CHAPTER I

INTRODUCTION

1.1   Background of the Study

Language is a communication bridge that is used in everyday life. Furthermore, language plays an important role in fields such as education, tourism, culture, and business. In business, every company that offers services or products will promote the services or products offered. One way to promote it is by advertising. According to Candra and Putri (2019), ad display designed to be as appealing as possible without omitting the important message implied. Advertising can be found on many types of media, such as television, radio, and social media. With advertising, people will find out about new services or products offered by a company, hence that these services or products will be more famous and will sell more. Companies will make advertising that attracts people's attention with the aim that people are influenced by the services or products offered. One example of a marketing technique that is often encountered is with the support of an influencer or by collaborating with a famous artist or group of people. They will post on their social media in the form of photos or videos where they use the products or services. This is because social media has strong and broad access to interacting with various groups of people so that the products or services offered have a great opportunity to be sold more. The photo or video that is

promoted usually has a sign and the sign contains an implied meaning. The study of semiotics is very necessary for knowing the signs that are implied in the advertisement.

Semiotics is the study of all aspects of signs, both verbal signs and visual signs contained in objects that have meaning in their interpretation depending on the context. Verbal sign is something written or in the form of words or sentences. A visual sign, on the other hand, is something that can be seen with the eye and has a hidden meaning. There are two perspectives on Semiotics, namely Ferdinand de Saussure about theory of Semiotics and Semiotics. Theory by Daniel Chandler. Nurfatwa, et al (2018:2) states that Saussure's theory emphasizes that a sign consists of a signifier, which is a form taken from a sign, and a signified is the abstract concept it represents. Meanwhile, Chandler (2002:2), in his book Semiotics the Basic: Second Edition, emphasizes that signs can be words, images, sounds, gestures, or objects in a semiotic sense. In addition to advertisements as mentioned above, signs are often found in everyday life, for example on food wrappers, music videos, posters, book covers, etc. One example of semiotic signs in advertisements are verbal signs and visual signs found in Samsung advertisements in collaboration with BTS.

Samsung is an electronics company from South Korea. Not only smartphones, Samsung also produces televisions, refrigerators, air conditioners (AC), and so on. Recently, Samsung launched its newest smartphone product, the Samsung Galaxy S22 Series 5G, on February 9,

2022, in collaboration with a South Korean boyband, namely *Bangtan Sonyeondan* (BTS) as its brand ambassador. According to Balmer and Gray cited in Mudzakir (n.d: 649) the role of the brand ambassador is as a bridge to communicate the company's brand to external audiences. The latest series of smartphones that they launched were promoted on the Official Instagram of Samsung Indonesia, which has 1.9 million followers. BTS is a boy band that is famous worldwide, one of which is in Indonesia. The boyband consists of 7 members, which has 68.2 million followers on the Official Instagram of BTS. Besides being famous for their visuals, BTS is also renowned for their achievements in the field of music. Due to the global influence of BTS, several well-known brands collaborate with this boyband, one of which is Samsung.

As previously discussed, Samsung has launched its newest smartphone product which can be seen on the Official Instagram of Samsung Indonesia. In its promotion, Samsung uploaded photos with BTS members as models. In the photo, they are seen using the Samsung Galaxy S22 Series 5G. One example of a Samsung advertisement uploaded on the Official Instagram of Samsung Indonesia as follows.

Figure 1. 1 Galaxy S22 5G – Phantom White – 128GB

The verbal signs seen in the advertisement above are the words "SAMSUNG" and "Galaxy S22 | S22+". The sign is a mark of the brand name and type of smartphone advertised in the picture above. While the visual sign in the advertisement above is a picture of "a smartphone held by a man who is one of the members of BTS, whose name is Jimin". This mark identifies in detail the display of the Samsung Galaxy S22 smartphone.

Based on this phenomenon, the purpose of this study is to identify and explain in more detail the verbal signs and visual signs contained in the Samsung Galaxy S22 Series type 5G advertisement as a data source. This study also aims to provide more information to the public about how to understand smartphone advertisements promoted on social media, so that people can choose and consider communication tools that have good functions and benefits and can always be useful in everyday life.

1.2 Problems of the Study

Based on the background of the study, the problems can be stated as follow:

1. What are the verbal and visual signs found on Samsung x BTS advertisement?

2. What is the meaning of the verbal and visual signs on Samsung x BTS advertisement?

1.3 Objectives of the Study

Based on the problem of the study, the objectives of this study are as follow:

1. To find out the verbal and visual signs used on Samsung x BTS advertisement.

2. To describe the meanings of the verbal and visual signs found on Samsung x BTS advertisement.

1.4 Limitation of the Study

This study will be limited on verbal and visual analysis found in Samsung x BTS advertisements suggested theory of Semiotics by Saussure (1959) and the meaning of verbal and visual signs in Samsung x BTS advertisements based on Barthes' theory (1983). The last supported theory about theory the meaning of color terms was suggested by Wierzbicka (1998).

1.5 Significance of the Study

Based on the study, the writer must have a purpose in mind for the reader. There are two types of significance in this study, which are theoretical significance and practical significance. The significances provide as follows:

1.5.1 Theoretical Significance

This study is expected to be helpful for readers interested in advertising semiotic analysis, and the results of the study can provide details information and expand the knowledge of the researcher of verbal signs and visual signs.

1.5.2 Practical Significance

In practically, this research is expected to make readers understand the signs in advertisements, both verbal and visual signs and find out the hidden meanings contained in advertisements. This research is also expected to be a reference for further researchers in the field of semiotics.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

2.1   Review of Related Literature

In this study, the writer uses 5 previous studies which consist of 2 theses and 3 articles about verbal and visual analysis in order to get a good comprehension about this topic.

The first thesis is entitled Semiotic Analysis of L'oreal Paris Advertisement by Syahdini (2019). This thesis was written with the aim of describing the kind of signs and to comprehend the connotative meaning affects the concept of beauty in L'oreal Paris advertisement in 2013, 2014, and 2018. This thesis uses a qualitative method and the data source is from Youtube of L'oreal Paris. Those videos entitled L'oreal Paris Color Riche Commercial, L'oreal Paris 2014 (NEW VIDEO), and L'oreal Paris X Balmain. The writer used theory connotation by Roland Barthes (1983) and analyses 3 most dominant signs, namely pictures, utterances, and body languages. In the first video, she analyses 6 pictures, 11 utterances, and 10 body languages. In the second video, she analyses 3 pictures, 4 utterances, and 4 body languages, and in the last video, she analyses 3 pictures, 4 utterances, and 9 body languages. Based on the thesis, she found that in Loreal Paris advertisement is not concerned about the differences in origin

and race of those models. This can be found in the makeup of models in those advertisements. There is natural makeup, but there is also colorful, luxurious, and pierce makeup.

The first similarity between the thesis and this study is both of the studies is analyzing advertising. Second, both of the studies used descriptive qualitative as the research method. The third is both of the studies used theory of connotation by Barthes. The differences are this thesis collected data from Youtube and in the form of videos, meanwhile this study collected data from Instagram and in the form of photos. Second, the thesis discusses about cosmetics advertisement, whereas this study discusses about electronic advertisement. Third, the models in the previous study were a professional model. While in this study, the models were a famous boy band in Korea.

The second thesis was written by Siahaan (2019) entitled Symbolic Meanings used in Cosmetic Advertisements : A Semiotic Analysis. This thesis used theory of sign by Saussure (1974) and structure of advertising by Leech's theory (1966). There were two problems discussed. First are symbolic meanings found in cosmetic advertisements in Allure Magazine. Second, symbolic meanings represent a woman's image in cosmetic advertisements in Allure Magazine. This thesis used a qualitative descriptive method and the data were collected from three products of cosmetic advertisements, they are Maybelline, Revlon, and Dolce & Gabbana, published in Allure magazine by Bungin's formula. The writer found that there are 33 signs in the magazine advertisement. First, in Maybelline mascara, there are 10 visual signs and 6

verbal signs. Second, in Revlon mascara, there are 7 visual signs and 3 verbal signs. Third, in Dolce & Gabbana, there are 4 visual signs and 3 verbal signs. The symbols found in this thesis are in the women's images depicted Confident, Opened and Free, Productive, Powerful, Elegant and Luxurious, Independent, Ideal, Feminine, Fashionable, Beautiful and Sexy, Strong, Ambitious, and Attractive.

Both of Siahaan thesis and this study used theory of sign by Saussure. The second similarity is both of these studies used qualitative descriptive as a research method. Third, both of these studies utilized picture in advertisement as a data. The differences are the second theory in the thesis used structure of advertising by Leech's theory, whereas the second theory of this study used Barthes' theory of connotation and denotation. Second, the thesis discussed about cosmetics advertisement, meanwhile this study discussed about electronic advertisement. Third, the thesis utilized three products, which are Maybelline, Revlon, and Dolce & Gabbana, while this study utilized only one product, namely Samsung.

The next review of related with this study is a journal article written by Pratiwi, et al (2021) entitled The Analysis of Semiotic Signs on Forest Fires' Posters. This article used theory of Semiotics proposed by Barthes (1998). The data discusses 3 forest fires campaign, such as "Forest Fires Burn More than Trees", "Our Most Shameful Waste!", and "Save Amazon Rainforest's" which is taken from several websites, such as dreamstime.com, amazon.com, and powerlibrary.org. The data were collected by qualitative

method. The first poster in that article found 1 verbal sign and 3 nonverbal signs which are the cream color background, the black color of text, and bird's nest. These signs represent forest fires. The second poster found 2 verbal signs and 7 nonverbal which are fire, dead trees, the red color of fire, the orange color of fire, the black color of trees which had been burnt, big bear pointing backward, and the bear holds a baby deer. These signs represent the environment. The third poster found 2 verbal signs and 7 nonverbal signs which are the green color of background, forest which is on fire, a red color, an elephant and a tiger, a picture of the lungs, capital font style, and the white color of font. These signs represent the campaign to save the Amazon rainforest which is currently burning.

This article and this study similarly used Barthes theory about semiotic. Next similarity is both of these studies used qualitative method. The difference is the data source in that article was posters, whereas the data source in this study used smartphone advertisement. The second difference is that the article draws its data source from 3 websites, while this study drawn its data source from only 1 Instagram account.

The second article entitled An Analysis of Verbal and Visual Signs in Adidas's Advertisement "Ready For Sport" by Dewi, et al (2021). The source of the data taken from the article comes from advertisements posted by the official Adidas's youtube. The data were analyzed using a qualitative descriptive method. In analyzing the data, the article uses verbal and visual signs based on Saussure's semiotic theory that as cited by Chandler (2007),

the theory of meaning proposed by Barthes (1967) and supported by color theory from Wierzbicka, (1996). According to the discussion in the previous article, there are 10 verbal signs. Those verbal signs are further subdivided into 9 spoken verbal signs and 1 written visual sign. Furthermore, there are also 10 visual signs in that article.

Verbal and visual sign was the topic that both of these studies discussed. The second similarity is both of these studies used qualitative descriptive as a research method. The last similarity is both of these studies are used Saussure theory about theory of semiotic, Barthes theory about theory of meaning, and supported theory proposed by Wierzbicka about theory of color. The differences are this article used Adidas advertisement as a data source, meanwhile this study uses Samsung advertisement as a data source. Second, the data was obtained from the Official Adidas's YouTube, whereas the data of this study was taken from the Official Samsung Indonesia's Instagram.

The last review of related with this study is a journal article written by Pratami, et al (2022) entitled A Semiotic Analysis in Downy Collection Advertisement. The data in this study were obtained from https://google.com/ and discussed 3 Downy Advertisement. The first advertisement is Downy Sports Advertisement, the second advertisement is Downy Premium Parfum and the last advertisement is Downy Garden Bloom. The descriptive qualitative method was used to analyze this study. The analysis used Saussure's (1983:65) theory to analyze and describe verbal and visual signs,

to analyze the meaning of verbal and visual signs in advertisements used Barthes (1967) theory about denotative and connotative meaning, and supported theory by Wierzbicka's about theory of color (1996). The results of this study are the three Downy Collection advertisements contain a total of 20 data, with 9 verbal signs and 11 visual signs. According to the data discussion, there are 9 denotative meanings and 11 connotative meanings for verbal and visual signs. The model's facial expression, the advertisement's image, and the color all contribute to the connotative meaning in this study. The denotative meaning, on the other hand, consists of the advertisement's statement, the product's name, and the product's function. The connotative meaning is the dominant meaning that appears in advertisements.

The article and this study are similar in that both of these studies discussed semiotic analysis on advertisements. The second point of similarity is that both of these studies used descriptive qualitative as their research method. The other similarity is both of these studies used 3 theory which are Saussure's theory to analyze and identify verbal signs and visual signs in advertisement, Barthes's theory about denotative and connotative meaning to analyze the meaning of verbal and visual signs in advertisements, and used supported theory by Wierzbicka about theory the meaning of color terms. The differences are the previous study collected data from https://google.com/, while this study collecting data from Instagram. Second, the product in this article is Downy, which is fabric softener advertisement, while the product in this study is Samsung, which is electronic advertisement.

2.2   **Concepts**

Concepts are general principles that provide additional detail about the study's definition to make the analysis run smoothly. There are five concepts in this study, which are verbal sign, visual sign, Samsung, BTS, and advertisement.

2.2.1   **Verbal Signs**

Andina, et al (2021:15) says verbal signs are part of signs that are in the form of spoken or written, for example slogans, phrases, and all words in advertisements. Based on this explanation, it can be concluded that every word or writing contained in the advertisement is a verbal sign. Verbal signs in advertisements aim to convey information to readers or listeners about the products or services they offer. Furthermore, the verbal sign can be noticed in the headline, which comprises bold or capital letters and colorful words. It means verbal sign gives a highlight to each advertisement.

2.2.2   **Visual Signs**

In Merriam Webster (1828), visual is defined as something related to sight. Based on the explanation, it can be concluded that visual signs in advertisement are found in images, logos, symbols, icons, colors, body gestures, facial expressions, postures, shapes, illustrations, and so on. Words

and sentences are indispensable in conveying meaning in verbal signs. In contrast, in a visual sign, meaning is conveyed in something through the sense of sight. In addition, the function of visual signs is to elicit imagination that can be seen from a picture.

2.2.3 Samsung

Samsung is one of the largest electronic media brands in the world, based in Seoul, South Korea. Samsung was founded by Lee Byung-Chull in March 1938. According to Samsung Newsroom (2013), the word "Samsung" comes from Korean which means "three stars". The vision of the Samsung company is what its name implies: to be strong and everlasting like a star in the sky. This company has grown from year to year and now manufactures a wide range of electronic media, including smartphones, air conditioners (AC), washing machines, televisions, soundbars, microwaves, and so on.

2.2.4 *Bangtan Sonyeondan* (BTS)

Bangtan Sonyeondan (BTS) is a well-known boy band consists of 7 members which comes from South Korea. Big Hit Entertainment is the agency of this boy band, led by a producer named Bang Si Hyuk. The debut of this boyband was in 2013 with their leader named is Kim Namjoon, or known as RM. Then another member named Kim Seokjin, or known as Jin, Min Yoongi, or often called Suga, Jung Hoseok, otherwise known as J-hope, Park

Jimin or known with the name Jimin, Kim Taehyung who is known as V, and the last name is Jeon Jungkook who is known as Jungkook (Suryani, 2019). Until now, this boy band has had many fans around the world and the popularity of BTS has made this boyband become a well-known advertising model, one of them is joined with Samsung advertisement.

2.2.5 Advertisement

Advertisement is a type of promotion for a company or service provider that offers products, services, or ideas. Meanwhile, Dyer cited in Damayanti, et al (2021: 260) says advertisement as a way of representation and meaning through the use of external codes found in society. Advertisement can be done in 2 ways, which are offline and online. Offline advertisement is usually done by placing banners, distributing attractive brochures, or disseminating information on products or services by word of mouth. Whereas, online advertisement can be done by marketing through social media, endorsing well-known artists or models, selling and placing advertisements on marketplaces, making promotional videos through YouTube, promotion through radio, television, newspaper, and so on.

2.3 Theories

The purpose of the theory is to support the analysis in this study. In this data, there are 3 theories that will be used. The first theory is the theory

of semiotics by Saussure (1959), the second is the theory of denotation and connotation by Barthes (1983), and the third theory is a supporting theory proposed by Wierzbicka (1998) about the theory of color meaning.

2.3.1   Theory of Semiotics

Saussure (1959: 65-66) mentioned in the book Course in General Linguistics that semiotics is the study of signs and the meaning in these signs. In his book, Saussure classifies signs which consist of 2 components, namely the signifier and the signified. Each of these signs has an explicit and implicit meaning.

1) A "signifier" - the structure that the sign takes. The signifier is the material structure of the sign which is something that can be heard, seen, smelled, touched or tasted. which speakers use to indicate communication.

2) A "signified" - is the meaning of the concept or idea related to the signified.

A signifier and a signified have an arbitrary relationship because various signifiers can be used to denote the same concept. Below is an illustration of the diagram form by Saussure:
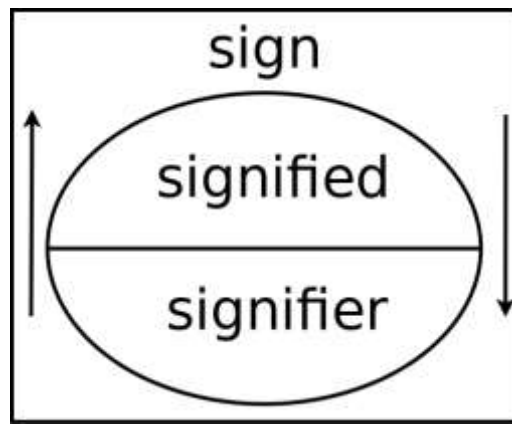
Figure 2. 1 Dyadic Diagram by Saussure

The example for the explanation in the diagram above is by using a sign in front of the shop door that says "open" can be categorized into signs consisting of:

1) A signifier : the word "open".

2) A signified: explained that the shop was open for business.

In the diagram above, the sign represents the consequences of the connection between signifier and signified (Saussure, 1959). For another explanation about signifier and signified is using a dyadic diagram with the word "tree" as an example:
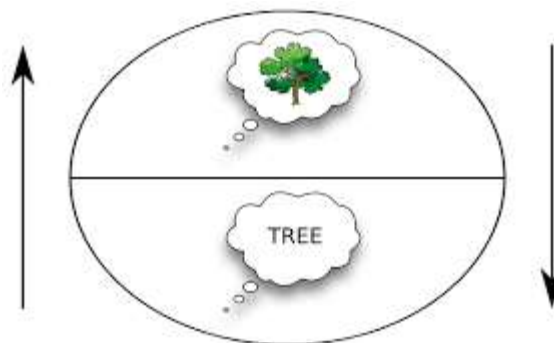

Figure 2. 2 Saussure's Diagram

In a sign must have a signifier and a signified. In the diagram above, the signified is represented by the image of a tree with green leaves and brown trunk. While the signifier is a clearly written word, namely the word "tree". Thus, the study of semiotics is needed to be able to examine the meaning and message in the sign.

2.3.2   Theory of Denotation and Connotation

Signs in advertisements have an important meaning in conveying the messages contained in them. The signs in advertisements usually contain messages, either implicitly or explicitly with the aim of making the delivery of the message more attractive so that the recipient of the message will be interested in the advertisement.

In this study also uses the theory of Denotation and Connotation by Roland Barthes (1983). Barthes is the successor of Ferdinand de Saussure's thought which defines sign in the context of human communication language which is composed in two parts, namely signifier and signified, whereas Barthes in his book entitled Elements of Semiology distinguishes meaning into two parts, namely denotation and connotation.

Denotation is a sign that clarifies the connection between the signifier and the signified, or between the sign and its reference to reality, resulting in explicit and factual meaning. Meanwhile, according to Barthes

(1983: 91) connotation is a term used to imply the significance of the second stage. The connotation describes the connection that occurs when the signs meet with the emotions or feelings of the reader and the values socio-cultural. In short, denotation is what depicted a sign against an object, while connotation is a way describe the object.

According to Barthes in Chandler (2002: 139) in his book entitled Semiotics: The Basic said connotation and denotation are frequently described in terms of representation or meaning levels. Barthes also implemented Louis Hjelmslev's concept of different orders of signification.

Below are the orders of signification as mentioned before:

Signifier	Signified	
Sign Signifier		Signified
Sign		

Figure 2. 3 Order of Signification by Barthes

The first level of signification is denotation. In this level, the sign consists of a signifier and a signified. While connotation is the second level of signification that uses denotative signs, namely signifier and signified as its signifier, and adds another signified to it. In other words, denotation leads

to a chain of connotations. On one level, the signified can be a signifier at another level.

More specifically, Barthes, as cited in Hartley (2002), contends that there were three levels of signification which are:

1) Denotative (a tree)

2) Connotative (tree connotes nature)

3) Mythical (nature is bountiful).

In conclusion, a tree image can represent "bountiful nature". To demonstrate denotation, Barthes used photography as an example. The photograph denotes what was in front of the camera at the time the image was taken. However, how the image is photographed and what abstract values may be associated with the resulting image are connotative.

2.3.3   Theory Meaning of Color

This study also explains the meaning theory of colors using the theory of Wierzbicka (1998). According to Wierzbicka (1998:287) color is not a human concept because it can be created in each community group differently. Examples such as the concept of television, computers, and so on, as well as the term color itself is not a universal phenomenon. There are six basics of color terms that are discussed in this theory, which are as follows:

2.3.3.1 Black and White, Dark and Light

According to Wierzbicka (1998: 301), black and white are opposing colors that are closely connected to dark and light. The statements dark and light (as color categorizations) are related with nighttime darkness and daytime light. People are reminded of their experiences seeing things in the dark when they see dark objects, whereas they are reminded of their experiences seeing things in the light when they see light objects.

Black symbolizes mystery, elegance, formality, power, evil, and death. White, in contrast, is connected with pureness, goodness, innocence, light, and virginity. In advertising, white is associated with clarity and coolness because it is related to the color of snow, whereas black is associated with something dark because it is related to the color of charcoal.

2.3.3.2 Green

Wierzbicka (1998: 306) stated the closest equivalent of the word "green" in English is related to words for herbs, grass, or vegetation in general. Dark green stands for ambition, envy, and greed, while yellow-green represents jealousy, sickness, cowardliness, and discord. The color aqua is linked to both physical and emotional healing. The color green has long been thought to represent peace.

2.3.3.3 Blue

According to Wierzbicka (1998:310), in many different languages, the closest equivalent of the word "blue" in English is related to the word for sky. People assumed the word blue with the sea or lakes besides the sky.

In his theory, Wierzbicka divides the color blue into two types. There are light blue, which is associated with tranquillity, healing, health, softness, and also comprehension. The second is dark blue which is associated with seriousness, power, knowledge, and also integrity.

2.3.3.4 Red

The closest equivalent of red is the word for "blood." Wierzbicka (1998: 315) defines red as "a rich warm color." Morphologically, the terms "rich" and "warm" are used here. Red is considered warm because it is associated with fire, and many people believe that red is the color of fire. The color red is also associated with danger or warning. Light red is a color that is associated with happiness, sexuality, passion, sensitivity, and love. It represents femininity and passivity. The color dark red symbolizes vigor, rage, anger, willpower, leadership, malice, courage, longing, and wrath.

2.3.3.5 Yellow

According to Wierzbicka (1998: 315), yellow is assumed a warm color because it is related to the sun. Red and yellow are distinguished by the

fact that yellow is considered a light color, whereas red is neither light nor dark. Dull (dingy) yellow is associated with caution, jealousy, decay, and sickness. Light yellow is associated with joy, intellect, and freshness.

2.3.3.6   Brown

Brown, like orange, pink, purple and grey is commonly considered as a composite color, a kind of visual combination of yellow and black with an admixture of red that is, in general, an orange and black mixture. Wierzbicka (1998: 327) states the primary brown colors are dark grayish and dark-grayish orange or blackish yellow. In this world, is easy to identify the brown color. The earth, leather, wood, and also human skin appear to comprise varying amounts of yellow and red, as well as varying amounts of black and white. The word "brown" in English is thought of as a combination of other colors, but the real word has a positive model. Brown is related with the color of the ground, which is probably what makes people assume of the ground.