

THE ANALYSIS OF VERBAL AND VISUAL SIGNS IN *POSITIVE ENERGY CHALLENGE* VIDEO ADVERTISEMENT

THESIS



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**ENGLISH STUDY PROGRAM
FACULTY OF FOREIGN LANGUAGES
MAHASARASWATI DENPASAR UNIVERSITY
DENPASAR
2022**

THE ANALYSIS OF VERBAL AND VISUAL SIGNS IN *POSITIVE ENERGY CHALLENGE* VIDEO ADVERTISEMENT

THESIS

Presented to

Mahasaraswati Denpasar University

In partial fulfillment of the requirements

For the degree of *Sarjana Sastra*



BY

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DENPASAR
2022**

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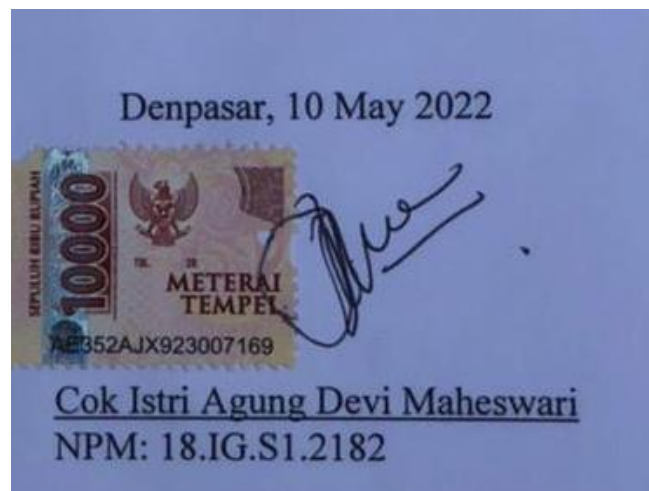
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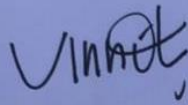


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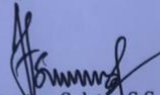
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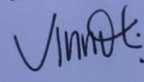
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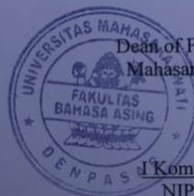

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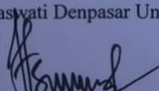

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ABSTRACT

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 is centered on the page. It features a stylized yellow and green emblem above the text "UNMAS DENPASAR" in a bold, sans-serif font.

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The writer deeply realized this study is still far away from the perfections due to limited knowledge processed by the writer. Therefore, any suggestion, comments and new ideas are needed for the improvement of this paper. Hopefully, this thesis will be useful for those who want to develop their study on English especially in semiotics study.

Denpasar, 10 May 2022

Cok Istri Agung Devi Maheswari

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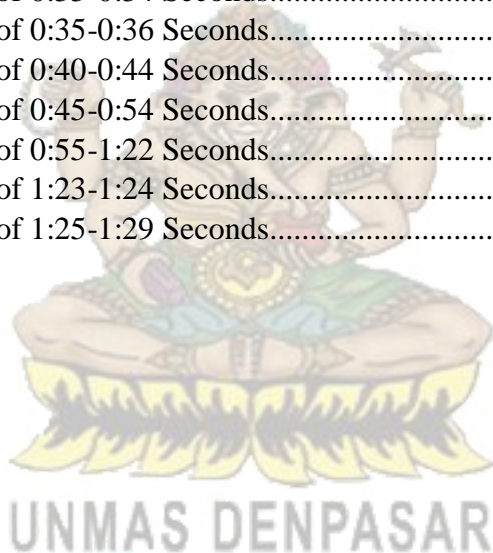
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CHAPTER I

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

to persuade people to buy or accept 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.

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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

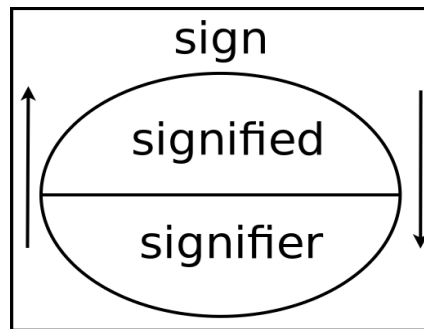
Primes and Universals”.

2.3.1 Theory of Semiotics

The concepts 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.

CHAPTER III

RESEARCH METHOD

This chapter discusses the method used in this study. The method of this study is concluded four important parts discussed, which are data source, data collection, data analysis and finding presentation.

3.1 Data Source

The data source was taken from an online site that was already published on (YouTube, 2021) site <https://youtu.be/DAmmeAMWAh0>. This study used one video advertisement with duration of 1.29 minutes that was published on 5th June 2020 as the data source. According to Wikipedia (2021), Hyundai is a South Korean multinational automobile manufacturing company located in Seoul. In 1967, Chung Ju-Yung founded Hyundai Motor Company. Hyundai now released a new car product that uses hydrogen as its fuel and is advertised on YouTube, namely *Positive Energy Challenge*. Hyundai Company is collaborating with BTS. According to Wikipedia (2021), BTS is the one well-known boy band from South Korea. BTS was selected by Forbes as the artist with the most tweets on Twitter in March 2016 because of their huge social media following. They also won in the YouTube Music Global Top 100 in 2016. Therefore, BTS was chosen by Hyundai Company to advertise their product. The interesting product in the advertisements is the data source. To analyze this study, there were contained hidden meanings of verbal and visual signs in the advertisement.

3.2 Data Collection

The method used in this study by collect a video advertisement that conducted verbal sign and visual sign. The technique of collecting the data in this study follows some steps that were taken:

1. Searching the website of the advertisement that was uploaded on YouTube.
2. Selecting the video advertisement that contained the interested message found on YouTube.
3. Saving the video advertisement and watching the video repeatedly.
4. Classifying the advertisement into the number of scenes and analyzing the data based on the category of verbal and visual signs and the meaning found in the advertisement.

3.3 Data Analysis

The collected data were analyzed using qualitative method to explain the semiotic signs and the meanings in a video advertisement. Several steps were conducted with the theory as follows:

1. Analyzing and classifying the verbal sign and the visual sign advertisement based on the theory of semiotics by Saussure (1983).
2. Analyzing the meaning of the advertisement based on theory of meaning by Barthes (1964).
3. Analyzing the terms of color based on Wierzbicka (1996) theory.

3.4 Finding Presentation

Based on the topic, the previous study describes the result of the study. The

data were analyzed using formal and informal methods. Those two methods combined to present the result of analysis of the verbal sign and visual sign and the meaning to make the presentation easier to understand. The formal method is a method of presenting the results of the data analysis by using a picture, table, or diagram that appears in explain the advertisement. The informal method is a method of presenting the results of the analysis of the advertisement's meaning by using words and sentences as descriptions. The whole description of the analysis is presented in the short form of a paragraph that consists of the meaning of verbal and visual signs.



CHAPTER IV

FINDING AND DISCUSSION

This chapter consists of two parts. The first part presented the finding of the types of verbal sign and visual sign in the *Positive Energy Challenge* video advertisement. The verbal sign and visual sign were analyzed based on the theory of semiotics by Saussure (1983). The second part discussed the meaning based on the theory of meaning by Barthes (1964). The discussion were presented the data description with pictures and tables of the data source.

4.1 Finding

There are many commercial video advertisements from Hyundai that can be found on YouTube. However, this study focuses on one video advertisement, *Positive Energy Challenge*. The video advertisement was uploaded related to the World Earth day on June, 05 2020 on the Hyundai YouTube account. The duration of the video advertisement is 1.29 minutes. The verbal sign and the visual sign found in the *Positive Energy Challenge* video advertisement are presented in the table below.

Table 4.1 The Verbal Sign and The Visual Sign in *Positive Energy Challenge* Video Advertisement.

No	ADVERTISEMENT	VERBAL SIGN	VISUAL SIGN
1.	Positive Energy Challenge Video Advertisement	17	25
	TOTAL	17 Verbal Signs	25 Visual Signs

Based on the findings table above showed the table of the categorization into verbal sign and visual sign. As a result, the data were found in 17 verbal sign and 25 visual sign in the *Positive Energy Challenge* Video Advertisement. This data showed the differences in the data. The verbal sign is less than the visual sign because the purpose of the video advertisement is to attract the people's attention and to create a unique video in order to deliver the message in the advertisement. The visual sign has an important role in the video advertisement. Therefore, in the scene of the video advertisement, there are eye contact, body gesture and meaningful message both from verbal sign and visual sign. Those are contained to convey the message and the meaning from visual sign in the video advertisement.

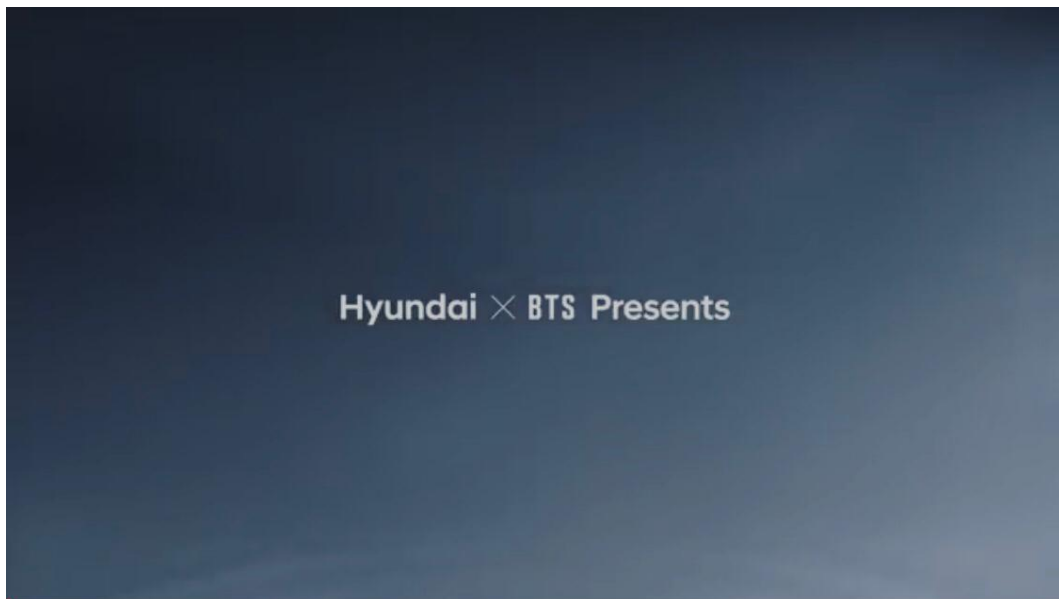
The verbal signs in the video advertisement were included with the spoken and written text that appeared in the video advertisement. The first verbal signs that appeared in the scene are "Hyundai X BTS Presents". It represent the video advertisement from Hyundai and BTS. The verbal sign that often appeared were "Inspired by the sound of water drops", "La la la la", "Positive energy", and "Because of You" because that verbal signs refers to the product and the main statement that often used in the advertisement. The advertiser focus tells the message in the video advertisement to the people. Meanwhile, the visual sign represents the objects, pictures, models and also their gestures. In the video advertisement, there are seven handsome male actors that are expected to attract the people attention whenever they watch the video advertisement.

4.2 Discussion

In this part, this study has discussed the analysis of the data taken from the *Positive Energy Challenge* video advertisement, which has been taken from YouTube sites and they are served in the form of a table. The signs which were found in this video advertisement aimed to tell the audience about the positive message contained in the video advertisement. The process of analyzing the data is started by presenting the screenshot of the picture with the interesting scene from the video advertisement, then followed by categorizing the verbal sign and visual sign and also describing the meaning regarding the types.

4.2.1 The Analysis of Verbal Sign and Visual Sign in Positive Energy Challenge Video Advertisement

In the video advertisement, the data were analyzed into two aspects: verbal sign and visual sign. According to Dyer (1982), Verbal sign is the written text that appears in a video advertisement. The visual sign is the visualization that represents the background of the data, color used, body movement or body gesture. In order to analyze this study, it contained theory semiotics by Saussure (1983) and theory meaning by Barthes (1964), also supporting theory color by Wierzbicka (1996). The data in this study contained 17 verbal sign and 25 visual sign, which were analyzed by showing the screenshot of an interesting scene. The signifier and signified of the verbal sign and visual sign served by table form to explain its meaning.

Data 1**Figure 4.1 Scene of 0:00-0:02 Seconds****Table 4.2 The Analysis of Verbal Sign in Data 1**

MINUTE	SIGNIFIER	SIGNIFIED
0:00-0:02	Hyundai X BTS Presents	The beginning of the video tells the reader about a collaboration video from Hyundai with the boy band BTS.

The sentence “Hyundai X BTS Presents” is written in the centre of the video, which **signified** the advertiser wants to attract the reader’s attention to the video advertisement. As seen in the picture, there was sign X that appeared between Hyundai and the boy band BTS. Generally, the video advertisement represents the collaboration between two parties, Hyundai company, in advertising the car product and the boy band BTS as the actors to promote the video advertisement.

The verbal sign in this scene used **connotative meaning**, which the sign X means to collaborate. The hidden meaning from sign “X” can be interpreted as a combination and collaboration between two parties with mutual benefits. The most common was make the artists or public figures become brand ambassadors in promotes the products. For the example, a well-known designer named Elsa Schiaparelli and painter Salvador Dali. They are made dresses painted with “Lobster” in 1937 and 1938. Their collaboration namely Elsa Schiaparelli X Salvador Dali. Hyundai X BTS collaborate to represent the new eco-friendly car from the Hyundai advertisement on YouTube. The verbal sign in the data used declarative sentences because it stated about collaborate as an introduction to the video advertisement. The sentence is written in white color. According to Wierzbicka (1996), the white color represents clearness. Therefore it makes the text can easily read.

Table 4.3 The Analysis of Visual Sign in Data 1

MINUTE	SIGNIFIER	SIGNIFIED
0:00-0:02	The dark blue color change became light blue color in the video	Dark blue means seriousness, the logo of Hyundai and light blue means healing and health.

In the beginning video, the background colour changed from dark blue to light blue. According to Wierzbicka (1996:329), dark blue means seriousness. It **signified** the advertiser used the dark blue color to tell the reader about the serious message while watching the video advertisement. The collaboration between Hyundai and BTS collaborate to save the earth from polluted that caused by human

activity. Another meaning of the dark blue color, it represents about Hyundai logo. Hyundai used dark blue color because it means reliability, trust, excellence, and supremacy. The video advertisement used dark blue color for the beginning scene for a second and then continued with light blue color. The light blue means healing and health. The advertiser put light blue after dark blue color to resolve the several problem in the earth to heal the earth and make the earth healthy based on the video advertisement.

Data 2



Figure 4.2 Scene of 0:02-0:04 Seconds

Table 4.4 The Analysis of Visual Sign in Data 2

MINUTE	SIGNIFIER	SIGNIFIED
0:02-0:04	The picture of water drops	Each drop of water is meant to represent a fuel cell vehicle

The concern of visual sign in this data is about the water drops. Water drops often appear in this video advertisement, and it has an important role. According to Saussure (1983), signified is the concept of what signifier means. The signifier of visual sign in this scene is about water drops. Water can **signified** with the fuel cell vehicle. A drop of gasoline is not enough to fuel a vehicle. As seen in the data, this video advertisement has used a drop of water as a fuel cell. In order to promote the new eco-friendly car, it does not use gasoline as fuel but uses hydrogen.

The data used is **connotative meaning** to represent the hidden meaning of the video. The advertiser wants to tell the reader about a new eco-friendly car is used hydrogen as a fuel cell. Water drops can be interpreted same as hydrogen. Compared to gasoline, gasoline needs at least 20 litres to drive far and not enough if using a drop of gasoline. Hydrogen can be interpreted with a drop of water because the car can drive far, which causes the electricity technology used by hydrogen as fuel. The less-used gasoline would be better for our earth. The meaning of the advertisement is great for an eco-friendly car that uses hydrogen to save our earth.

Data 3

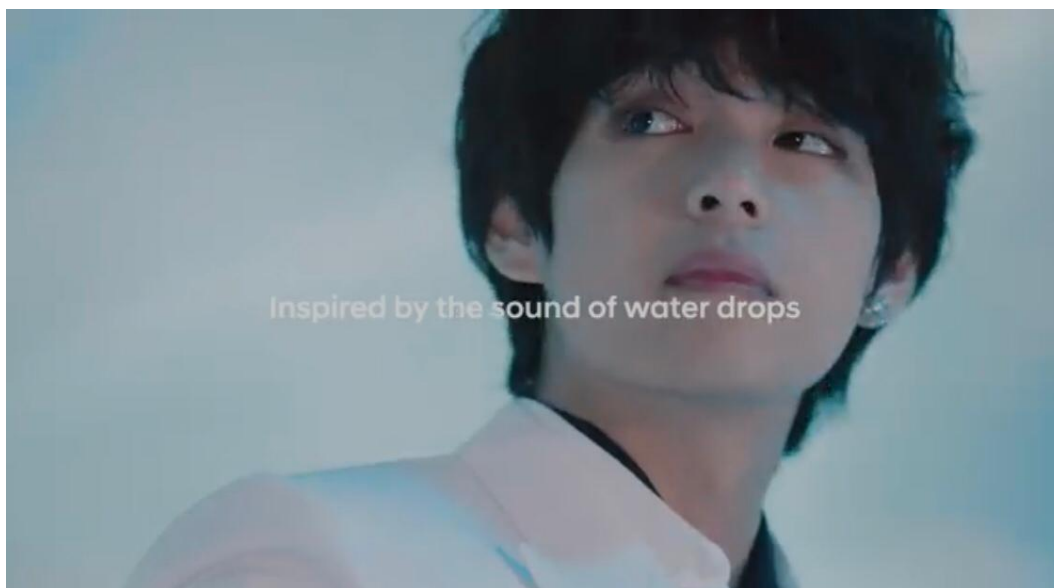


Figure 4.3 Scenes of 0:04-00:07 Seconds

Table 4.5 The Analysis of Verbal Sign in Data 3

MINUTE	SIGNIFIER	SIGNIFIED
0:04-0:07	Inspired by the sound of water drops	Dropped water sounds accompany the beat sound of the video.

The verbal sign that appears in this scene is “Inspired by the sound of water drops”. As seen, the statement in the data analysis above is about a beat from the back sound video that was contained in order to promote a new eco-friendly car product video advertisement from Hyundai. The word “water drops” can be **signified** by hydrogen fuel cells. The advertiser wants the back sound of the video advertisement related to the water drops, which are signified by hydrogen fuel cells. Therefore, the advertiser wants the sound of water drops to be the main focus in this scene.

This data is classified as **denotation meaning**. According to Barthes (1968), denotation is the first order of signification. It refers to the sign that directly

appeared. The text and the beat sounds of water drops are related. It connected to each other in the video advertisement. The video was made because it was inspired by the water drops. The text statement is used in white color. The white color represents the clearness of the text in the advertisement and makes the text easily to read.

Table 4.6 The Analysis of Visual Sign in Data 3

MINUTE	SIGNIFIER	SIGNIFIED
0:04-0:07	The actor was making head gestures.	The actor heard the beat sound of water drops and wanted to know where the sound came from.
0:04-0:07	The light blue background	The light blue color represents health and healing

The visual sign in this video advertisement is signified by the actor making the head gesture. As seen in the video, the actor reflects on doing the head movement. The reflect movement is normally moved because people did when they heard something, same as the actor. The actor does head movement because he heard the beat sound of water drops. The **signified** visual sign in this scene is the actor curious and wants to know where the sound comes from. The sound of water drops in this video advertisement is inspired by the fuel cell from the new eco-friendly car. The actor used a black shirt and was covered with a white suit. It represents making the actor look elegant and cool at the same time.

The light blue color is used as a background in this scene. According to Wierzbicka (1996) light blue color represent health and healing, which **dennotated** the advertiser used a light blue to tell the health of the earth as known in this data

video advertisement. This video advertisement promotes the new eco-friendly car that uses a hydrogen fuel cell to prevent our environment from being polluted. Heal and make the earth healthy by the used eco-friendly car that fuels with hydrogen so that the earth would be as healthy as before.

Data 4



Figure 4.4 Scene of 0:08-0:12 Seconds

Table 4.7 The Analysis of Verbal Sign in Data 4

MINUTE	SIGNIFIER	SIGNIFIED
0:08-0:12	This is worldwide awesome	It represents the hydrogen technology in the car.

The verbal sign in this scene is “This is worldwide awesome”, which this statement **signified** the technology that appeared in the new eco-friendly car. The technology is an eco-friendly car that uses hydrogen as a fuel cell from Hyundai. Hydrogen refers to the main product that is proudly presented by Hyundai

Company. The company makes an eco-friendly car with awesome design and great fuel cell technology that can use by all people around the world.

This data in this study is classified as **connotation meaning**. According to Barthes (1968), the connotation is the second order of signification, which is obtaining the hidden meaning in the sentences or the signs. The word “worldwide” is interpreted as the hydrogen contained in the technology new eco-friendly car awesome. These are steps if people all over the world want to maintain the earth from being polluted, use new eco-friendly cars to driving. The statement written below left by white text is interpreted with clearness means the text is easily to read and purity related to the advertisement.

Table 4.8 The Analysis of Visual Sign in Data 4

MINUTE	SIGNIFIER	SIGNIFIED
0:08-0:12	The actor sees the camera with his smile	The actor convince the product

The visual sign in this scene, there is a drop of water before the actor appears. Water is associated with hydrogen. Then followed by the actor saying, "This is worldwide awesome" it continued with the actor smiling after saying the statement in this scene. The actor is giving a smiling expression to the camera. Smiling is an expression to show happiness. The actor smiles, which **signified** that the actor wants to share his happiness if people worldwide use hydrogen as a fuel cell. In this scene, the actor tries to convince the audience who watched the eco-friendly car video advertisement with his pure smile. The actor is wearing a white shirt and a white suit. According to Wierzbicka (1996), white color is interpreted

as happiness and purity. The actor is pure and happy at the same time to promote this video advertisement.

Data 5



Figure 4.5 Scene of 0:13-0:15 Seconds

Table 4.9 The Analysis of Verbal Sign in Data 5

MINUTE	SIGNIFIER	SIGNIFIED
0:13-0:15	A small drop of water	It represents a fuel cell vehicle

In this scene, the data analysis of the statement “A small drop of water” is **signified** to the fuel cell. According to Saussure (1983), the sign is the overall result related to the combination between signifier and signified. The fuel cells from an eco-friendly car are signified as hydrogen in this data. The hydrogen fuel cell from the eco-friendly car is a well-known technology in this modern era. Nowadays, our environment is already damaged due to the air pollution caused by gasoline.

Therefore, using a small drop of water or hydrogen is a small step toward reducing pollution, especially in urban areas.

The small drop of water is interpreted as a hydrogen fuel cell. The word “Small” used **connotation meaning**. The meaning is that using bit hydrogen can make the car move. Driving an eco-friendly car with hydrogen as a fuel cell is more efficient and less polluted than using gasoline as its fuel cell vehicle. Therefore, it helps to save the earth from pollution. The text is written below left so the actor's face can be seen in the video advertisement.

Table 4.10 The Analysis of Visual Sign in Data 5

MINUTE	SIGNIFIER	SIGNIFIED
0:13-0:15	The green light boxes and under the boxes there are green plants	The box refers to a tall building, while green plants can be interpreted as trees
0:13-0:15	The actor sees to the right sideway with green light background	It represents seeing the buildings to live green protection

The first visual sign in this scene is the background covered with the actor sitting in the green light boxes for a second, and there are green plants under the boxes. The boxes **signified** tall buildings in the cities or urban areas. According to Wierzbicka (1996), light green color signified as protection of life green. Although there are many towering buildings in the cities or urban areas, the people who live there must keep the greens or the plants alive and do not wither to reduce the air pollution in the cities.

The data of this scene is classified as **connotative meaning**. The hidden meaning from this scene is the people who live in the cities or the urban area must be able to maintain the plants below the buildings no matter how high the building, planting and protecting more trees to help reduce the air pollution, keep the plants green and healthy, by planting lots of trees in the cities and urban area. Those are the way to prevent the environment from becoming more polluted.

The second visual sign is the actor does not see the camera. It **signified** the actor to see the building in the cities. Then followed by the actor see the right sideways and says, "A small drop of water" it signified that no matter how high the building is, how the people do their daily activity such as driving the vehicle, walking on the sidewalk in the cities the people must protect and protect the live greens and the environment clean and clear even from the smallest things. It heals the earth from air pollution in the cities or urban areas.

The actor used a white suit and black tie with white dots. According to Wierzbicka (1996), the white color represents kindness and clearness. The black color is usually associated with darkness. Based on the visual sign above, the actor was wearing a white suit that had a hidden meaning **connotation**. The white color in the actor's suit and tie to the kindness the humans all over the world who live in the cities or urban areas to make the earth clear from the pollution, and the black color in the tie can be interpreted as the darkness if the cities are full with the air pollution, vehicle fumes.

Data 6



Figure 4.6 Scene of 0:16-0:17 Seconds

Table 4.11 The Analysis of Verbal Sign in Data 6

MINUTE	SIGNIFIER	SIGNIFIED
0:16-0:17	A small drop of water for a better future	It represents saving the earth from now before it is too late.

The data analyzed in the verbal sign “A small drop of water for a better future” **signified** the fuel cell. The fuel cell has the biggest role in order to make air pollution, especially using gasoline. As seen in the video advertisement, it not only promotes eco-friendly cars but also aims to invite the audience to take care of the earth. Not only to reduce air pollution but also the others such as the pollution of the waters. Therefore, the advertiser wants the audience to save the earth from now until the future from any pollution.

In this scene, the data statement is used **connotative meaning** because when the actor says “for a better future”, it refers to the earth. Nowadays, many vehicles

still use gasoline as fuel, especially vehicles in the cities or urban areas. It has many people working and doing daily activities outdoor area. People use plastics such as food scraps and household waste in many activities. Too much trash can pollute the environment. It can damage and pollute our environment. Therefore, this video advertisement invited us to control the use of plastic waste, prevent pollution from the environment and use an eco-friendly car with a hydrogen fuel cell as a vehicle. Our environment will be protected from pollution in the future.

Table 4.12 The Analysis of Visual Sign in Data 6

MINUTE	SIGNIFIER	SIGNIFIED
0:16-0:17	The plastic that coated with blue as a background	The blue color represents big water places such as lakes or ocean
0:16-0:17	The actor sees the camera without a smile	It represents the seriousness of the message in the advertisement

The first visual sign is the plastic coated with the blue color as a background. According to Wierzbicka (1996), the blue color, besides the meaning of health and healing, also represents big water places such as the ocean or lake. Based on the scene from a video advertisement, the actor is standing while seeing to the right sideways, which **signified** that the actor sees the plastic-wrapped in blue color. The blue color coated with plastics signified a lot of plastic waste in the waters caused by pollution from human activity.

Regarding the explanation above, this scene is used **connotative meaning**. According to Barthes (1968), the connotation is the second order of signification, obtaining the hidden meaning. This data means pollution not only in the ground

area but also in the waters such as lakes or oceans. Plastic pollution is the main garbage in the waters that can damage living life, such as fish, turtles, coral reefs, etc.

The second visual sign is the actor saying “for a better future” while seeing the camera without a smile. It signified the serious expression. The signifier is serious by the actor's expression and **signified** to tell the audience that the danger of pollution is serious and important. The actor is seriously talking about the negative impact of pollution. It is important both for the environment and the living things on the earth. Therefore, the advertiser wants the audience to save the earth and do things that make the earth better for our future.

The pollution in this scene has a **connotative meaning**: the water pollution from the land caused by human activity. This activity can hinder the process of people who seriously want to protect the environment from pollution in the future. Not only on the land but also in the waters such as the ocean and lake, especially if the garbage has gone into the ocean. The ocean will be polluted because of human greed, the ocean will be full of plastics, and it will destroy the ecosystem, such as the animals and plants living in the ocean. Therefore, people must prevent plastic garbage from going into the ocean because it is more difficult to clean it. The ocean is wider than the lake.

Data 7

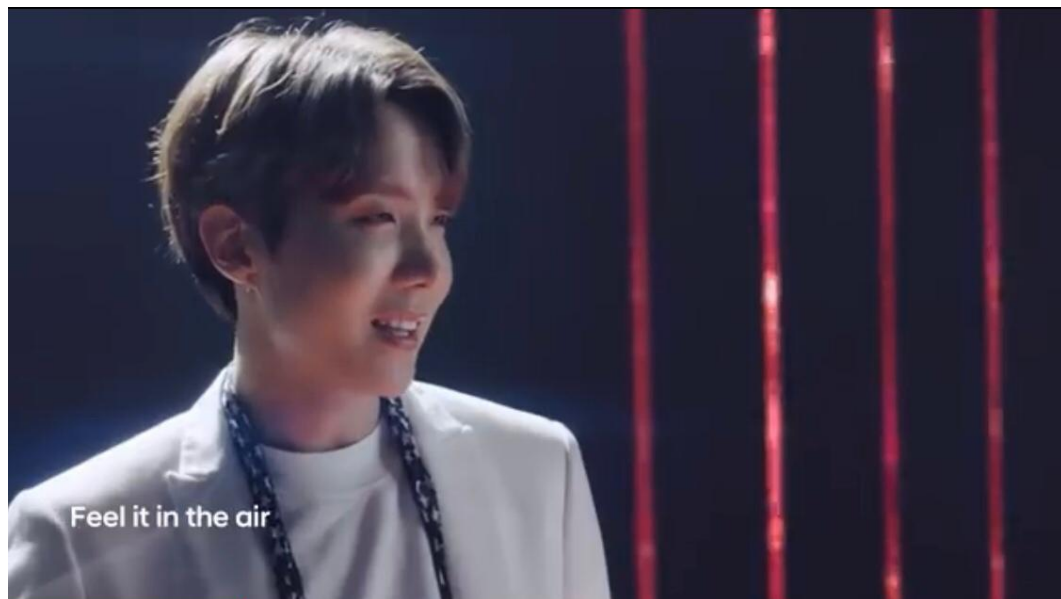


Figure 4.7 Scene of 0:18-0:20 Seconds

Table 4.13 The Analysis of Verbal Sign in Data 7

MINUTE	SIGNIFIER	SIGNIFIED
0:18-0:20	Feel it in the air	The actor invites the audience to breathe the fresh air without being polluted

The verbal sign in this scene is “Feel it in the air”. According to Saussure (1983), the sign is the concept of how signifier and signified are created and communicated. The signifier in verbal sign is “Feel it in the air”, which can be **signified** by breathing the fresh air in the earth. The actor wants everyone who watched the video advertisement to breathe the fresh air. Regarding the data analysis, the audience can indirectly feel the fresh air and distinguish the air which is the fresh air without being polluted and which one the pollution air.

This data analysis is used **connotative meaning** to interpret the text in the data. The hidden meaning of the word “it” refers to the new eco-friendly car that

uses hydrogen as the fuel cell. Driving an eco-friendly car with hydrogen as a fuel cell can protect the environment from vehicle fumes on the road, especially in big cities and urban areas. Most people spend their time working and going outside using their vehicles. Using eco-friendly cars and hydrogen as fuel cell makes the air fresh and helps reduce air pollution.

Table 4.14 The Analysis of Visual Sign in Data 7

MINUTE	SIGNIFIER	SIGNIFIED
0:18-0:20	There are many full color light	It represents city light
0:18-0:20	There are red lines	It represents about stop lamp in the eco-friendly car
0:18-0:20	The black background	It represents darkness

The first visual sign in this scene is the actor standing in the many full color of light. According to Saussure (1983), signs are the material containing shapes and anything that convey the meaning. The full color of light is **signified** by the city light that usually appears at night. The full color of light has appeared for a second, and then it is gone.

This scene is used **connotative meaning** in analyzing the video advertisement. The hidden meaning from full color of light can be interpreted as city light or the urban area at night. It substitutes the sunlight at night. There are many lights in big cities or urban areas, which indicates a lot of activities carried out by humans activity like driving the vehicle from working, cooking, turning on the lamps because the sun goes down, etc., making the air full of pollution.

The second visual sign in this scene represents the red line beside the actor. According to Wierzbicka (1996), the red light color has **signified** a danger or warning or caution and something that requires your attention. Based on the theory, the visual sign in this scene represents a stop lamp, which is contained in every vehicle. The stop lamp is generally colored red, and it has an important role when driving on the street.

Based on the explanation above, the red lines **connoted** to the stop lamp in the new eco-friendly car from Hyundai because the lines' red colour and the design are the same as the car product. The stop lamp in the eco-friendly car has the same red stripe as the visual sign, but the design in the car is more curved to make it more clearly visible from afar. Every vehicle must have a stop lamp which is a sign to help the drivers to focus with a lot of attention when driving vehicles, especially at night to see another car was stopping or moving.

The third visual sign in this scene is the black background of the video advertisement. According to Wierzbicka (1996), the black color **signified** the darkness. Darkness is usually associated with the night, because at night, the atmosphere becomes dark and needed a lot of light to help vision at night. This explanation is also supported by the red lines that appeared in the data. The red line refers to the stop lamps in the car. The lamps in the vehicle more clearly to see when its night. The audience have to be careful and pay the attention when driving at night. Some streets may dark and depend on the lamps.

Regarding the signified above, this statement also supports the scarf worn by the actor. The scarf has a **connotative meaning**. It is connotated to the shape

star, which indicates this scene tells about light in the night. A star usually appeared in the night. It shows this background is related to nighttime. The actor wore white cloth and a white suit. The white color refers to clearness. The advertiser wants to tell the audience that when driving, the car must see the road clearly and still focus on seeing another stop lamp vehicle in the road to prevent the accident.

Data 8



Figure 4.8 Scene of 0:21-0:23 Seconds

Table 4.15 The Analysis of Verbal Sign in Data 8

MINUTE	SIGNIFIER	SIGNIFIED
0:21-0:23	Feel it in the air Feel it in our moves	It represents the eco-friendly car

The verbal sign in this scene represents “Feel it in our moves”, which **signified** the eco-friendly car. The eco-friendly car provides great technology which makes the smooth car movement and the engine features with a new technology

where we can feel the differences, especially because of the differences in the fuel cell. The eco-friendly car uses hydrogen, which is more efficient and prevents vehicle fumes. Therefore, the actor wants everyone to buy and feel the eco-friendly moves to promote the eco-friendly car.

The actor said, “Feel it in our moves”, and it has **connotative meaning**. In order to drive a new eco-friendly car, the word “it” is interpreted as the difference between using the eco-friendly car with hydrogen as a fuel cell and a car with gasoline as a fuel cell. The moves must be different. The gasoline will pollute the air but using hydrogen does not because hydrogen does not produce fumes that cause air pollution and global warming. The text is written in white color. It represents clearness, and the text position is below, so the actor and the background will be easily seen.

Table 4.16 The Analysis of Visual Sign in Data 8

MINUTE	SIGNIFIER	SIGNIFIED
0:21-0:23	The actor smile wearing a white suit, and there is a love sign on the pocket suit.	It represents the actor giving positive energy
0:21-0:23	There are mountains, trees, and a lake as a background with light color	It represents the nature with the purity

The first visual sign in the scene is the actor smiling and wearing a white suit. The suit has a sign “Love” in his pocket. According to Wierzbicka (1996), the white color **signified** happiness and purity. The sign that appeared in the actor's pocket refers to the love sign that is signified with affection. Therefore, happiness

and pure love are positive things in expressing affection for something, especially when giving positive energy.

In this scene, the actor **connoted** giving positive energy with his smile in the video advertisement, adding the sign of love. In this scene, the advertiser wants the actor to tell the audience to do positive moves and positive things in the video advertisement, which are saving the nature to keep it pure, preventing any pollution from plastic garbage, air pollution, protecting the nature well.

The second visual sign in this scene is mountains, trees and the lake as the background. It **signified** the nature because in general there is no lake or even mountain in the big cities. Mostly, it usually appears with tall buildings and the crowded traffic light in the cities. In the data, there is also light color in the video advertisement. The light color associated with the white color signified purity. The actor wants the environment to still be pure without any pollution that damages its beauty.

The next visual sign in this scene is used connotative meaning. The **hidden meaning** appears in this scene. The actor tells the audience to move together and do positive things, even in small towns or villages. The positive thing is not only in the cities or urban areas but in the village too, and everywhere. We can plant more trees, do not litter, and protect the village's nature. Therefore, the ecosystem will save from being polluted by our moves, hearts, and protection of the earth from pollution.

Data 9



Figure 4.9 Scene of 0:24-0:25 Seconds

Table 4.17 The Analysis of Verbal Sign in Data 9

MINUTE	SIGNIFIER	SIGNIFIED
0:24-0:25	Sing it out loud	It represents the smart technology in the eco-friendly car

The verbal sign in this scene, “Sing it out loud”, this statement is the signifier that appeared in the video advertisement, which **signified** the smart technology available in the car. Smart technology refers to the application made by the Hyundai Company. The application was installed on the smartphone of the owner then it connected to the car. Regarding the explanation, the actor wants the people to sing it out loud, which is spreading the information about smart technology from Hyundai more out loud and wider.

The data analysis in this scene is classified with **connotative meaning**, in which the word “it” refers to the smart technology in the eco-friendly car. Besides

using hydrogen as a fuel cell, the new eco-friendly car, Nexo, has smart technology, *Bluelink*. *Bluelink* is a smart technology about the application connected between the car and the owner's smartphone. The actor tells the people to disseminate the information about *Bluelink*. From the application, our safety will be ensured because *Bluelink* has a GPS that can track where the car is moving.

Table 4.18 The Analysis of Visual Sign in Data 9

MINUTE	SIGNIFIER	SIGNIFIED
0:24-0:25	The actor makes a hand gesture. Under the actor, there are symbol waves line with light blue color	It represents the Bluelink
0:24-0:25	The dark blue background	It represents the background of the logo Hyundai

The first visual sign in the video advertisement is the actor making a hand gesture. It can be **signified** by the actor's imagination while seeing the application *Bluelink* on his smartphone. The visual sign is about the symbol waves line with the light blue color. The sign waves line signified the logo application of *Bluelink* on the smartphone. Nowadays, Hyundai has launched its latest technology, namely the *Bluelink* application. This application is installed on the driver's smartphone who owns a Hyundai car. The benefit of this application is to help the driver while driving the vehicle from Hyundai.

Based on the explanation above, this scene has a **hidden meaning** based on the color. According to Wierzbicka (1996), light blue color in the *Bluelink* logo is associated with health and safety. If there is an accident or the driver needs emergency helps on the street, the closest Hyundai officer will come to help.

Hyundai prioritized the safety and health of drivers who drive vehicles from its company. Therefore, this application will be useful because it helps a lot.

The second visual sign is the background of the scene. The scene mostly uses dark blue color because it represents the background of the Hyundai logo. The dark blue color from the Hyundai logo **signified** reliability, trust, excellence, and supremacy. According to Wierzbicka (1996) dark blue color it represents seriousness. The application *Bluelink* has a positive impact because the app seriously prioritizes driver safety.

Data 10



Figure 4.10 Scene of 0:26-0:30 Seconds

Table 4.19 The Analysis of Verbal Sign in Data 10

MINUTE	SIGNIFIER	SIGNIFIED
0:26-0:30	Sing it out loud Sing it out proud	It represents the proudly of not wasting electricity

The verbal sign that appeared in this scene **signified** that the actor wants the audience to proudly not waste the electricity and loudly emphasize the impact of wasting electricity. As known, the wasting of electricity can cause climate change. The weather will be hotter because of the impact of the heat of electricity being used for too long and exceeding the limit. It can damage the earth's temperature because the energy from electricity spreads to the environment. To promote the eco-friendly car, it not only aims to sell the car but also invites the audience to reduce things that cause damage to the environment. Learn to use electricity wisely and proudly.

According to Barthes (1968), connotative is the exposed object that reveals the hidden meaning. The object in this scene is the word “Sing it out proud”, which has a **connotative meaning** to show the scene from a video advertisement. The meaning is the advertiser wants the actor invites the audience to use electricity wisely, proudly not turn on the light if it is not dark, and use the light only needed.

Table 4.20 The Analysis of Visual Sign in Data 10

MINUTE	SIGNIFIER	SIGNIFIED
0:26-0:30	There are many with light above the actor with dark blue background	It represents saving energy

The visual sign that appeared in this scene, the actor said, “Sing it out proud” his hand is like reaching for a light. It **signified** one light is enough for one person to do the activity. The actor does hand movements like satire to the people, mostly the people not saving energy, especially when working. Then, the video is followed by a lot of light above the actor standing. The lamps can signify light. The situation

in the scene was dark, but after all the lights were on, it became brighter until dazzling. Therefore, this scene tells the audience that excessive lights use is not good. Apart from blinding the eyes, it also increases global warming.

This visual scene has a **connotative meaning**. The hidden meaning in this scene is telling the audience about the human activity of wasting electricity. Excessive use of lamps can damage the earth if it is done continuously. The lamps should be used as needed and not excessive, do not turn on the light in the afternoon. Use the lamp wisely and save energy to reduce the global warming for the earth.

Data 11



Figure 4.11 Scene of 0:31-0:32 Seconds

Table 4.21 The Analysis of Verbal Sign in Data 11

MINUTE	SIGNIFIER	SIGNIFIED
0:31-0:32	La la la la la	It represents the back sound video advertisement

The word “La la la la la” **signified** is the back sound of the video advertisement. Back sound is vocals, instruments, or instruments that make the video advertisement unified and in tune. Therefore, the atmosphere in the video advertisement looks alive with many repeated scene backgrounds. In the scene, the actors appeared focused on dancing and enjoying the sound from the video advertisement.

The verbal sign in this scene is used as **denotation meaning**. According to Barthes (1968), denotation is a step to explain the meaning related to reality directly. There is no hidden meaning in interpreting the text in this scene. Same as the verbal text sign, there is the only back sound of the video advertisement, which is not contained with a different feeling.

Table 4.22 The Analysis of Visual Sign in Data 11

MINUTE	SIGNIFIER	SIGNIFIED
0:31-0:32	The actor smiles while dancing. There are mountains, trees and a lake behind the actor with light background	It represents the happiness of the actor in nature.

The visual sign in this scene is used light color background. The light color is usually associated with white color. According to Wierzbicka (1996), the white color represents the positive significance. In this scene, the actor is doing body movements. The actor is smiling and dancing. The body movements can be **signified** by the actor's happiness, as shown in the video advertisement. The actor interpreted nature that nature will be happy like the actor if the people can save the earth.

In this scene, the data used connotative meaning. The **connotative meaning** is the advertiser wants to tell the audience all over the world who watched the video advertisement to save the earth from any pollution, keep the environment pure and clear, reduce the plastics waste and do not throw the trash into the nature, such as the ocean, lake, river, forest, mountain. Nature will be happy like the actor.

Data 12



Figure 4.12 Scene of 0:33-0:34 Seconds

Table 4.23 The Analysis of Verbal Sign in Data 12

MINUTE	SIGNIFIER	SIGNIFIED
0:33-0:34	La la la la la Positive energy	It represents an invitation to the audience to do positive things in urban areas.

The verbal sign in this scene is “La la la la la”, is often appeared in the video advertisement. The statement is related to the back sound from the video

advertisement. The verbal sign “Positive energy” that appeared in the video advertisement can **signified** the invitation from the actors to the audience together to do positive energy wherever your live, especially in the cities or urban areas. Many people ignore the environment because they are too busy with their careers. Therefore, this video advertisement tells everyone the modern era in the city, the audience must keep the green setting and protecting the life green, doing the positive things, planting more, and getting healthy.

Regarding the data analysis above, this data was classified as **connotative meaning**. The hidden meaning of the text in this data is the actor wants people all over the world, especially in the cities or urban areas, to do the positive energy such as planting trees even though there is a lot of building in the cities, saving the energy, especially the electricity, do not litters, wherever they are living neither like in the village, the cities nor from the beach.

Table 4.24 The Analysis of Visual Sign in Data 12

MINUTE	SIGNIFIER	SIGNIFIED
0:33-0:34	The actor is dancing in front of many boxes and green plants.	It represents the happiness of the actor in the green plants in the cities.

The visual sign in this scene is the repeated scene from the actors, their background of scenes that appeared in the video advertisement, and mostly the actor is dancing and singing in their scene. It represents happiness. There are many light green boxes and green plants under the boxes, **signified** as building in the cities, and there are a lot of trees. The actor is happy. It interpreted the environment in the

cities, keep protecting the live green and saving the environment from air pollution or the other pollution.

The hidden meaning in this scene is the actor dancing in the video. It refers to happiness. It **connoted** the actor will be happy if the people who live in the cities joined together to do positive energy and the positive thing, which are planting more trees, keeping the plants live, keeping the environment green, preventing the environment from being polluted and protecting the environment even there is a lot of building in the urban areas.

Data 13



Figure 4.13 Scene of 0:35-0:36 Seconds

Table 4.25 The Analysis of Verbal Sign in Data 13

MINUTE	SIGNIFIER	SIGNIFIED
0:35-0:36	La la la la la Because of You	It represents the positive changes from eco-friendly car

The statement in this scene is, “La la la la”, is often used as a verbal sign. It refers to the back sound of the video advertisement. In this scene, the signifier in this data is classified into the word “Because of You”. As seen in the video advertisement, it **signified** the positive changes from eco-friendly cars to people worldwide who use eco-friendly cars. The earth will save from being polluted, especially by vehicle fumes in the cities. The positive energy can be started from us to reduce the air pollution and the global warming that damages the earth.

The verbal sign “Because of You” that appears in this scene is used with **connotative meaning**. The word “You” refers to the eco-friendly car. The advertiser wants to tell the people from the video advertisement that eco-friendly cars positively impact protecting our environment from being polluted. The eco-friendly car is designed to use hydrogen as a fuel cell that does not pollute the air. The eco-friendly car is recommended for people who live in the area with many people, such as in the cities. Therefore our environment will be free from vehicle fumes.

Table 4.26 The Analysis of Visual Sign in Data 13

MINUTE	SIGNIFIER	SIGNIFIED
0:35-0:36	The actor makes hand gestures and closes his eyes with clouds as a background	It represents the impact of eco-friendly car

According to Saussure (1968), the sign is the material contained with the aspect such as motion, body gesture and facial expression. In this scene, the visual sign is the actor making body gestures, his arms stretched out, and his eyes closed.

It **signified** with the actor doing the pose free breathing from air pollution, the positive impact of using eco-friendly cars with hydrogen as fuel cells. As seen in the video advertisement, it caused if the people worldwide used the vehicle with hydrogen as the fuel cell, the air would be fresh without vehicle fumes again because it is not contained with air pollution.

In order the actor makes a head gesture, there is a **connotation meaning**, such as an actor making the hand gesture and closing his eyes. It interpreted as the actor is breathing the fresh air because of the positive impact of the eco-friendly car. On the left side, the clouds colored dark color interpreted with the vehicle fumes. The actor is standing on the right side, in front of light clouds and wearing a white suit. The light color is associated with white color. The white color represents the clearness. The actor is breathing the clear air, the fresh air free from vehicle fumes because of the eco-friendly car.

Data 14



Figure 4.14 Scene of 0:40-0:44 Seconds

Table 4.27 The Analysis of Verbal Sign in Data 14

MINUTE	SIGNIFIER	SIGNIFIED
0:40-0:44	#PositiveEnergyChallenge starts from here Now, listen and create your own	It represents the challenge started from this video advertisement.

The verbal sign is “#PositiveEnergyChallenge starts from here”, which **signified** the challenge from this video advertisement. Besides promoting the product, this video also challenges the audience to positive energy. The verbal sign “Now, listen and create your own” appeared in the video. It signified to invite the audience to watch somebody challenge and create their positive energy challenge. The positive things include planting trees wherever the audience lives, changing the vehicle that uses gasoline as fuel cell into hydrogen, saving energy, especially electricity, and not littering the land or even the waters. Therefore, the earth will be healthy and clean. The verbal sign in this scene video advertisement is written in the center because the advertiser wants the text to be the center of the audience's attention when watching this video advertisement.

This sentence is used **denotative meaning**. The meaning is related to the video advertisement. There is no hidden meaning in the text. The text is like announcing and challenging the actor to the audience. The audience wants to join the positive energy challenge. The video started with this advertisement.

Table 4.28 The Analysis of Visual Sign in Data 14

MINUTE	SIGNIFIER	SIGNIFIED
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0:40-0:44	The actor makes hand gestures when he sees the camera and light blue plastics as a background	It represents the actor's challenges to do positive energy into nature.
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The visual sign in this scene is the combination of the actors. The actors have appeared in their background scenes. In this screenshot data analysis, the actor doing hand movement to his waist and seeing the camera **signified** the actor challenging the people by his gesture. The actor challenges everyone who watched the video advertisement to bring positive energy to the environment. The light blue color wrapped with plastics is used as the background. It **signified** the actor was trapped in the plastics. The light blue color represents healing and health, but it means sky and big water places such as ocean and lakes when associated with nature. Plastics refer to the trash.

The advertiser wants to challenge the audience to join the positive energy challenge. It used **connotative meaning** that the challenge starts from here, from us, from people all over the world together to protect the earth. The challenge is meaningless. If only a few people participate, there will be no positive impact on the earth. The hidden meaning in this scene is that the actors challenge everyone who watches the video advertisement to join the positive energy challenge wherever you are and in your life. Prevent the environment from being polluted. Do not throw the trash into the ocean, more planting in the urban city and the village, save the electricity energy, and heal the earth so the earth will be healthy again.

Data 15



Figure 4.15 Scene of 0:45-0:54 Seconds

Table 4.29 The Analysis of Verbal Sign in Data 15

MINUTE	SIGNIFIER	SIGNIFIED
0:45-0:54	La la la la la Positive energy Because of You	It represents the positive energy from eco-friendly cars to the environment

In this scene, the text is repeatedly used while showing the video complication from people worldwide. The verbal sign “La la la la la” is often used as a back sound in the video advertisement. The verbal sign “Positive energy” and “Because of You” **signified** the eco-friendly car. The eco-friendly car from Hyundai is the main focus of promoting product video advertisement. Therefore, those sentences often appear in this video.

Again, the text in the scene is used **connotative meaning**. The verbal signs that appeared in the video advertisement refer to the technology in the Hyundai Company, especially Nexo. Nexo is an eco-friendly car from Hyundai. The car uses

hydrogen as a fuel cell. It less the vehicle fumes on the road when driving. Therefore, the eco-friendly car, namely Nexo, is highly recommended for the eco-friendly car to save the earth for a better future.

Table 4.30 The Analysis of Visual Sign in Data 15

MINUTE	SIGNIFIER	SIGNIFIED
0:45-0:54	There are complicated videos of people	It represents the people singing and joining the positive energy challenge

The visual sign in this scene is the complication videos from all the scenes in this video advertisement and the videos from the people worldwide that support and join the positive energy challenge. The scenes and the people appeared singing and dancing. It represent the happiness from the actors and the people. The video complication is filled with three videos shown briefly, followed by another video of the scenes and the people. It **signified** the happiness of the people and the actors in every scene, singing and joining the positive energy challenge. The actors and the people tried to save the earth by promoting the eco-friendly vehicles advertisement and using the eco-friendly car fueled with hydrogen to reduce the vehicle fumes and the pollution.

Regarding the data analysis, this visual sign uses **denotative meaning**. According to Barthes (1968), denotative is a sign of how something looks directly and explicit. As seen in the video advertisement, there is no hidden meaning in the visual sign in this scene. In every part of the scenes, the actor appeared with people worldwide. It means the challenge from this advertisement has been followed by

many people from all countries in the world, this can be seen from the video data displayed. The people from origin in the world such as Mongoloid (yellow skin), Negroid (black skin), and Caucasoid (white skin) joined the challenge.

Data 16



Figure 4.16 Scene of 0:55-1:22 Seconds

Table 4.31 The Analysis of Verbal Sign in Data 16

MINUTE	SIGNIFIER	SIGNIFIED
0:55-1:22	HFE0613	It represents Hyundai For Ever, and 0613 means the first debut of BTS.

The verbal sign found in this scene is the car plat. The car plats are written HFE0613. The word “HFE” in this scene **signified** Hyundai For Ever. The actors standing with the eco-friendly car signified the actors used eco-friendly cars from Hyundai forever. The actors used the vehicle product from Hyundai. Another verbal

sign in this scene is the number “0613”, which **signified** the date of the first debut by the Boy band BTS. The data were taken from the BTS fanbase account, which is, one of their personel make the tattoo on their hand with number “0613”. It contained the information of the first debut Boy band BTS in the entertainment. BTS or Bangtan Boys started their career in the month 06, which is June. The number 13 refers to the year. It is 2013. June 2013 was the first time boy band BTS started their career in the entertainment world in South Korea.

Therefore, the number 0613 has a **hidden meaning** in this video advertisement. The meaning is the first month and the first year the boy band BTS has created and is known as a boy band in South Korea. Nowadays, their career has won many awards. Afterwards, BTS became a well-known and most liked boy band globally from South Korea. The text in the vehicle plat was written in black color, and is covered with white color. The black color has associated the formality. White color is associated with safety. Regarding the formal rules in South Korea, the vehicle plat must be written in black color followed by white color to represent the formal rules and safety of the vehicle to applicable regulations.

Table 4.32 The Analysis of Visual Sign in Data 16

MINUTE	SIGNIFIER	SIGNIFIED
0:55-1:22	The actor stands up with the new brand car from Hyundai	It represents the collaboration between eco-friendly cars and BTS.

The visual sign that appeared in this scene is the actors doing body movements. The actors walk closer to the eco-friendly car. The actors were standing

with the eco-friendly car. It **signified** the collaboration between the boy band BTS with Hyundai. The eco-friendly car product from Hyundai also appeared in this scene. The main focus of this scene is the eco-friendly car product and the actors. The design, body of the car, and the light stamp from the eco-friendly car also appeared. It signified, showing the detail of the car more specific.

In this scene, a drop of water also appeared for a second then continuing with the actors standing with the car. Drop of water connoted the fuel cell from the eco-friendly car. The actors used white suits that represent clearness and purity. It connoted the purity of the actors to participate in promoting eco-friendly cars. The audience who watched this video advertisement used eco-friendly cars for a better future, especially to save the earth clear from the air pollution and other pollution. Behind the eco-friendly car and the actors, there are shadows of the water made by waves as a background. The waves it associated with the waters such as ocean and lakes. The video in this scene **connotated** not only promoting the eco-friendly car and saving the earth from air pollution and global warming on the ground. The advertiser also put the hidden meaning in the video to tell the reader about World Earth day, which not only the pollution on the land that must pay attention. Also, pollution in the waters too, because the ocean and the lakes were the part of the earth we live.

Data 17



Figure 4.17 Scene of 1:23-1:24 Seconds

Table 4.33 The Analysis of Verbal Sign in Data 17

MINUTE	SIGNIFIER	SIGNIFIED
1:23-1:24	HYUNDAI	The brand's name

The verbal sign in this scene is the word “HYUNDAI”, which **signified** the brand name of the eco-friendly car company. As it is known, Hyundai is the name of an automotive company located in South Korea. The verbal sign in this scene is written in white color. According to Wierzbicka (1996), the white color represents goodness. The theory applied in this study is the same as the Hyundai motto. Hyundai believes their company can produce a good quality vehicle, especially for the better future of the earth and the environment, like Nexo, an eco-friendly car.

Besides the name of big companies, the word “Hyundai” also has a hidden meaning as a **connotative meaning**. The hidden meaning in the Hyundai is the Modern Era. According to Wikipedia (2021), “Hyun” means modern and “Dai”

means era in Korean. The founder of the Hyundai Company created the name. The advertiser put the name in the centre it connoted the name of car product becomes the main character in this scene. The advertiser also used capital words to make the text clear to read.

Table 4.34 The Analysis of Visual Sign in Data 17

MINUTE	SIGNIFIER	SIGNIFIED
1:23-1:24	The water drop with the logo Hyundai	It represents the Hyundai Company

The visual sign in this scene shows the water drop as the data. The water drop **signified** with the fuel cell. As known, the Hyundai company produce an eco-friendly car that does not use gasoline as a fuel cell but uses hydrogen. The drop of water will not be enough for gasoline as fuel. Therefore, a drop of water is likened to hydrogen, which does not need gasoline as a vehicle fuel cell.

The data analysis above shows the logo of Hyundai company. The logo represents **connotative meaning** because it contains the hidden meaning from the logo. According to Wikipedia (2021), the meaning of the Hyundai logo refers to two people shaking their hands. Those two people are the customers and Hyundai. Hyundai considers that shaking hands is a thing to convey the trust, respect, and done for the deals. Based on the explanation above, a water drop is the main character of this video advertisement because a water drop is signified with hydrogen. The Hyundai logo represents the sign or the symbol of Hyundai Company. The eco-friendly car was produced.

Data 18

Join the jam with BTS on TikTok
#PositiveEnergyChallenge

Figure 4.18 Scene of 1:25-1:29 Seconds

Table 4.35 The Analysis of Verbal Sign in Data 18

MINUTE	SIGNIFIER	SIGNIFIED
1:25-1:29	Join the jam with BTS on TikTok #PositiveEnergyChallenge	It represents the invitation from a video advertisement to the people.

The verbal sign in this scene is “Join the jam with BTS on TikTok” it **signified** the invitation from the advertiser to the people who watched the video advertisement to join the trend on the TikTok application. TikTok can be installed on electronic media such as smartphones, laptops, and computers. The people can make a video containing the positive activity and then upload it on TikTok. The word “#PositiveEnergyChallenge” **signified** the people who want to upload the video on the TikTok application. The audience must add a tag, and has tag must be

the same as the text. Regarding the challenge, that is to find out how many people follow the trend and make a video of the positive energy challenge.

The scene in this data is classified with **denotative meaning**. As known, denotative is the direct meaning without adding any feeling. The visual sign in this scene appeared to invite the audience to join the positive energy challenge in the application TikTok. The text is written in the dark blue color associated with the Hyundai Company, and dark blue color can be associated with seriousness. The text above seriously invites the audience to participate in the positive energy challenge.

Table 4.36 The Analysis of Visual Sign in Data 18

MINUTE	SIGNIFIER	SIGNIFIED
1:25-1:29	The white background	It represents the purity and clearness

The visual sign in this last scene used white background. According to Wierzbicka (1996), the white color **signified** purity and clearness. Therefore, this video advertisement entitled positive energy challenge not only promotes the eco-friendly car but also invites the audience who watched the video to join the positive energy challenge. The challenge of this video is good for the purities of the earth. The earth will be healthy and clear from pollution.

CHAPTER V

CONCLUSION AND SUGGESTION

As the last chapter, this chapter aims to provide the conclusion and suggestions. In conclusion, it showed the result of the finding as well as a discussion based on the previous chapter. In suggestion were explained the benefits from the result of the analysis.

5.1 Conclusion

Based on the analysis in the previous chapter, advertisement is the fastest way to promote products and services that are often found on mass media such as YouTube, Television, newspapers, and social media. The advertisement in this study is taken from YouTube entitled with Positive Energy Challenge with 1.29 minutes. The previous chapter concluded that the Positive Energy Challenge tries to convey the message with the video concept and promote the new brand car by collaborating with the well-known boy band from South Korea, BTS. The message from the video advertisement invites the audience to prevent the earth from pollution. The result of the previous study there were found 17 verbal signs and 25 visual signs from the video advertisement.

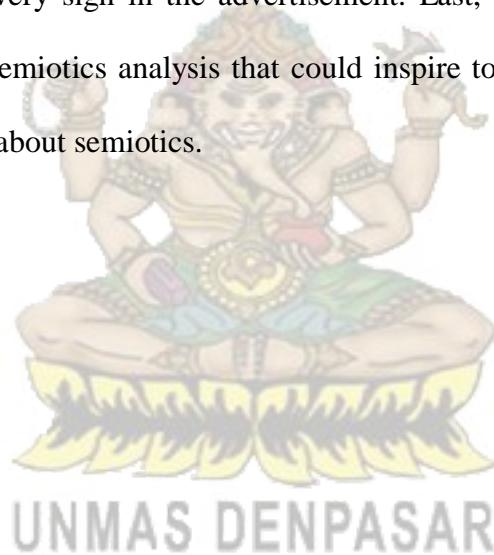
The verbal signs used to analyze the data are the text found in the scene of the video advertisement. For most of the scenes, the advertiser used the text in white color, which emphasized the meaning conveyed by the video. At the end of the video, the written text *Positive Energy Challenge* brings the challenge to the

audience and hopefully can attract the audience with a positive message. The text in the video contains two meanings: denotative and connotative meaning.

The visual sign in the video advertisement showed the well-known Boy band BTS, the water drops, and the places with the hidden meaning that appear on the video advertisement. In the video, the advertisement tells the audience that Hyundai has released a new eco-friendly car and collaborating with BTS. This product is dedicated to everyone worldwide, especially people working in urban areas. This product is effective in repairing plants, especially in urban. An eco-friendly car can reduce air pollution by using hydrogen as a fuel cell. Currently, the earth has been exposed to a lot of pollution, such as air pollution from vehicle fumes, pollution from garbage in the ocean, and other pollution that damages the earth. Therefore, BTS and Hyundai campaign to create a positive energy challenge for our earth. Saving electricity energy, reducing vehicle fumes, planting many trees and the other greens in the cities and village, not litters into the ocean, and using vehicles with hydrogen as fuel cells to protect the earth from global warming and pollution.

5.2 Suggestion

Based on the previous study, some suggestions must be useful for the readers who analyze the semiotics. First, this study was expected to be a helpful reference for the next researcher who would like to conduct a similar analysis that contained the use of signs system in any advertisement. Second, the advertisement presents different topics that are very interesting and challenging to analyze. Therefore, the next researcher should be more critical and have a strong feeling to imply more than one meaning in every sign in the advertisement. Last, this study hopefully can contribute to the semiotics analysis that could inspire to get information and the reader knowledge about semiotics.



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APPENDICES

Appendix 1 Verbal Signs Found in Positive Energy Challenge Video Advertisement

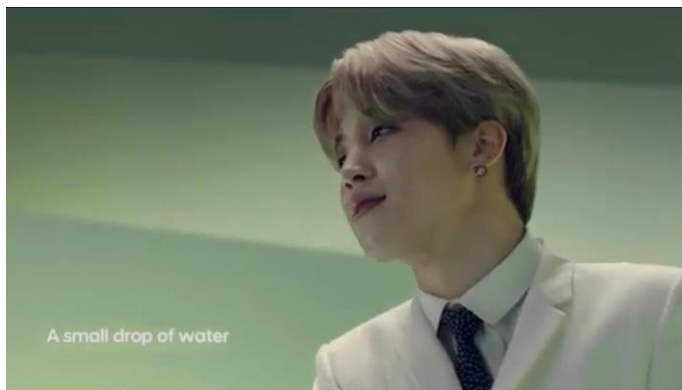
Minute	Verbal Signs
0:00-0:02	Hyundai X BTS Presents
0:04-0:07	Inspired by the sound of water drops
0:08-0:12	This is worldwide awesome
0:13-0:15	A small drop of water
0:16-0:17	A small drop of water for a better future
0:18-0:20	Feel it in the air
0:21-0:23	Feel it in the air Feel it in our moves
0:24-0:25	Sing it out loud
0:26-0:30	Sing it out loud Sing it out proud
0:31-0:32	La la la la la
0:33-0:34	La la la la la Positive energy
0:35-0:36	La la la la la Because of You
0:40-0:44	#PositiveEnergyChallenge starts from here Now, listen and create your own
0:45-0:54	La la la la la Positive energy Because of You
0:55-1:22	HFE0613
1:23-1:24	HYUNDAI
1:25-1:29	Join the jam with BTS on TikTok #PositiveEnergyChallenge

Appendix 2 Visual Sign Found in Positive Energy Challenge Video Advertisement

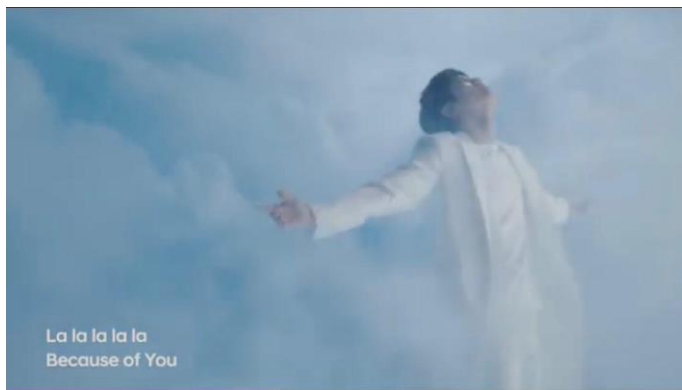
Positive Energy Challenge Video Advertisement

(Source: <https://youtu.be/DAmmeAMWAh0>)











Join the jam with BTS on TikTok
#PositiveEnergyChallenge