primary data are original documents, relics, remains, or articles that the researchers have collected for the first time. In this study, the researcher will collect data from the dialogues of the *Avengers: Endgame* movie which has a running time of approximately 3

hours. Secondary data are data resources that gave data to the researchers indirectly. It denotes when data is obtained from sources other than the item. It is used to supplement and complete the researchers' data. Secondary data for this study are books, scientific and popular articles, and reviews.

The researchers collected this information through documentation. The technique utilized to collect the data is:

1. Watched the movie (first time) to get along well with the characters and the plot.
2. Watched the (second time) to compare the conversation of the characters in the *Avengers: Endgame* movie and taking notes of the idiomatic expressions and semiotic signs shown on the movie.
3. Identified the idiomatic expression type and the semiotic signs shown.
4. Used a qualitative method to analyze the idiomatic expressions and the semiotic signs shown.
5. Used the dialogues in the movie to analyze the idiomatic expressions and the visual symbols shown to identify and interpret the semiotics sign.

FINDINGS AND DISCUSSION

Idiomatic Expressions Found on *Avengers: Endgame* Movie

Some idiomatic expressions found on *Avengers: Endgame* movie is described as follow:

1. (00:00:51- 00:00:54)

Stark: What is going on inside their head?

Types of idioms: cliché

Meaning : *Inside their head* generally refers to a people's thoughts, feelings, and internal mental processes. This includes their ideas, beliefs, opinions, and the way they think about things. It also encompasses their emotions, such as happiness, sadness, anger, fear, and joy and refers to how their mind works, including things like memory, attention, decision-making, and problem-solving. Essentially, *inside their head* is a metaphorical way of describing the inner workings of a person's mind, which are not always visible or easily understood by others.

2. (00:11:24 -00:11:26)

Black Widow: What the heck is that?

Types of idioms: fixed statement



Meaning: *What the heck* is used to convey strong surprise or disbelief at something unexpected or out of the ordinary. It is a versatile exclamation that can convey a range of emotions, from mild surprise to strong annoyance. It can also be used to express frustration or annoyance, often when something goes wrong or does not make sense and to indicate a disregard for consequences or a willingness to take a risk.

3. (00:12:30 - 00:12:32)

Peter: That shouldn't make it change.

*Stark: Oh. **Change it back**, Pete.*

Types of idioms: fixed statement

Meaning: *Change it back* refers to a simple and direct instruction to undo a previous alteration and restore the original state of something. It also means to reverse a previous action or modification and implies returning something to its original state or condition before a change was made.

4. (00:35:36 - 00:35:40)

*Wanda: It just **plays in Strange's head** over and over again like a million times.*

Types of idioms: cliché

Meaning: It refers to something that is constantly on people's mind, being replayed or thought about repeatedly. It also describes a situation where a thought or idea is repeatedly occupying people's mind, often involuntarily. It suggests that a particular thought, memory, or scenario is constantly being revisited in their mind and implies a form of mental rehearsal, where someone is mentally practicing or imagining a future event, such as a speech or a performance.

5. (00:45:29 - 00:45:30)

*Thor: **Luck isn't going to help** us now.*

Types of idioms: euphemism

Meaning: It serves as a reminder that while luck can play a role, it is crucial to put in the necessary effort and take proactive steps to achieve one's goals and relying solely on luck or chance will not be sufficient to achieve a desired outcome. It also emphasizes that luck is unpredictable and unreliable and suggests that success requires more than just good fortune. It necessitates hard work, planning, and a strategic

approach. It encourages individuals to focus on the things they can control, such as their skills, effort, and preparation, rather than hoping for a lucky break.

Semiotic Signs Found on *Avengers: Endgame* Movie

There are many semiotics symbols found on the *Avengers: Endgame* movie, some of them are described below. By using Pierce's theory of semiotic, the researchers used the stones' names as the sign (sinsign) shown, and the ability of the stones as the things that they referred (symbols). Meanwhile, the interpretant of each symbol are described as the things should be concerned and handled well by human beings if they want to have a "well-managed" life:

1. The Infinity Stones

a. Space Stone

- Sign (sinsign): Space

Definitions:

- 1) The empty area outside Earth's atmosphere, where the planets and the stars are.
- 2) An empty area that is available to be used.

(*Cambridge Online Dictionary*, n.d.)

Object (symbol): On the movie, Space Stone could create portal and telekinesis. It could bring the user wherever they want with just a single snap.

Interpretant (argument): Space Stone interprets human's capability to be aware of their purposes of life and "go" wherever they want (even have) to go to chase any dreams to make their life into a better one.

b. Mind Stone

Sign (sinsign): Mind

Definition:

The part of a person that makes it possible for him or her to think, feel emotions, and understand things.

Object (symbol): On the movie, Mind Stone controls the users' mind, enhance their intelligence, and help them to create new life. A character named Vision has it on his forehead. Once the stone is taken, it will cause his death.

Interpretant (argument): Mind Stone interprets the importance of having a good mindset/way of

thinking for human since it will lead them to any situation that may happen to their life. Once a human has an inappropriate way of thinking; he or she can be categorized as a “dead person” just like Vision when the Mind Stone is taken from his forehead.

c. Reality Stone

Sign (sinsign): Reality

Definitions:

1. The state of things as they are, rather than as they are imagined to be.
2. The quality or state of being real.

(*Merriam-Webster Online Dictionary*, n.d.)

Object (symbol): On the movie, the users of the Reality Stone can create alter reality of everything that happens in their life. In other words, they can “change” their destiny.

Interpretant (argument): The Reality stone interprets that human beings should be aware of all the things that might happen to their life and be ready for the consequences. People should face the reality well and become wise enough if the reality that they face does not always suit their expectation. Otherwise, they should keep moving and make an “alter reality” by setting and doing another plan for their life.

d. Power Stone

Sign (sinsign): Power

Definitions:

1. Ability to control people and events.
2. An official or legal right to do something.
3. Strength.

Object (symbol): On the movie, Power Stone gives ability to the users to manipulate their energy and increase their strength. They became undefeatable because of their ultimate power.

Interpretant (argument): Power Stone interprets human’s capability in controlling their power and the importance of using it for good purposes. The more power that someone has; the more responsibility that he/she holds. Once someone has a great power both physically and mentally, they could face any obstacles that might happen to their life bravely.

e. Time Stone

Sign (sinsign): Time

Definitions:

1. The part of existence that is measured in minutes, days, years, etc., or this process considered as a whole.
2. The indefinite continued progress of existence and events in the past, present, and future regarded as a whole.

Object (symbol): On the movie, the users of Time Stone could control and manipulate timelines of people’s life. They might reverse or stop the time to “fix” the events so that it will run the way they want it to be happened. On the other hand, it may distract the reality.

Interpretant (argument): Time Stone interprets the importance of having good time management in every part of our life. Once we use our time inappropriately then we could not go back to the events that happened in the past and become regretful.

f. Soul Stone

Sign (sinsign): Soul

Definitions:

1. The spiritual part of a person believed to give life to the body and in many religions thought to live forever.
2. The spiritual part of a person that some people believe continues to exist in some form after their body has died, or the part of a person that is not physical and experiences deep feelings and emotions.

Object (symbol): On the movie, Soul Stone users have the ability to manipulate someone’s soul. They can control other people’s soul either to be a good or a bad one.

Interpretant (argument): Soul Stone interprets that humans have a full control of themselves because it may lead them both into something good or something bad to be happened in their life. Once a human can control their “soul” (attitudes and inner power) well, he or she can face and handle all of the things on his or her life wisely.

2. The Infinity Gauntlet

Sign (sinsign): Gauntlet

Definitions:

- 1) A long, thick glove (hand covering), worn for protection.
- 2) A glove worn with medieval armor to protect the hand.



(Collins English Online
Dictionary, n.d.)

Object (symbol): On the movie, it is shown that the Infinity Stones should be attached to the Infinity Gauntlet so that the users can use all the power that they have for any intentions.

Interpretant (argument): The Infinity Gauntlet interprets humans' ability to control every aspect that might affect their life; space (read:goals), mind, reality, power, time, and soul. If they use their "gauntlet" for a good purpose, then they will create many good things to be happened and protect themselves from having a misery. On the other hand, if they use the "gauntlet" for a bad purpose, it will ruin their life

CONCLUSION

There are some idiomatic expressions found on Avengers: Endgame movie like cliché, fixed statements, and euphemism. There are also semiotic signs than can be analyzed especially the hidden meaning of the Infinity Gauntlet and the Infinity Stones that showed every aspect of humans' life that must be controlled well to keep their life balance and does not go the wrong way. The researchers sure that the movie still have many objects to be studied to gain more knowledge for the readers. Hope that this research will give benefits and there will be more researches on the same field so that readers have more references in studying and taking notes on idiomatic expressions and semiotic signs.

The results also function to explain how meaning is constructed through the interaction of visual signs and figurative language in the movie. Through semiotic analysis, the results show how denotative and connotative meanings pertaining to themes like time, sacrifice, heroism, and group identity are conveyed through symbols, colors, costumes, settings, and cinematic techniques. In the meantime, idiomatic expression analysis serves to reveal how characters convey emotions, interpersonal relationships, and inferred meanings that are not literally interpretable. Furthermore, by showing how verbal idioms and non-verbal cues complement one another to enhance character development and narrative coherence, the research findings contribute to the disclosure of cultural values and ideological statements ingrained in the film. Furthermore, by offering empirical proof of idiom usage in a well-known cinematic context, these findings serve as

a reference for linguistic, translation, and film studies.

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