

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Semiotics, also known as semiology, is the study of signs and how they are used. When we study semiotics, there is always a sign in it. As the researcher have mentioned in the first sentence, semiotics is the study of sign. A sign is something that is used to indicate something else. When we cannot point it directly, we can use sign instead. One of its pioneers, Swiss linguist Ferdinand de Saussure, defined it as the study of “sign life inside society”. According to Saussure (1916), the sign represents the unification of two fields that cannot be separated. There is a system when there is a sign. This indicates that a sign (verbal and non-verbal) contains two elements that are recorded by our two senses: the first signifier (field of markers or forms) is placed at the level of expression (level of expression) and has forms like sounds, letters, words, images, and so on. The second is the signified (the area of the signifier, concept, or meaning), which is at the content or idea level (level of content).

There are two main points in the sign, verbal sign and visual sign. According to Chandler (2000: 10), verbal sign is anything that interacts between text and also words whereas a visual sign is a picture that depicts the type of goods, corporate emblem, or other information. After knowing about the sign, there is the meaning of the sign, they are connotation and denotation. Connotation is a twofold meaning born of cultural or personal experience, whereas denotation is the true meaning as

defined by the dictionary. Not only words in the sign but also some colour. Color is not a universal human idea, according to Wierzbicka (1996: 287), but it is linked to sight, which is believed to be universal, because color can only be determined by looking.

COVID-19 posters are used to inform people about COVID-19, including its meaning, prevention methods, and treatment options. According to Osler (2019), COVID-19 (coronavirus illness 2019) is a disease caused by a new coronavirus, Sars-CoV-2, which was discovered on December 31, 2019 in Wuhan, China. This virus can induce a temperature of more than 38°C, cough, and shortness of breath in humans. It can also be accompanied by diarrhoea, weakness, and muscle aches. COVID-19 can cause pneumonia, acute respiratory syndrome, kidney failure, and even death in those with severe cases. COVID-19 is spread from person to person via personal contact and droplets (liquid splashes from sneezing and coughing), not through the air. When seen through an electron microscope (airway fluid/throat swab) and drawn again, COVID-19 gives the appearance of a virus with a crown.

Based on Halldin (1835), the poster is a combination of text and images, or just words, and frequently has a clear graphic representation. Nowadays, posters can help everyone spread information through social media or any platform that can upload an image. COVID-19 posters can inform everyone about the coronavirus recently, such as the prevention and treatment of the COVID-19. The posters contain a lot of the protective measures and the antigen test for COVID-19.

Posters have been widely used in this day and age. People can promote anything in the form of posters or just for notification. The poster that the author discusses is not a film poster but a COVID-19 poster which is intended for the public to know anything related to COVID-19, such as notifications about how covid-19 takes place, occurs and handles it.

Semiotic is an interesting topic, semiotic explain-many things about signs and how the signs are used. For someone who really likes pictures, semiotics is the right thing, because many people do not really like things that are full of writing. Because semiotics are things that contain pictures, this can be the reason many choose semiotics, including the researcher. Semiotics also teaches us about verbal and visual signs, so in a sign there will always be verbal and visual signs. Semiotics can also explain the denotative meaning and the connotative meaning in a sign. Based on the reasons mentioned previously, the researcher chose to use semiotics.

## **1.2 Problems of the Study**

Based on the background of the study above, this study has some points to analyze as important to make the specification of problems to avoid the ambivalence of the analysis and acquire a clear description. Based on the background of the study, the writer decides on some problems, they are:

1. What verbal and visual signs are found in COVID-19 posters from the Facebook account of World Health Organization South East Asia Region – WHO SEARO?

2. What message are conveyed by verbal and visual signs in COVID-19 posters from the Facebook account of World Health Organization South East Asia Region – WHO SEARO?

### **1.3 Objectives of the Study**

The researcher decided two problems above in the problem of study, the researcher tries to find out the answer from all of the problems, they are:

1. To find out the verbal and visual signs in COVID-19 posters from the Facebook account of World Health Organization South East Asia Region – WHO SEARO.
2. To explain the message conveyed by verbal and visual signs in COVID-19 posters from the Facebook account of World Health Organization South East Asia Region – WHO SEARO.

### **1.4 Limitations of the Study**

As we know that the semiotic analysis is very complex, the limitation that already decided related to the objectives of the study is essential to limit the study so that the discussion is not too far, they are:

1. The verbal and visual signs in COVID-19 posters from the Facebook account of World Health Organization South East Asia Region – WHO SEARO.
2. The message conveyed by verbal and visual signs in COVID-19 posters from the Facebook account of World Health Organization South East Asia Region – WHO SEARO.

## **1.5 Significance of the Study**

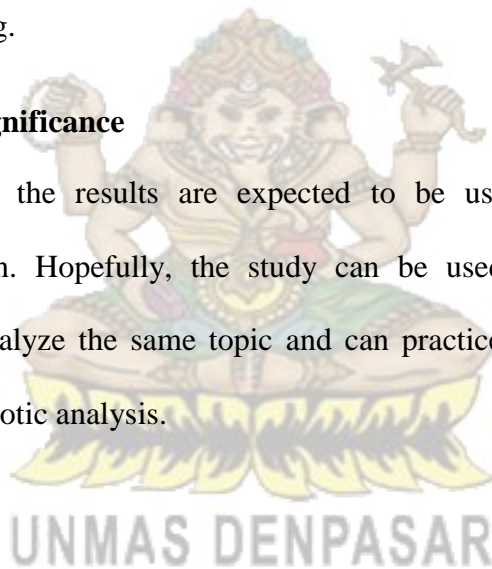
The researcher divided the significance of this research into two parts, they are theoretical significance and practical significance.

### **1.5.1 Theoretical Significance**

Theoretically, the result of the study is expected to be useful in the future for the reader. It is expected that the readers can increase their knowledge about semiotics analysis, especially for verbal and visual signs, connotative and denotative meaning.

### **1.5.2 Practical Significance**

Practically, the results are expected to be useful for the readers in understanding sign. Hopefully, the study can be used as reference for next researcher who analyze the same topic and can practice their language skill by undertaking a semiotic analysis.



## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter explained several previous studies related to semiotic especially in verbal and visual signs and also poster either COVID-19 Posters or even Film Posters. Previous studies help to understand the material well. Other than previous studies, this chapter also explain the concept and the theory for structure of the analysis very well.

#### 2.1 Review of Related Literature

For the first study is an article entitled “An Analysis of COVID-19 Poster of The Ghana Health Service: A Semiotic Approach” by Aning (2021). The researcher analyzed semiotic in COVID-19 Poster also but the poster from The Ghana Health Service. The reason why the researcher chose the poster is because they have the similar data source which is COVID-19 Posters. There are two problems of this research, the first one focus on the function in terms of semiotic meanings and the second one the meaning of the poster in verbal and also visual signs. When analysing the poster, the researcher used qualitative method by using the theory of Barthes. For the result and discussion, it explained about the analysis of one poster, in part of the visual aspects, the gestures, the gaze, and the verbal aspect. Based on the discussion, the COVID-19 poster delivered a message that invite people to think that if we are together we can defeat this virus and use safety protocols and obey the regulation from the government by observing. Each of these images can be saying that the verbal sign conveys a message or even idea and also

to communicate with the reader to get a special effect on it by observing and analysing the verbal and also the visual signs from the poster.

For the second previous study is an article by Nugraha (2021) entitled “Social Stigma of COVID-19: A Semiotic Analysis of WHO Campaign Posters”. The researchers also used WHO poster for the data source but the researchers use WHO Campaign Posters. The researchers focus on the verbal sign from the poster in part linguistic text and the visual sign in the part imagery messages. The researchers used qualitative method by using the theory of Barthes in the part of semiotic theory and also approach were influenced by semiology or semiotic, and also the signs general science, by Saussure. For the result, they found 5 posters about COVID-19 from WHO Campaign Posters. It can be seen from the poster 1 includes both linguistic and visual signs. The main text of the poster “Viruses don’t discriminate, and neither should we” and the poster’s slogan “, #SolidarityNotStigma prevent the spread of #COVID19” are both linguistic indicators. The main text is positioned above the image sign and tagline. It also takes up more room on the poster, taking up more area than other signs, such as the slogan. The term “discriminate” is highlighted in red, while the rest of the text is in black. The exact meaning of the poster’s main message, “Viruses don’t discriminate, and neither should we,” is represented by this display of linguistic signs. However, until the graphic sign depicted a person wearing a mask, it was not apparent enough.

The third previous study is an article by Utami et al. (2022) entitled “A Semiotic Analysis in Downy Collection Advertisement”. The differences from this

study and the previous study by Utami et al. can be seen from the data source that used Downy Collection Advertisement whereas this study used COVID-19 Poster from WHO's Facebook account. The researcher used descriptive qualitative method in this study. The similarity can be found from the theory of utilized which is both of the study used connotative and denotative meaning from Barthes and the theory of color by Wierzbicka. There are two problems from this study, what verbal and visual sign found in Downy Collection Advertisement as well as the meaning of the sign found in Downy Collection Advertisement. The result of this study is 9 verbal signs and 11 visual signs. Based on these signs, as well as the connotation and denotation already present in the Downy advertisement, the sign's meaning was explained.

The fourth previous study is a thesis entitled "An Analysis of Semiotic Signs Found in Movie Poster of Pirates of The Caribbean" by Hawan (2018). The study focusses on what semiotic signs found and also the meaning of semiotic signs in movie posters of Pirates of the Caribbean. The researcher used descriptive qualitative research method in this study. The similarity can be seen from the focus of the study which is semiotics. When analyzed the semiotic signs that already found in the poster, the researcher used the theory of Charles Sanders Peirce's Triadic Semiosis. The researcher also used Gillian Dyer's Theory about the concept of advertising found in poster and used theory of color meaning by Anna Wierzbicka that represent the meaning of the color in the poster. There are 4 different posters from the movie series that have already been analyzed from Pirates of the Caribbean. The elements of the triadic semiosis, namely the representamen,



object, and interpretant, are how the researcher ascertains that the semiotic sign is realized.

The last previous study is a thesis entitled “Verbal and Non-Verbal Signs in Insidious Film Posters” by Jasmine (2020). This thesis also discussed about verbal and non-verbal sign in a Poster. The problem of this study is identifying what are verbal and non-verbal sign found in the movie and also the meaning of verbal and non-verbal sign found in the movie. The researcher used qualitative method using the theory by Barthes’s semiotics theory. The difference can be seen from the data source, COVID-19 Poster and Insidious Film Poster. The result of this study is the writer found 7 in the part verbal signs and also 5 in the part non-verbal signs in the first chapter of Insidious poster, for the second chapter of Insidious poster found 3 in the part verbal signs and 4 in the part non-verbal signs, for the third chapter of Insidious poster found four in the part verbal signs also non-verbal signs, and for the last chapter (Insidious the Last Key) found 4 in the part verbal signs and also non-verbal signs as well. The researcher finds the connotative meaning that can be seen from the poster, including a possessed young boy, a haunted house, the frightened character, and all of the elements that can be shown in the film poster. But not only the connotative meaning they also found the denotative meaning that represent the real meanings of the data source which is the film poster including the title, tagline, the name from the actresses and actors, the characters, the settings and all of the elements can be shown in this film poster. After connotative and denotative meaning, the researcher finds the myth that can be seen from the film poster and can be represented as beliefs that include the power and supernatural

things which is the power and supernatural things could occur around them based on how the society believed it.

## **2.2 Concepts**

The researcher needed the terms semiotic, verbal sign, visual sign, COVID-19 posters as well as World Health Organization to do this research. The reader is meant to receive an in-depth understanding about these topics as a result of the notion. These principles are clarified in order to promote understanding and make them the basis for the discussion in this chapter.

### **2.2.1 Semiotics**

Any activity, behavior, or process can be studied through the semiotic lens which involves signs. A sign is defined as anything that conveys information to the performer of the sign, typically referred to as a meaning. Semiotics is concerned with everything that can be interpreted as a sign, according to Umberto Eco (in Chandler, 2000: 2). While based on Saussure (1916) believed that semiology, which he called semiotic, is concerned with anything that may be interpreted as a sign. Two terms that are frequently used in semiotics are signifier and signified. Swiss linguist Ferdinand de Saussure is regarded as one of the pioneers of semiotics. The signifier and signified are the components of signs, according to Saussure's theory of signs. A sign is made up of a form and a material.

### **2.2.2 Verbal Sign**

Based on Chandler (2000: 27) verbal sign is defined as a thing that deals with word and also text. Verbal sign is sign that used to convey a meaning using a word. Verbal sign is often encountered in all places, such as malls, airports, markets

and other places. Verbal sign is also often called readable signs because they are in the form of writing, different from visual signs.

### **2.2.3 Visual Sign**

Chandler (2000: 27) stated that visual sign is an image or gesture that is not spoken but can convey meaning. A visual symbol represents something. It often depicts real objects and is often metaphorical. On the other hand, a visual sign signified something. Its format is arbitrary and simply needs to be learned. Visual sign is also called as a sign that cannot read because in visual sign only can see it.

### **2.2.4 COVID-19 Poster**

Posters have been widely used in this day and age. People can promote anything in the form of posters or just for notification. The poster that the author discusses is not a film poster but a covid-19 poster which is intended for the public to know anything related to covid-19, such as notifications about how covid-19 takes place, occurs and handles it. According to Halldin (1835), posters are crystal-clear expressions of their era's values, trends, and significant events. The poster serves as an indicator, influencing attitudes and trends, and so serves as an excellent reflection of the times. Advertising posters, with their misleading presentations of the messages, should be expected in historical setting recreations. There is a clear distinction between artistic and commercial posters, despite the fact that they regularly overlap. Now that we are aware of their compatibility, we are more likely to view a lot of illustrated posters as works of art. A COVID-19 Poster is a poster that is used to inform anyone about COVID-19 around us.

### **2.2.5 World Health Organization**

Based on WHO's website (2022), World Health Organization, or simply WHO, is a United Nations body whose major goal is to ensure that everyone has the best possible health. It is referred to as the protector of global public health. WHO brings together governments, partners, and individuals to promote health, ensure global security, and support the most vulnerable in order for everyone, everywhere, to reach the highest level of health.

### **2.3 Theories**

The theories used in this study are the first one is the semiotic theory by Barthes (1964) and focused on the sign, signifier, and also the signified. The second theory also used the theory by Barthes which is the theory of meaning and focused on the denotation and also the connotation. The last theory, supported the theory by color term from Wierzbicka (1996).

#### **2.3.1 Semiotic Theory by Barthes (1964)**

Barthes' theory of semiotics decomposed the practice of interpreting signals and focusing on how various cultures and communities understand them. There was both the physical form of the sign and the meaning that was coded or interpreted. The study of signs is called semiotics. The study of the sign and everything linked to it, but not only that, it also includes how it works, how it interacts with other signs, how it is delivered to users, and how users interpret it. A philosophy of communication, interpretation, and literacy is known as semiotics. The study of semiotics focuses on how people utilize and interpret the symbols and also the signs in order to learn, to communicate, and also to acquire information. The study of

semiotics examines how people use and interpret signs and symbols to communicate, learn, and acquire information. The study of symbolic thinking called as semiotic.

### **2.3.1.1 Sign**

The basic unit of semiotics can be called as a sign. Signs catch the form of words, images, sounds, smells, tastes, actions, or things, but the signs have no intrinsic meaning. They are signed only after their meaning has been fulfilled. Barthes (1964: 35) stated that signs are arranged in a series of terms. Similarities and differences with it: signal, indexes, icons, symbols and allegories are sign. A sign has two parts: a signifier, which is the object's physical shape as experienced by our senses, and a signified, which is its intended interpretation. Every single thing in this world is a signs system. Anything about the signs has a meaning. The sign can be divided into two parts, the first one is the signifier which is the thing that can be seen, heard, touched or even smelled. Anything that we can see by eye and can be felt with any sense. The second one is the signified. Signified is the concept of conceptual that comes to your mind, but this concept behind the signifier and also the meaning that the signifier can carries.

### **2.3.1.2 Signifier**

A signifier is a sign made up of a material signifier and another sign. The signifier is basically a relatum, whose definition cannot be recognized from that of the signified, which is generally what its nature shows. The magnifier's role as a mediator, which requires some substance, is the only distinction. However, both on the one hand and the other, it falls short. In semiology, the signifier can also be

communicated by specific verbal means. A substance can be irrelevant (within the case of the substance of the substance), hence all one can say is that the substance of the signifier is continuously fabric. This materiality of the signifier makes it essential to clearly partitioned matter from substance once more (sounds, objects, pictures). When managing with blended frameworks in semiology, when numerous sorts of matter are show (sound and picture, protest and composing etc). (Barthes, 1964: 14).

### **2.3.1.3 Signified**

According to Barthes (1964: 42) Signified is a thing of mental representation. In semiotic, the terms describing the relation of signifier and signified are denotation and connotation. The two signified based on an analytic distinction: a denotative signified and a connotation signified, the meaning included both denotation and connotation. The signified is anything between an idea, a picture of visual, and also a reality of psychological. Signified is connected clearly with an idea from the head, a relation, and a definition object. Usually, you cannot have a meaning without the signifier or have a form without completely signified.

### **2.3.2 Theory of Meaning by Barthes (1977)**

According to Barthes (1977: 90) there are two sorts of meaning. In Barthes' theory, he developed semiotics into two levels of signs, namely the level of denotation and connotation.

### **2.3.2.1 Denotation**

Barthes (1977: 90) stated that a sign that is derived from the signifier of a denotative sign. Meaning of a sign that does not immediately correspond to the general meaning is said to have a connotation. Denotation may be a sign whose signifier that features a tall level of understanding that make the genuine meaning, signification may be a first-level framework of implication. Denotation is the act of employing a word or even a symbol to denote an explicit meaning and also collection of meanings. The denotation of a word or symbol is its specific meaning. Example: “She was cold” the word means that she was cold in temperature as the meaning of denotation is the real meaning.

### **2.3.2.2 Connotation**

According to Barthes (1977: 91), Connotation is the initial order of meaning. It describes the straightforward or direct connection between a sign and its references—the signifier and signified. Denotation is another widely used term that is regarded positively in society. Connotation is a sign which gets from the denotative sign based on the signifier. It implies implication importance is a significance of a sign which not straightforwardly alludes to the general significance, connotation is a second-level system of signification. Connotation is implicit meaning of a word that is distinct based on the object it clearly describes. Example: “Everybody likes her since she may be a dove a heart” the word dove here implies peace or gentility.

### **2.3.3 Color Terms by Wierzbicka (1996)**

Color is something that we encounter in every second, all things in this world have a color and also have a meaning from each of these colors. Wierzbicka (1996: 287) stated, color is not an idea of universal human, but it is tied to sight, which is deemed universal, because a color can only be defined by looking. Distinct cultures have different ways of thinking about color, but there are some remarkable parallels. There are six primary color words, all of which are considered incompatible to the same degree. They are:

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

Black color is often paired with white, either because they match each other or indeed have their own connection, the philosophy of black and white in life which means good/bad, difference, and mutual respect. Black and white are diametrically opposed colors that are intimately associated with dark and light. The words dark and light are associated with night time gloom and daytime light, respectively. Seeing dark objects brings to mind the experience of seeing things in the dark, while seeing light objects brings to mind the experience of seeing things in the light. Wierzbicka (1996: 303) propose explications for dark and light:

X is dark  
at some times people can't see much  
when one sees things like X one can think of this.

X is light  
at some times people can see many things  
when one sees things like X one can think of this.



Power, elegance, formality, death, evil, and mystery are all connected with black color. Black is the image from the terror and the unknown as called a mysterious color. (blacklist, black humor, 'black death') It usually has a negative connotation. Black is the color of mourning in heraldry. Wierzbicka (1996: 303) explicate the meaning for black:

X is black. [partial explication]  
when people see some things they say of hem: this is BLACK  
X is like this  
at some times people can't see anything  
because the sun is not in the sky  
when one sees things like X one can think of this

Black offers the impression of perspective and depth, but it also reduces readability. Light, purity, goodness, innocence, and also virginity are all connected with white. It is widely regarded as the perfection color.

Security, purity, and cleanliness are all linked with white. Unlike gloomy colors, white is often associated with happiness. White could indicate a good start. In heraldry, white denotes faith and purity. Wierzbicka (1996: 303) stated that initially consider symmetrical explication for white:

X is white. [partial explication]  
when people see some things they say of them: this is WHITE  
X is like this

White is associated with purity and coolness in advertising since it is the color of snow. White can be used to represent simplicity in high-tech products. Angels are frequently shown dressed in white.

### **2.3.3.2 Green**

Green is the shade of nature. It addresses development, concordance, newness, and fruitfulness. Green solid areas for have correspondence with security. Dark green is moreover generally associated with cash. Green has mind blowing recovering power. It is the most alleviating assortment for the normal eye, it can additionally foster vision. Wierzbicka (1996: 306) stated that, green can be partially explicated in the following:

X is green  
in some places many things grow out of the ground  
when one sees like X one can think of the plant on the ground.

Green suggests security and constancy. At times green connotes nonattendance of contribution; for example, a 'novice' is a fledgling. In heraldry, green exhibits advancement and trust. Green, as opposed to red, suggests prosperity; it is the shade of free passage in road traffic. Aspiration, ravenousness, and envy are undeniably related with dim green. Infection, weakness, dispute, and envy are indications of yellow-green. The component water is connected to close to home mending and security. The customary tone of harmony is olive green.

### **2.3.3.3 Blue**

Blue is the shade of the sky and sea. It is regularly associated with significance and dauntlessness. It addresses trust, dependability, astuteness, certainty, insight, confidence, truth, and paradise. Blue is seen as important to the mind and body. It moves back human processing and creates a calming result. Blue is unequivocally associated with serenity and peacefulness. In heraldry, blue is used

to address dedication and honesty. Wierzbicka (1996: 309) found the following for blue:

X is blue

- a. at some times people can see the sun above them in the sky  
when one sees things like X one can think of the sky at these times
- b. in some places there is a lot of (very much) water  
when people are far from these places  
they can see this water  
when one sees things like X one can think of oceans

Wellbeing, mending, peacefulness, understanding, and delicacy are totally associated with light blue. Information, power, genuineness, and reality are undeniably addressed by dark blue.

#### **2.3.3.4 Red**

Red is the shade of a fire and blood, so it is associated with energy, war, risk, strength, power, confirmation, excitement, need, and love. In heraldry, red is used to show mental determination. Based on Wierzbicka (1996: 315) declares that red is “a rich warm color” and definitely the word ‘rich’ and ‘warm’ are used here morphologically. Red is thought as warm on the grounds that it is related with fire, when individuals got some information about which variety makes them consider tire, a significant number of them replay red. Important tire motors and other stuff utilized by tire units are often painted red; fire dousers are likewise painted red; that red is for the most part utilized as an image of risk or advance notice. Wierzbicka (1996: 316) propose explications for red in the following:

X is red.

when one sees things like X one can think of fire  
when one sees thing like X one can think of blood

Satisfaction, sexuality, enthusiasm, awareness, and love are undeniably addressed by light red. Energy, self-discipline, rage, outrage, administration, fortitude, yearning, malevolence, and anger are undeniably associated with dark red.

### **2.3.3.5 Yellow**

Yellow is the shade of daylight. It is connected with rapture, euphoria, keenness, and energy. Yellow conveys a warming outcome, invigorates satisfaction, enlivens mental activity, and makes muscle energy. In heraldry, yellow shows honor and dependability. Later the significance of yellow was related with shortcoming. Wierzbicka (1996: 317) found the following for yellow:

X is yellow  
when one sees things like X one can think of the sun  
at some times people can see many things  
when one sees things like X one can think of this

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Dark yellow tends to caution, decay, difficulty, and want. Light yellow is connected with brain, novelty, and euphoria.

### **2.3.3.6 Brown**

According to Wierzbicka (1996: 327), The primary hues of brown are dark-grayish orange and dark-grayish or blackish yellow. Browns abound in our surroundings. The proportion of black and white in the ground, wood, leather, and human skin appears to vary. Wierzbicka (1996: 328) propose explications for brown in the following:

X is brown

when one sees things like X one can think of the ground (earth)

at some times people can't see much

when one sees things like X one can think of this

Like pink, orange, dim, and purple, 'brown' is ordinarily seen as a composite tone, a caring visual blend of yellow and dim with an admixture of red that is, essentially, mix of orange and dim.

