ABSTRACT

Dewi, Ni Made Candra Sandita, 2022, **An Analysis of Verbal and Visual Signs Found in "Lancôme Paris" Advertisements**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M.Hum. Co-Supervisor: Dr. Ni Wayan Suastini. S.S., M.Hum.

Advertisement has important power in a marketing tool and efficient in the large-scale promotion. An advertisement aims to persuade and influence its viewers or audiences. The purpose of this study is to find out verbal and visual signs, as well as to explain the meaning of those verbal and visual signs contained in Lancôme Paris advertisements. The data of this study were taken from Lancôme Paris advertisements that were uploaded in YouTube platform by Lancôme USA. Theory of Semiotic by Saussure (1983) was used to describe the verbal and visual signs in this study. Furthermore, the meaning was analyzed by theory of meaning stated by Barthes (1964) and supported with theory of color proposed by Cerrato (2012). Qualitative method was used to analyze the data in this study. As a result, three of the advertisements showed verbal and visual signs. The writer dicovered there were 26 verbal and visual signs from the whole videos. The verbal sign found in the data was used as a medium to encourage, give positive and emphasize the message to the viewers. Whereas, the visual signs are supported the verbal signs in these advertisements in order to attract viewers' attentions. The connotative meaning occured more dominant than denotative meaning, it is because these advertisements conveyed the messages through hidden meaning dominantly rather than literal meaning.

Keywords: *verbal sign, visual sign, meaning, Lancôme advertisement*