

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Semiotics is a field of science dealing with the meaning of signs. Semiotics is the study of symbolic systems in general, which includes language. The study and theory of signs, symbols, and signification as communicative features, especially in language and other communication systems, is known as semiotics. It's the study of how people create and understanding the meaning of signs because it can demonstrate how words and other symbols convey information. Both semiotics and semantics deal with the meaning of signs, but according to John Sturrock, semantics deal with meaning of words, and semiotics deal with meaning of signs (Sturrock 1986, 22). The sign requires both a signifier and a signified.

Semiotics examines signs in a scenario context, images, texts and film scenes become interpretable. Semiotics by Barthes cited in Kurniawan (2001: 169) is essentially semiotics that studies how humanity (human beings) interprets things (things). Meaning (to signify) in this case can be confused with communicating (to communicate). Meaning means that an object not just carries knowledge, but also wants to communicate through signs.

Communication is one process that occur in the world, it can be face to face or through the social media. Broadly speaking, we can cooperate with other people, exchange information or do transaction selling and buy and also carry out many other activities by using communication as the tool which use language. Communication can not only be done by one person to another, but can be done to oneself. In communicating, not all messages are delivered directly as spoken or delivered. In some events, the delivery of intent may be different. One of them is communication or the delivery of information can be done through signs, for example in advertisements.

Advertisement is an effort to promote goods and services by utilizing certain media. Media selection cannot be done arbitrarily, but by considering the target audience and so on. Semiotics is often used in advertising to represent an advertiser's message with letters and symbols. Signs are also called signifiers or symbols that represent something else. The symbol may, in some circumstances, be an exact representation of what is shown, or it may be a symbol associated with it. A sign that may be seen in advertising for Starbucks is an example of a physical sign. There are usually two types of signs in advertisements: the first is a verbal sign, such as language, which is conveyed by speech or text. The second type is nonverbal indicators found in advertisements, such as visuals, colors, and gestures.

Based on the explanation above, in this study, the author will use Starbucks advertisement as the data to examine both verbal and nonverbal signs and the meaning contained. Most consumers have no idea what meaning is contained in verbal signs such as words and sentences, or non-verbal signs such as color,

backdrop, and images that appear in advertising, and numerous verbal and non-verbal signs may be discovered in Starbucks advertisements. That is why examining verbal and non-verbal signs is a very interesting topic to study.

## **1.2 Problems of the Study**

Based on the study's background, there are issues that are relevant to the study, which leads to the following research question.

1. What are verbal and non-verbal signs occurred in Starbucks advertisements?
2. What are the meanings of verbal and non-verbal signs occurred in Starbucks advertisements?

## **1.3 Objectives of the Study**

The objectives of this study are related to the problems of the study above.

The objectives of the study can be seen as follow.

1. To determine the verbal and non-verbal signs occurred in Starbucks advertisements
2. To analyze the meaning of the verbal and non-verbal signs occurred in Starbucks advertisements

## **1.4 Limitation of the Study**

The limitation of this study is to evaluating semiotic signs contained in Starbucks advertisements. The author analysed the verbal and non-verbal signs in Starbucks advertisement and the significance of the verbal and non-verbal signs.

The semiotics theory presented by Saussure (1983: 65) used to characterize verbal and nonverbal signs, and the meaning of verbal and non-verbal signs related to Barthes (1972) and the last analysis used the theory of colors purposed by Wierzbicka (1996)

## **1.5 Significance of the Study**

The purpose of this thesis to be analyze the verbal and non-verbal signs in the Starbucks advertisement and also the meaning of the verbal and non-verbal signs and also the author hopes that the readers will get many benefits, especially for the evaluation of semiotic signs contained in Starbucks advertisements.

### **1.5.1 Theoretical Significance**

Theoretically from this research, the author hopes that the study can provide the reader with the information about semiotic signs, especially verbal and non-verbal signs, and also the meaning of verbal and non-verbal signs. In addition, the author also hopes that this research can help the next researchers who might be interested in this topic.

### **1.5.2 Practical Significance**

In terms of practical significance, this research is expected to provide more in-depth information for readers. Furthermore, this research is predicted to improve the readers' ability and knowledge in semiotic signs that is verbal and non-verbal signs and also the meaning of the verbal and non-verbal sign. Therefore the reader can easily know the meaning contained in each sign.

## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

The second chapter consists of Literature Review, Concepts and Theories. There are three previous literature related to this research that are explained in this chapter. The concepts that led to this study are also presented in this chapter. The theory used is also discussed to support the data search process formulated in the study problem.

#### 2.1 Review of Related Literature

The review of related literature should have any relation with some thesis and article. The review of related literature consists of three previous researchers regarding semiotics studies. Then, here are some studies that have been done by analysing verbal and nonverbal signs:

The first study is the undergraduate thesis conducted by Kurnianti (2010) entitled “The Study of Verbal and Non Verbal Language in Communication to Create Image in Coca Cola Zero Advertisement”. This thesis focused on the analysis of verbal and non-verbal language in Coca Cola Zero Advertisement. The data was taken from three kind of coca cola zero video advertisements that she took from the internet. In this thesis, She was interested in the message of the Coca-Cola Company and wanted to convey as an advertisement publisher. She used the quantitative method to collect the data. She used the theory from Okodo to analyze the sentences in the conversation as presented in the advertisement and the theory of sign by Sobur. Compared to previous study, there are differences from the recent

study, the previous study used quantitative method while the recent study used a qualitative method to collect the data. The data was also different, she used coca cola zero video advertisement while this recent study was used sturbucks coffee advertisement as the data. The theory between the previous study and the recent study also different.

The second is the thesis written by Sudiantara (2014) entitled “The Analysis Verbal and Non-Verbal Signs of Printed Public Service Advertisements”. The purpose of his study was to analyze the meaning and function of verbal and non-verbal messages in the printed public service advertisements. Two printed public service advertisements were employed as the data. The study used the theory from Leech (1981:9- 11) and Color Psychology, (2000) ‘How Colors Impact Behaviors, Feelings and Moods. This study used the qualitative method to collect the data source. This study is similiar with the recent study, both used qualitative method to collect the data and talked about verbal and non-verbal sign. The differences between this study with the recent study was the theory that used. This study used the theory from Leech (1981:9- 11) to identify conceptual and connotative meanings and also use theory from Color Psychology, (2000) 'How Colors Impact Moods, Feelings and Behaviors, to analyze the meaning of the colors used in the advertisement. While the recent study used theory by Ferdinand de Saussure (1983: 65) about semiotics and the second theory is the theory of meaning suggested by Barthes (1972) and the last theory of colors purposed Wierzbicka (1996)

The third study is an article written by Arthika (2007) entitled “Verbal and Visual Sign Analysis of Ponds Advertisement”. In her article she focused to analyse the meaning, verbal and visual signs that showed in the data by using theory from Saussure (1983), the theory of meaning proposed by Leech (1994) and the non verbal communication theory by Dyer (1993). She used two sources of data in her research, they were Garuda Magazine in March 2010 and Jakarta Jaya Kini in August 2005. The similarities between Arthika’s study and this study are both of the study focus on analysis of the verbal sign and both study use theory from Saussure to analyze the sign and the differences between both studies are the previous study used theory from Leech (1994) to analysis the meaning while the recent study used the theory from Barthes (1972) another differences is about the data. Arthika’s study used Ponds Advertisemet as the data and this study will be used Starbucks advertisement as the data.

## **2.2 Concepts**

The research or study requires a concept. The concept is a brief description of the technical terms used in a study. Concepts can be in the form of definitions of technical terms used in a study. The concept of this study is divided into three concepts that are verbal signs, non-verbal signs, and advertisements concepts.

### **2.2.1 Verbal Signs**

Verbal signs consists of both written and non-written forms of communication. Verbal signs are parts of advertisements that can be analyzed through text or in written form. An advertisement usually consists of text in the form of a name or advertising slogan, information about something, persuasive

sentences or other forms of text. According to Chandler (2001:5), the verbal part of an advertisement is text, which is used to transmit a message that is recorded in some way, such as in writing.

### **2.2.2 Non-Verbal Signs**

Nonverbal signs are those that are not made up of words or sentences. It's also something that can catch people's attention and make them feel connected to the image in the advertisements. Chandler (2007:36) defined nonverbal signs as "natural signs" or "images that resemble in what they describe." Non-verbal sign is wordless messages like gesture, body language, and facial expression, It's similar to how we express meaning without using words but instead using color, picture, or symbol.

### **2.2.3 Advertisements**

Generally the advertisement is an announcement in a public by promoting a product, service and job vacancy and persuading the people to purchase goods or services. It might be a sign, a photograph, or a film that shows or informs people about either a product and service. A good advertisement is one that has the ability to influence consumers. The company uses advertising to inform consumers about their product so that they will trust their product and pay for it.

### **2.2.4 Starbucks**

An American coffee company Starbucks Corporation is a global coffee shop, which was founded in 1971, founded by three people: English teacher Jerry Baldwin, history teacher Zev Siegl, and writer Gordon Bowker. Starbucks is the



world's largest coffee shop with 20,336 stores in 61 countries around the world. The products they serve are in the form of food and beverages such as hot or cold drinks, sandwiches and coffee beans. Currently they even provide some typical Starbucks souvenirs.

### **2.3 Theories**

Every research or study requires a theory to examine the research or study that will be useful for the author to identify the theory of the research problem. There are several explanations regarding the theory that will be used in this research. The first theory is the theory of semiotics suggested by Ferdinand de Saussure (1983: 65) and the second theory is the theory of meaning suggested by Barthes (1972) and the last theory of colors proposed by Wierzbicka (1996)

#### **2.3.1 Semiotics**

Semiotics is the study of how people make a meaning through verbal and non-verbal ways. Saussure (1983: 65) describe semiotics as a system of signs which have meaning by virtue of their relationship to each other. Language is wonderful because combination of relation the signs at different level language organization. Saussure (1983: 65), he explained a language is a system of signs that have meaning because of their relationship to one another.

According to Saussure, the sign is divided into two elements, namely "Significe" and "Signified". Where "signifie" is the form in which a sign appears consisting of sounds and images, a physical representation of the language, sounds, and symbols chosen by the speaker or writer to convey what they want to say. While

"Signified" is the concept of the sounds and images. When communicating, someone utilizes signs to convey information about items, which other people will interpret. Saussure's object is referred to as the "referent." "Object" is interpreted as a referent by Saussure, who notes it as an additional element in the marking process.

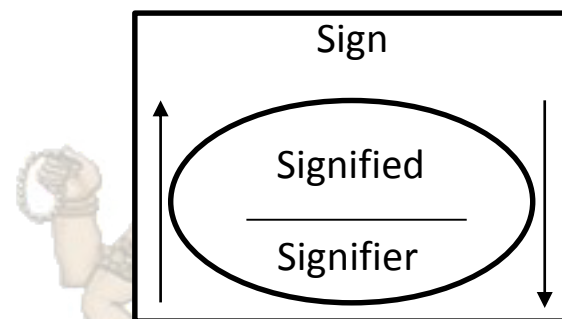


Figure 2.1 Saussure's concept of sign

For example word "Closed"

- Signifier : The word "Closed"
- Signified : The closed represents that the shop is closed for business

The signifier is a meaningful word or sound, according to Saussure, while the signified is the signifier's image or concept. Both the signifier and the signified are "psychological" in nature. The signified is a paradigm that still regards this as a social construct, despite the fact that it is frequently not, and it can indirectly refer to things in the world. The notion of an object, not the object itself, is the signifier. It denotes that the signified is a concept or meaning.

### 2.3.2 Theory of Meaning

Meaning in advertising is very important, According to Barthes semiology is the systematic inclusion of the essence and limits of any sign system such as whether it is in the form of images, gestures, or objects as a significant system. According to Roland Barthes, semiology is a branch of linguistics that deals with large signified units of discourse (Barthes, 1972). Barthes uses "levels of meaning" namely denotation and connotation. Where denotation is associated with the literal that means of a word, which is the most basic meaning and can be considered as a dictionary meaning. While connotation relates to the idea associated with a word or is implied by the emotions associated with the word. The connection between the signifier and the signified is described using denotation and connotation. According to Barthes, there are levels of significance as follows:

#### 2.3.2.1 Denotation

Denotation is a sign step that explains an explicit meaning is produced by a relationship between the signifier and the signified. According to Barthes, denotation is the first order of signification. The meaning of denotation is also a general meaning that is accepted and agreed upon in society. The definitional, 'literal,' 'obvious,' or 'common sense' meaning of a sign is commonly referred to as 'denotation.' Based on Spradley in Sobur (2009:263), the meaning of denotation involves referential meaning. So from this explanation it can be interpreted that the meaning of denotation is the initial meaning of a sign or text and so on. Denotation refers to what makes sense, the meaning of a sign. Denotation is also known as the dictionary meaning of a word or object terminology.

### 2.3.2.2 Connotation

Connotation is the second order of the signification comprises signifier and signified. Connotation is a sign that comes from the denotative sign's signifier. (denotative leads to a chain of connotation). The connotation is the second order signification, that is to get the clear sign which identifies the hidden meaning. Roland Barthes describes the way signs "convey the exchanges that occur when a sign fulfills the user's feelings and cultural values". Barthes emphasizes connotation and he notes that it is difficult to tell the signifier from the signified. (Barthes, 1964: 91).

### 2.3.3 The Meaning of Colors

Color is the one term of non-verbal communication. Color can be the most attractive thing in an advertisement. As the supporting theory of this study, Wierzbicka (1996) describes colors as being more essential than the actual wording of the advertisement. Color can represent or bring the feeling of something as stronger than unusual to make what is being presented or promoted by the advertisement more clear and it can attract the readers to read the message. There are six primary colors which have different frequencies and effects on us.

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

Black and white are opposite color that is closely related to dark and light. Black color is defined as a darkness that can be found at night, besides that black color can also be interpreted as evil, strength, hidden, fearful, death, elegance and mystery. Meanwhile, the white color is defined as purity, kindness, innocence, humanity, safety, and cleanliness. People often use white in advertisements as an

interpretation of coolness and clarity or the color of snow. Wierbizbicka (1996: 303) states that white is a representative of light, without the white color, those who cannot see color and black for total darkness.

### **2.3.3.2 Green**

If we heard about green color it can be related to the color of growth, grass, vegetation and herbs. According to Wierzbicka (1996: 310) Ambition, greed, and jealousy are all related to dark green. Sickness, cowardice, dissension, and jealousy are all signs of yellow green. Live green is the traditional color of serenity and is associated with emotional healing and safety.

### **2.3.3.3 Blue**

Blue color is related to the color of the sky and is associated with naturally big water places like the sea and lakes. According to Wierzbicka (1996: 329) Health, healing, tranquillity, understanding, and tenderness are all connected with light blue. Dark blue is usually related to represent knowledge, power, integrity, seriousness and reliability.

### **2.3.3.4 Red**

The red color is related to the word blood, meaning as cited in Weirzkbicka (1996: 315) that red is “a rich warm color”. Red color is considered as warm because red is related to feel tire. Many people think and use red color to present their tires. In our daily life red color is used to represent a symbol of danger and also symbolizes of fire. Weirzbicka (1996: 318) light red color symbolizes joy,

sexuality, passion, confident, sensitively and love. Dark red represent to anger, leadership, courage and malice. Pink represent to love, friendship and romance.

### **2.3.3.5 Yellow**

Yellow almost same with red color, yellow also the color is represented or symbolize as warm color Because it's connected to the sun. Unlike red color, yellow is categorize as a light color. Yellow color represents sickness, jealousy, decay (Weirzbicka, 1996: 317). Light yellow related with intellect, freshness, energy and joy.

### **2.3.3.6 Brown**

Weirzbicka (1996: 327) writes “brown are mainly dark-grayish orange and dark-grayish or blackish yellow color. Brown is considered a mixture of blue and orange. The earth, wood, leather, and human skin appear to contain varying amounts of black and white, but because the color is brown, there are many shades of brown in our environment. Brown also can be thought of as the color of the ground or at least people can think of the ground while heard that color.

