

ABSTRACT

Pratami, Dewa Ayu Nadya Darma 2022. **Verbal and Visual Sign Found in Downy Collection Advertisements**. English Study Program, Faculty of Foreign Languages Mahasaraswati Denpasar University. Supervisor: I Dewa Ayu Devi Maharani Santika, S.S., M.Hum.; Co-Supervisor: Ni Made Verayanti Utami, S.S.,M.Hum.

This thesis concern with the analysis of verbal and visual sign found in Downy Collection Advertisements. There were two problems of the study to be solved which are: (1) What are verbal and visual sign found in Downy Collection advertisement, (2) What is the meaning of verbal and visual sign found in Downy Collection advertisement. The data source of this research was taken from <http://google.com> with keywords Downy Advertisement. The analysis used the theory proposed by Saussure (1983) to analyze and described verbal and visual signs and to analyze the meaning of verbal and visual signs of the advertisements used theory from Barthes (1967) about the denotative and connotative meaning supported by theory of color by Wierbicka (1996). The analysis was presented in formal and informal method. The results of this study shown that there were 76 data, divided into 39 verbal signs and 37 visual signs and for the types of meaning were found 42 connotative meaning and 34 denotative meaning. The verbal sign in this advertisement consists of the name of products, ingredients, also functions of each product. In the other hand, the visual signs consists of the statement in the advertisement, the color, the background, and also the model used in each advertisement that has hidden meaning.

Keywords: *verbal sign, visual sign, downy, advertisement*

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