CHAPTER I

INTRODUCTION

1.1   Background of the Study

Semiotics is a study that analyzed the signs in the advertisement. According to Saussure (1983), sign results from the combination that relates between signifier and signified. To analyze the signs, Barthes (1967) stated that semiology is aimed to take in any signs, for example, by analyzing images, gestures, and objects. The signs are already distinguished into two main sections: the verbal and visual signs. The verbal sign is a text that may be seen in the advertisement as a sign. For example, the verbal sign contained with written text is the name of the product or brand or service in the advertisement. The visual sign is the sign that delivers the message without the text in the advertisement. In general, non-verbal signs or visual signs only deliver a message containing the image, object, body language, expression, and the color used when advertising the product or service.

Advertisement is a message that published in the mass media. There are several ways to advertise the message in all over the world. According to Dyer (1982:17), advertisement means attracting someone's attention to something or telling and informing people about anything contained with the product or service. To provide the information from the advertisement in the mass media, it is contained with a unique or interesting advertisement, so it helps

1

to persuade people to buy or accepts the brand, the product and the service.

Nowadays, video advertisement is a famous way to deliver products and services. Most people spend lots of time on social media, and advertisers might attract a huge number of people through social media. However, many companies collaborate with influencers such as top artists, actresses/actors or boy band/girl bands who are already famous and have many fans. The video advertisement in this study is collaborating with BTS. According to Wikipedia (2021), BTS is the one well-known boy band from South Korea. The people all over the world becomes the target audience can watch and get the message from the video advertisement. The message was delivered more interesting while the advertiser used a combination of verbal sign and visual sign in the video advertisement. It might attract people's attention to the advertisement.

This study analyzes the verbal sign and visual signs that might be contained in a video advertising on YouTube, as well as the sign's interpretation. *Positive Energy Challenge* video advertisement is chosen as the data source because it has a large number of verbal sign and visual sign and the messages meaning. Each advertisement included verbal sign and visual sign that indicated specific meanings and functions to tell the people or the public about the new brand car in the *Positive Energy Challenge* advertisement by Hyundai. People may not understand the meaning of the verbal sign and visual sign in some advertisement situations, and they may not get the message in the advertisement. It makes the advertisement worthless. Therefore, by knowing the verbal sign and the visual sign and their meanings, hopefully the people or

the audience be able to obtain the important information from the video advertisement.

1.2   Problems of the Study

The problems may be illustrated as follows, based on the explanation mentioned in the background of the study above. There were two main problems in order to analyze this study. First, what are the verbal and the visual signs that used in *Positive Energy Challenge* video advertisement?. Second, what are the meanings of the verbal and visual signs in *Positive Energy Challenge* video advertisement?

1.3   Objectives of the Study

Based on the problems of the study, there were two objectives of the study such as; to identify the verbal and the visual signs that found in *Positive Energy Challenge* video advertisement and to analyze the meaning of the verbal and the visual signs that found in *Positive Energy Challenge* video advertisement.

1.4   Limitation of the Study

The limitation of this study is analyzing the verbal and visual signs in the *Positive Energy Challenge* video advertisement. The study analyzed the data about verbal and visual signs and the meaning contained in the *Positive Energy Challenge* advertisement. The theory used to analyze verbal and visual signs is semiotics proposed by Saussure (1983). The theory proposed by Barthes (1968) used in analyzing the meaning of verbal and visual signs and theory of color term to support this study by Wierzbicka (1996).

1.5   Significance of the Study

This study explained two basic significances, theoretical and practical.

The purpose of this study is to persuade the reader the information about verbal

sign and visual sign in the advertisement.

1.5.1 Theoretical Significance

This study provides further information to the reader and enrich the study

and also increase the knowledge of semiotics, especially on verbal sign and visual

sign that used on video advertisement as well as the meaning that can be conveyed

from learning the semiotics study.

1.5.2 Practical Significance

The result of this study makes the reader understand the verbal sign and

visual sign in the advertisement and the meaning which usually found and should

be known to avoid being mistaken in understanding the meaning of the

advertisement. Therefore, in analyzing the advertisement, this study gives a better

understanding as a reference for the next researchers who are interested in

conducting research with verbal and visual signs.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND

THEORETICAL FRAMEWORK

2.1   Review of Related Literature

The literature review in this study was conducted by two previous theses which have done by the degree students and one journal regarding with semiotics study.

The first thesis is written by Mirani (2020), entitled "The Analysis of Verbal and Visual Signs in *Rare Beauty* Video Advertisement". The purpose of this thesis is to identify the verbal and non-verbal signs in Rare Beauty video advertisement. The problem discussed in this thesis is focused on analyzed of verbal and non-verbal signs according to the data that appeared in the advertisement. The data was taken from the *Rare Beauty* video advertisement on Instagram that was published on 1st September 2020. The method used in this thesis is the qualitative method. Two theories are applied in this study, Saussure (1983), which is the theory of semiotics, and second theory of meaning by Barthes (1968). Based on the analysis, this previous study found 20 verbal signs and 27 non-verbal signs in *Rare Beauty* advertisement.

The similarity between the previous study and this study is used the same theory to analyze the data, which is the theory used of semiotics by Saussure (1983), the theory meaning by Barthes (1968) and the color term by

Wierzbicka (1996). Both studies also used the same method, which is qualitative to analyze data. Both studies used video advertisements as data to analyze. The problem and the aims of both studies are also the same. The difference between the previous study and this study is the previous study used cosmetic advertisement and this study used car advertisement.

The second is a thesis written by Indriyani (2020) entitled "An Analysis of Verbal and Non-Verbal Signs in Selected *Public Service* Advertisement". The aims of this study are to identify the verbal sign and visual sign that are concluded in the public service advertising. The problem discussed in this thesis is focused on the analysis verbal sign and visual sign in the advertisement that contained to interest people. Descriptive and qualitative method is used in analyzing the data of this thesis. The data were collected from the website of Pinterest, which was published on http://www.pinterest.co.id/. The theories that are applied in the thesis are based on the theory of meaning by Barthes (1968), Elements of Semiology, theory of semantics by Saussure (1967) and theory of color terms by Wierzbicka (1996). Based on the analysis, the previous study found 16 verbal signs and 16 visual signs in *Public Service* Advertisement. The similarity between the previous study and this study used the same theory of meaning. Both studies also used the same method, which is a qualitative method to analyze the data. The aims and the problem of both studies are also the same. The difference in the previous study used image advertisement while this study used video advertisement as data. The previous study used public service advertisement and this study used car advertisement.

The last review is from Sena (2016), entitled "The Analysis of Verbal and Visual Signs of *Adidas* Advertisement". The purpose of this study is to identify the verbal and visual signs that support the Adidas advertising, as well as to examine the function and meaning of those signs. The information for this study was gathered from Adidas advertisements on the internet. Regarding of the previous study and this study, the problem about the verbal and the visual signs in advertisements are same. The theory used between the previous study and this study are different. In analyzing the data, the previous study used the descriptive qualitative method using Dyer's theory (1993), Leech (1974) and Chandler's theory (2001). To determine the meaning of the advertising this study used relevant semiotic theories. The data from both studies are different. The previous study used Adidas advertisement in the article, while this study used *Positive Energy Challenge* advertisement.

2.2 Concepts

In the concepts, there are three clarifications that are explained. Based on the analysis, it is divided into verbal sign, visual sign and advertisement, which are explained below.

2.2.1 Verbal Sign

The verbal sign is a word text that contains written (text) and oral (directly). According to Dyer (1982) states verbal sign is sign that only words and text can describe things. For example, the name of the product, the text and the headline text in the advertisement. Words can affect the beliefs and attract the interest of consumers.

2.2.2 Visual Sign

The visual sign is visualization which contains the picture that is represented in the advertisement. The purpose of the image is to make people interesting and catch the people attention, also to convince them of the advertisement. Dyer (1982) stated that one of the most successful ways to attract the people's attention is to use typical consumers or proxy advertiser-influencer such as actors or actresses who act and dramatize the value of the product. Body language, facial expression, the object in the picture, colors, and the way of dressing in the picture are part of the visual sign.

2.2.3 Advertisement

Advertisement, according to the Dictionary (2021), is a message, picture, or video that informs people about a product or service. The concepts of advertisement are supposed to promote, introduce, persuading people from all brands that would be advertising. It is how advertisement successfully makes people interest the customers or the readers about the product that is being advertising. There were place for advertising products, such as newspapers, television or media social such as YouTube, Instagram, and Facebook.

2.3 Theories

There were three theories that are used in order to analyze the problem in this study. First, the theory of semiotics is entitled "Course in General Linguistics" by Saussure (1983). Second, the theory to analyze the meaning is entitled "Elements of Semiology" by Barthes (1968). Last the theory of color analyzes the color terms by Wierzbicka (1996) in her book entitled "Semantics

Primes and Universals".

2.3.1   Theory of Semiotics

The concepts s of semiotics are symbols, codes, and meaning. Semiotics is a study of how the concepts are created and how the concepts are communicated. Every human language is a combination of the relations that were obtained across linguistic signs at different levels of language organization. Saussure (1983:158) divided the sign into three components, namely:

1. Sign: Sign in which the material contains the aspects such as motion, shapes, code, meaning, sound, letters, and anything that conveys the meaning.

2. Signifier: The signifier which the signs take is the material sign of the language, the actual letters, sounds, and symbols used to represent what the speaker or the writer wants to communicate: what is said or heard and what is written or written or read.

3. Signified: The signified is the concept that represents the abstract of concepts that the signifier means.

   Generally, the sign must have both signifier and signified. The diagrammatically, the Saussure's theory would like this:
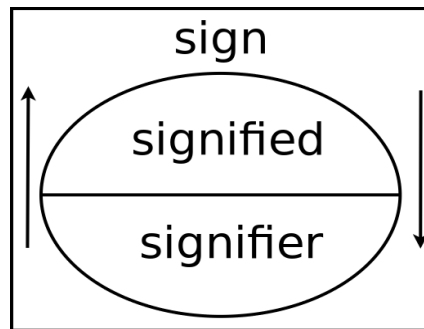
The Saussure's concepts of sign (Source: Saussure, 1983:66)

The sign is the overall result related to the combination of the signifier and the signified. The relationship between the signifier and the signified is known as 'signification', represented in the diagram. For example, the words 'open' is a signifier. It is a sign that consists of:

- A signifier: the word 'open'

- A signified concept: the library is 'open' for education

The signifier is the textual words, and the signified is the concepts or the meaning that the signifier refers to. The signifier or the word 'open' could stand as signified for represents that the library is 'open' for education. It means the signified became concepts or the meaning which the signifier refers to.

2.3.2 Theory of Meaning

Semiotics theory focuses on the meaning that connects the sign's signifier and signified. The signification is divided into two phases. According to Barthes (1968), those are the first and the second order of significations. The first order describes the connection between the signifier and the signified. Denotation is the first order of signification, which is relates to the meaning of the sign. The denotation sign (signified and signifier) is used as the signifier in

the second form of signification, namely connotation. The first order of signification is denotation, which signifies how something looks directly. The second order of signification is connotation, which describes how people see the sign concepts and then identifies the hidden meaning. To analyze the signs in visual objects, Barthes (1968) stated the denotative and connotative as the levels of meaning. According to the following explanation above, the theory of meaning by Barthes (1968) is split into two parts:

1. **Denotation**

Denotation is the first order of signification. It refers to the sign's direct and explicit connection to its signifier and signified references Barthes (1968:89). Denotation is a step to explain the meaning of what we see or related to reality, resulting in an explicit, text, direct and definite meaning. Denotation is explained about the meaning of words that are not contained with additional information feeling.

2. **Connotation**

Connotation is the second order of signification, which contains signifier and signified. Connotation is a sign that is produced from a denotative sign's signifier (denotative leads to a chain of connotations). Barthes (1968:91) states that it is difficult to distinguish the signifier and the signified. The main idea of the connotation is subjective or at least intersubjective. It occurs while the interpreter is exposed to the object or sign. The connotation is a second-order signification, which is obtaining a clear sign that reveals the hidden meaning.

2.3.3   Theory of Colors

Colors are important same as the text, signs in the advertisement. There are six basics of color terms according to Wierzbicka (1996):

1. Black and White, Dark and Light

    Black and white, according to Wierzbicka (1996:30), it is opposing colors that are strongly connected to dark and light. The terms dark and light (as color destinations) are associated with nighttime gloom and daytime light, respectively. People seeing things in the dark it remained items with: elegance, formality, power, death, and mystery those are all associated with the color black. However, if people see things in the light or bright objects it linked with kindness, innocence, purity, and virginity.

2. Blue

    Blue is the color that usually used to describe the sky. In other hand, blue not only describing sky but also used to describe water like sea or lake. According to Wierzbicka (1996:310), blue divides the blue color into two kinds in his theory. First, light blue is a color that used to describe health, healing, calm, understanding, and softness. Last, dark blue is a color used to describe knowledge, power, integrity and seriousness.

3. Green

    Green is the closest term in several languages throughout the world to the English word. In the other word that related with green color is grass, herbs, tree, plant or vegetation. According to Wierzbicka (1996:307) green is associated with ambition, fertility, growth, success, natural and harmony.

4. Yellow

According to Wierzbicka (1996:316) because yellow is connected with the sun, it is seen to be a 'warm' color. Yellow is a bright hue that is associated with happiness. The hue dull (dingy) yellow is associated with caution, decay, and jealousy.

5. Red

The red color is related with the word for 'blood'. Wierzbicka (1996:315) declares that red is thought as warm color because it is correlated to fire. Red is a color used to describe danger or warning. Light red is a color used to describe joy, sexuality, passion, sensitive and love. Dark red is a color used to describe as rage, anger, leadership, vigor, courage, willpower, wrath, malice and longing.

6. Brown

According to Wierzbicka (1996:327) brown mainly is a hue that is dark grey orange and dark grayish or blackish yellow. Browns may be found in many places in our environment, including the earth's surface hue, woods, leather, and human skin, all of which have different various proportions of black and white. Brown color also associated with warmth, comfort and trust.