

ABSTRACT

Trinadi, Ni Nyoman Sayun, 2022. **The Analysis of Verbal and Visual Signs in AQUA Life Advertisement.** English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M. HUM. Co-Supervisor: I Made Perdana Skolastika, S.S., M.Pd

Advertisement is a powerful marketing strategy that is very effective in large-scale promotions. The aim of advertisement is to influence the audiences and help to achieve the marketing purposes or the objectivity of a company. This study concerns to find out verbal and visual signs, and also explain the meaning of those verbal and visual signs found in "AQUA Life" advertisements. The data were three video advertisements taken from the official YouTube channel named "SehatAQUA". This study used the theory of semiotic proposed by Saussure (1983) to describe the verbal and visual signs, then for analyzing the meaning this study used the theory of meaning proposed by Barthes (1964) along with theory of color proposed by Cerrato (2012). The data of this study were analyzed using the qualitative method. As a result, the advertisements show verbal and visual signs that provide the explanation of how important to preserve nature by choosing 100% recycled product in daily life. This study revealed there were 11 verbal and 11 visual signs from the whole videos. The verbal signs found in the data were used as a medium to emphasize, encourage, inspire, and give positive messages toward the audiences through creative languages in both written texts and narrator's monologue. Whereas, the visual signs were supported the verbal signs in the advertisements were to attract the viewers and emphasize the meaning through attractive illustration, pictures and colors. In this study, connotative meaning occurred dominantly rather than denotative meaning because these advertisements employed more hidden meaning rather than literal meaning to deliver the messages toward the viewers.

Keywords: *verbal sign, visual sign, meaning, aqua life advertisement*