

ABSTRACT

Maheswari, Cok Istri Agung Devi. 2022. **The Analysis of Verbal and Visual Signs in *Positive Energy Challenge* Video Advertisement.** English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: I Gusti Ayu Vina Widiadnya Putri, S.S., M.Hum.; Co-supervisor: Ni Nyoman Deni Ariyaningsih, S.S., M.Par..

This study is focus to concern the verbal and visual signs and their meanings that appeared in a video of Hyundai advertisement *Positive Energy Challenge*. The descriptive qualitative method was applied in this study to convey the hidden meaning found in the verbal and visual signs in the video advertisement. The data were taken from the video of *Positive Energy Challenge* that was downloaded from YouTube. The study used the observation method in collecting the data through the note-taking technique. Regarding the analysis, there are two main theories used in this study. The first theory of semiotics by Ferdinand de Saussure (1983) is to find out the verbal and visual signs. The second is the theory meaning by Barthes (1968) to analyze the meaning of the verbal sign and visual sign and supported by the theory of color terms proposed by Wierzbicka (1996). The study shown that 17 verbal signs and 25 visual signs contained in the video advertisement have a positive meaning and can attract the attention of audiences.

Keywords: *verbal sign, visual sign, advertisement, Positive Energy Challenge.*

The logo of UNMAS DENPASAR features a stylized yellow and green floral emblem above the text "UNMAS DENPASAR" in a bold, sans-serif font.

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