

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Semiotic is universal philosophical theory relating to the production of signs and symbols as part of a system of codes used to communicate information. Semiotic also is one part of linguistics branch which studying of sign processes that involves through sign or symbol. According to Saussure (1983:65) Semiotic is a science and symbol that specifically communicate something verbally and unspoken. Semiotic studies focus on the sign that contained the meaning.

Sign is related to the meaning that need to be interpreted. Usually sign often used to deliver the message to the audience. According to Leech (1981) meaning means of word is complex, which they have such section such are a thought, a characteristic, a connection, personal feeling and society. Signs are not limited to things, if an object that is in a next us is different from the meaning of the sign, the sign can represent the meaning that is meaningful to the object. These signs have meaning because people have unanimous and use to concern meaning. Sign divided into verbal and non-verbal sign. Verbal and non-verbal sign used in advertisements to explain and attract the buyer interest. Verbal sign has the shape of text and non-verbal sign in the form of picture and color. According to Chandler (2002:36) non-verbal sign as natural sign or picture is resembling what they depict. Verbal and non-verbal sign can be found in printed advertisements.

Advertisements is marketing way to communicate with the target market. The advertisement can be promoted product or service. According to Dyer (1982) advertising means illustration interest to something or advise someone about things. Its mean advertisements give information to get attention or persuade the audiences to buy or use the product that offered in advertisements. Advertising is mostly used for sales of particular products. Advertisements are made as good and appealing as possible to attract customers' interest in purchasing the products offered. In making an attractive advertisement requires signs, namely verbal and non verbal signs. The sign contains meaning either directly or indirectly in describing the products offered. Advertisements separate into online and offline. Advertisements online such as website or social media, meanwhile offline advertisement such as magazine, newspaper or printed advertisements.

There is one of Perfume brand that used advertisement as their promotional product, named Victoria's Secret. Victoria's Secret is quite popular with their lingerie collection, but many people also love their perfume collection. Victoria Secret is very famous in US, Canada, England, China, Indonesia, Singapore, Malaysia, Thailand, and France. In the advertisements of Victoria Secret, there are lots of signs are found in each advertisement which are interesting to be analyzed using the approach of semiotic. The reasons why the writer choose this topic because in society still happened miss understanding meaning of the advertisements. This study can help people in understanding message that contained in advertisements. In other hand, Victoria Secret also one of the famous branded perfume products in the world which uses many advertisements to advertise their

products. There are many signs used in the advertisements and those signs contain certain meaning which is interested to be analyzed.

## **1.2 Problems of the Study**

Based on background of the study above, the problem of the study can be solved as follows:

1. What are the verbal and non-verbal signs found in Victoria's Secret advertisements?
2. What is the meaning of verbal and non verbal sign found in Victoria's Secret advertisements?

## **1.3 Objectives of the Study**

The aims of writing this study or the objectives are basically to answer the research question. There were two specific objectives on this study which are:

1. To find out verbal and non verbal sign used in Victoria's Secret product advertisements
2. To analyze the hidden meaning of verbal and non verbal sign used in Victoria's Secret product advertisements

## **1.4 Limitation of the Study**

The scope of this study is limited. The discussions focused on analyzing the verbal and non-verbal sign found in Victoria's Secret product advertisements and analyzing the meaning of verbal and non-verbal sign used in Victoria's Secret product advertisements. This study also only focused on two types of meaning.

## **1.5 Significance of the Study**

In this study expected in theoretical perspective in semiotic study used in advertisements. It also makes understanding what verbal and non-verbal sign used in advertisements and the meaning itself.

### **1.5.1 Theoretical Significances**

This study expected will be useful and benefits for the readers who are interested about semiotic analysis in advertisement and the outcome of this study get information and improve the reader's knowledge about verbal and visual sign.

### **1.5.2 Practical Significances**

In practically, this study expected to help the reader's understanding in conducting the research about verbal and non verbal sign deeply. It also can make guidance and references for supporting the next researcher in the fields of linguistics especially in semiotics.

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## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

In this study the researcher found three review of related literature from three theses was explained as follow:

#### 2.1 Review of Related Literature

The first one is theses from Oktaviantara (2020) entitled *An Analysis of Verbal and Non-Verbal Signs in Himalaya Herbals Advertisements*. This study discussed about the Verbal and Non-Verbal sign found in Himalaya Herbals advertisements and the hidden meaning of Verbal and Non-Verbal sign found in Himalaya Herbals advertisements. There were two kind of research problem in this study: What are verbal and Non-Verbal sign occurred in Himalaya Herbals advertisements and what are the meaning of verbal and Non-Verbal signs occurred in Himalaya Herbals advertisements. In this thesis, the writer used theory semiotics proposed by Saussure (1967). The second were theory of meaning about seven types of meaning proposed by Leech (1981). There are ten advertisements found will used as data. The result of this study shows that there are forty six verbal sign and thirty four non-verbal sign from eight advertisements. The differences Oktaviantara thesis with this study, the previous study using theories from Leech (1981) about seven types of meaning meanwhile this study used the theory from Barthes (1967) about connotation and denotation. The similarity between Oktaviantara thesis with this study is in the term of topic, which is about verbal and

non-verbal sign. And both of study analyzed the semiotics sign proposed theory from Saussure (1983).

The second is theses from Wirasana (2021) entitled *The Analysis of Verbal and Visual Sign Found in Burger King's Official Audiovisual Advertisement*. There were two research problem in this study: What are verbal and visual sign found in in Burger King's Official Audiovisual Advertisement and what are the meaning of verbal and visual sign found in Burger King's Official Audiovisual Advertisement. In this thesis, the writer used theory semiotics proposed by Saussure (1983). The second were theory of meaning about connotative and denotative proposed by Barthes (1997). The last theory used in this study is theory of color terms proposed by Wierzbicka (1996) about six types of color. The finding of the study show there are 17 verbal and visual sign in both of Burger King's advertisement. In the meaning of verbal and visual sign, there are 17 denotative and 26 connotative meaning. Based on the finding, connotation meaning are more dominant than the denotation meaning. The differences between the previous study with this study is in the form of data source. Wirasana used audiovisual advertisement from youtube channel as data source to find out sign meanwhile this study used printed advertisement from online product advertisement. The similarity between this study and Wirasana's study is in the term of topic, which is analyzing signs, as well as analyzing the meaning by using theory of Saussure (1983).

The last review of related with this study was a journal article from *Kulturistik, Jurnal Bahasa dan Budaya* entitled *Semiotic Analysis of Hotel Advertisements* written by Agustia (2021). The data was taken from some hotel

advertisements concerning hotel promotions in Bali. The problem of this study were analyzed the sign meaning of advertisements and analyzed the sign that make up the text in advertisements. The data were collected by observations and note-taking techniques and also through online research. Qualitative method also used to analyze the data based on Barthes theory (1974). The result of the study show completed are the relationship among symbols and meanings used in a hotel promotion advertisement. The semiotic science variables may be delivered inside the pattern of a hotel advertisement as it offers a top level view of the appropriate among the application of semiotics and hotel advertising in the advertisement. The differences the previous study with this study which this study analyzed the sign and the hidden meaning of advertisements, meanwhile the previous study analyze the sign meaning and focus on the sign that make up the text. The similarity the previous study with this study is both of study take semiotic topic especially analyzed verbal and non-verbal sign in advertisements.

## **2.2 Concepts**

There are several concepts that used in this study: verbal and non-verbal, advertisements, and supported concepts is Victoria Secret. The more complete description will be given below:

### **2.2.1 Verbal Sign**

Verbal sign is effectively and simply to use as long as the people which interacting each other to understand the language use in order to explain the product or service or another explanation related to the advertisements. In advertisements

the headline will be used in the form of sentence, phrase, or even words. The aim is to the audience and know the product of advertisements that offered. Dyer (1993:131) states that words do not only describe communicate feeling, society and gestures, but they also bring thought to our mind.

### **2.2.2 Non Verbal Sign**

Non Verbal sign is how to express something without saying or wordless. Mostly, non verbal sign has hidden meaning that contained in advertisements. Dyer (1993:133) stated that it is easier to understand a picture than a word and picture also more effect than words and it generally offer greater chance for the communication of the excitement, personal feelings, and shadow.

### **2.2.3 Advertisement**

In order to reach attention of many people, advertisements need to be served with online and offline media. According to Dyer (1982:2) 'advertising' means 'drawing attention to something', or notifying or informing somebody of something. Advertisements can be served online or offline. The messages in advertisements is not only by text or sentence, it also can be the color and picture. Leech (1966:25) stated that advertisements is a means of communication which efforts to convince people or uttered people about certain product, job, or service and it can take the shape of notice, picture, text, film, song or combination of all.

#### 2.2.4 Victoria's Secret

Victoria's Secret is a retail company originating from the United States and is engaged in lingerie / women's underwear, beauty products, and women's clothing. Victoria's Secret was founded in 1977 by Roy and Gaye Raymond in San Francisco, California. Victoria's Secret is quite popular with their lingerie collection, but many people also love their perfume collection. The content of perfume oil then determines how long the fragrance of a perfume can last. If you want to feel freshness and fragrance for a moment, eau de cologne can be an option. For certain events that last only a few hours, opt for a Victoria's Secret eau de toilette. Victoria's Secret has developed and become one of the branded perfumes in several countries such as in US, Canada, England, China, Indonesia, Singapore, Malaysia, Thailand, and France.

### 2.3 Theories

In conducted this study, theoretical framework needed to support this study in analysis. There are two main theories that used in analyzing the data, first use theory of semiotics that proposed by Saussure (1983) with tittle of book "*Course in General Linguistics*" use to analyze verbal and non verbal sign, the second theory of meaning that proposed by Leech (1981) with book entitled "*SEMANTICS: The Study of Meaning*" that use to analyze verbal and non verbal sign. The last supported theory proposed by Wierzbicka (1996) about theory the meaning of color terms.

### 2.3.1 Theory of Semiotics

According to Saussure (1983:158) a sign must have both of a signifier and signified. A signifier is a component of a sign in the form of presented the idea that used to deliver the messages to the audience. The signified refers to pictures, color, or even sound. Saussure give defined signifier and signified structured of:

1. A “Signifier” (*signifiant*), is the form which the sign takes. It is the material sign of the language, the actual letters, voice, and symbols used to potray what they want to said.
2. A “Signified” (*signifie*), is the idea it describe or represents. It is abstract object of what the signifier means.

Signifier and signified are related to each other. Meanwhile, absolutely meaningless signifier or absolutely formless signified.

Below can be illustrated in the form of Saussure’s diagram:

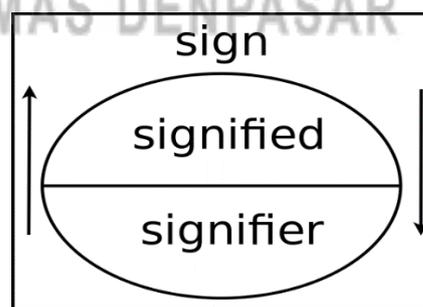


Figure 2.1 Saussure’ Diagram

If we take an example in linguistics, the word “tree” as the signifier, meanwhile it has signified meaning. A sign would be consist of:

- Signifier: The word “open”
- Signified: The concepts of signifier means (when it is represents in business) that means the shop is open for business.

From data above, we can concluded the diagram based on Saussure theories:

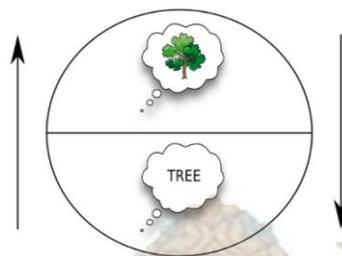


Figure 2.2 Dyadic Diagram

In the diagram above is the sound which is uttered when the word ‘tree’ is being said, and the letters ‘t-r-e-e’ is place on the paper when writing. The signified is the concept of natural growth with green leaves and brown stem with many branches.

As Saussure, both the signifier and the signified were purely “psychological” signified is a mental concept or reference. As for signified, lot of commentator who are adopt Saussure’s diagram still assume this as a mental construct, ever though they are often not and that it is able to however refer indirectly to things in this world. The signified is not a thing but notion a thing. It means its developed a concept or meaning which signifier refer to.

### **2.3.2 Theory of Meaning**

According to Barthes (1977) there are two types of meaning, connotation and denotation. Further explanation given below:

#### **2.2.2.1 Denotation**

Denotation usually describe as initial meaning of the text, sign, etc. As Barthes (1967: 89), stated “denotation is the first order of signification”. It refers to the simple or literal connection of a sign to the guidance; signifier and signified. Denotation is the step of the sign which explains the relations between signifier and signified making the obvious meaning. Denotation meaning is also a general meaning which is go through and recognized in community.

#### **2.2.2.2 Connotation**

Connotation is a meaning is not directly refers to general meaning. According to Barthes (1967:91) connotation is a sign which originated from the signifier of a denotative sign (denotation leads to chain of connotation). Barthes gives the priority to connotation and he emphasize that is not easy to divorce the signifier from signified.

### **2.3.3 Theory of Color Terms**

Color has important role in advertisement. Color was used to emphasize and added the reader’s interest in advertisement. According to Barthes (1996) stated that colors are more important than the actual wording of the advertisement. There

are six primary of color terms are appeared contradictory in the same way and to the same degree. Below the further explanation about color terms:

### **2.3.3.1 Black and White, Dark and Light**

Black and white really said as opposite color and it nearest connected to the dark and light as opposite also. The words dark and light (as color destination) are connected to darkness of night and the light of the day. Take a look dark objects will remember someone of the atmosphere when the people see something on the light. Beside that, “the semantic structure of English word black and white” mirror both their state of basic color terms learned by extension and association with the concepts dark and light. Leonardo da Vinci’s comment made in this “treatise on painting” as cited in Wierzbicka (1996:303) states that “We shall set down white for a representative of light, without which no color can be seen. And black for total darkness”.

Black are showed with energy, grace, ceremonial, morality, wicked and secret. Whereas white is represented light, simplicity, kindness, chastity and virginity. It is respected to be color of a successful beginning. White said as an opposite to black since white usually have a positive meaning. In advertising white as an opaque color incompatible with transparency. White means coolness and clearness because as the color of snow.

### **2.3.3.2 Green**

Grass, herb, or vegetation in general are related to the closest commensurate of the English word green, in lot of languages of the world. The English word green

associated with growth. According to Wierzbicka (1996:310) dark green is represent with ambitiousness, desire, cupidity, and jealousy. Yellow green associated with illness, cowardice and discord. The traditional color which is olive green means peace and aqua represented as emotional healing and protection.

### **2.3.3.3 Blue**

In morphologically and etymologically the English word of Blue is connected to sky. The other hands people also connected the world of blue with big water places for the examples sea and lakes. Wierzbicka (1996:329) stated that light blue is associated with softness, soundness, medication, concept, and safety. Dark Blue represented power, integrity, seriousness and knowledge.

### **2.3.3.4 Red**

The English word of red, in lots of languages associated with blood. As cited in Wierzbicka (1996:315) red has a meaning “a rich warm color” in morphologically. The red color means danger and warning, because it related to fire. The word tire will make the people think the color of red. It is worth when the fire fighter used red as the symbols. According to Wierzbicka (1996:318) light red represented love, gender, sensitivity and passion. Pink associated with romance, hearth and companionship. Its also symbolize as feminism. Dark red is symbol of spirit, bravery, rage, anger, danger and leadership.

### **2.3.3.5 Yellow**

Yellow is associated as a “warm” because it is related with the sun. It same with red color. Red as warm color since it associated with fire, whereas yellow as warm

color since connected with the sun. Yellow also assume as a light color, it can be the differences with red. Beside of that, yellow represent as sunlight, weakness, and friendship. Yellow also though as a light color. As cited Wierzbicka (1996:316) stated yellow associated with warning, damage, sickness and jealousy. Intellect, refreshing, and joy as a symbolize with light yellow.

### **2.3.3.6 Brown**

Brown is often assumed as blending color, a variety visual mixture between yellow and black with an admixture of red that is, in effect, a mixture of orange and black. Hurvich in Wierzbicka (1996:327) writes “brown is mainly dark-grayish orange and dark-grayish or blackish yellow colors”. The brown color as the color of the ground because it can make people will think of the ground. There are many brown things in around environment such as wood, leather and earth.

