

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication has an important role in the daily life of society, which is done by two or more peoples to express the ideas, and information. The communication process is a method by which the sender message can convey its message to the recipient of the message Davis (1986). Human express communication in the form of language and signs. Signs in the form of words, gestures, and objects, which have an important role in social life to help describe a sign into a meaning. Signs are usually found in an advertisement. There are many signs in advertisements that aim to attract the attention of the readers. Basically, communication uses signs which are divided into two forms, namely verbal and visual signs. Verbal signs occur when people express something orally or in writing, while visual signs can be in the form displayed in advertisements. Therefore, advertisement readers must know and understand the signs displayed in advertisements.

Semiotics is the study of signs, symbols and meanings as communicative aspects of language and communication systems, as well as how people create meaning and how symbols and words convey information. In semiotics, a sign is

a something that represents something other than itself. The sign is the entire interaction of the signifier with the signified (Saussure 1983, p. 67.) The relationship between the signifier and the signified is referred to as understanding. A sign can be interpreted as a physical or material form of a sign that can be seen, heard, smelled, and touched. Various types of markers that can be found in everyday life, the aim is to find out the hidden meaning, so that in semiotics it can become easier to analyze meaning hidden in the advertisement.

Advertisement is part of human needs that can be found in the mass media. The purpose of these advertisements is to promote products made by producers to be known by the general public. Jaiz (2014: 4) stated that Advertisement is defined as all forms of messages about a product that are conveyed through the media, show to some or all of the community. Advertisements usually use two types of signs, namely verbal signs such as language conveyed through text or speech, and visual signs such as colors, images and backgrounds in advertisements. Advertisement is also a way for companies to communicate or interact with the public, so that the general public can know the advertised product. Advertisement can be divided into two, namely commercial advertisement, which aims to market a product or service, which is made to inform the public about the product in a fast time to increase profits. While non-commercial advertisements are advertisements that contain social messages so that people are more aware of certain issues, these advertisements usually take the form of an invitation or suggestion to do something. Examples of advertisement media are

radio, newspapers, magazines, brochures, and others. One example that gives advertisement is the Head & Shoulders Shampoo advertisement.

Head & Shoulders (H&S) is an American brand of anti-dandruff shampoo produced by parent company Procter & Gamble that was introduced in 1961, and sold worldwide through shops. Based on the explanation above, the purpose of this research is to examine the verbal and visual signs, as well as the meanings contained in Head & Shoulders Shampoo advertisements. The analysis of verbal and visual signs is a very interesting topic to study, in everyday human life there are certainly many things that contain signs and need to understand the sign or context in the sign so that can understand the meaning contained in the sign. In addition humans sometimes do not understand or know the meaning of verbal signs such as words and sentences and visual signs such as colors, pictures, and the background of an advertisement as well as many signs found in Head & Shoulders Shampoo advertisements. Human don't understand the sign, that this researcher can provide knowledge about understanding the meaning of sign.

1.2 Problems of the study

Two problems were proposed based on the study's background:

1. What are the visual and verbal signs in Head & Shoulders Shampoo commercials?
2. What are the meaning of visual and verbal signs in Head & Shoulders Shampoo advertisements?

1.3 Objective of the Study

Following are the study's two objectives, which are based on the problem of the study above:

1. To identify the verbal and visual signs occurred in the Head & Shoulders Shampoo commercial
2. To analyzed the meaning of verbal and visual signs occurred in the Head & Shoulders Shampoo commercial.

1.4 Limitation of the Study

Based on the issues raised by this study, the analysis of the verbal and visual signs in Head & Shoulders Shampoo advertisement was also include a discussion of their meaning. The verbal and visual signs was analyzed using theory proposed by Saussure (1983), and the proposed theory was applied to the analysis of the explanation of visual and verbal signs by Barthes (1972), and to develop a new theory for terms relating to color by Cerrato (2012).

1.5 Significance of the Study

The study's findings are expected to be significant both theoretically and practically.

1.5.1 Theoretical Significance

The research should, theoretically, deepen and simplify readers' understanding of semiotics and advance the field of linguistic studies. Additionally, this study is cited by other researchers who are interested in the advertisement's analysis.

1.5.2 Practical Significance

Practically this study aims to add insight or knowledge to readers who are involved in analyzing the signs and meanings of verbal and visual signs contained in advertisements. This research is also expected to be a guidebook or guide in conducting research for students who have the same interest in solving a problem. Verbal and visual signs can help readers improve their knowledge and skills in understanding the meaning contained in a sign. Readers can also analyze advertisements properly and correctly if they understand the verbal and visual signs include in advertisement.

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CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

In this chapter explain about reviewed that related to the study they are two theses and three articles from a journal to give a contribution of this study, concept and theories. This section is made to provide more explanation and understanding in regard to the study. Each of these issues was explained, with additional information provided below:

2.1 Review of Related Literature

The first study was taken from Syahdini (2019) entitled *Of The L'oreal Paris Advertisement*. This thesis was focused on the analysis of the L'oreal Paris advertisement through visual and verbal signs that appeared in the advertisement. The data was taken from three videos advertisement of L'oreal Paris product. The problem of her study is which kind of sign is dominants to appear the analysis the advertisement and why does connotative meaning affect the concept of the L'oreal advertisement, He used two theories in her studies such us Saussure (1950) and Barthes (1967). She find that dominant sign in the advertisements is form of nonverbal signs. The finding is effect the concept of beauty of *The L'oreal Paris* this france's origine product. The way society shapes the beauty, are the aspect of beauty that attached to franch woman, French women's preference is a natural look for makeup. However, the products shown in the video advertise not only natural look

makeup, but also colorful, luxurious, and sharp makeup. It represents not only French culture but also different beauty preferences from different countries. As an international brand, L'oreal Paris tries to show that its products cover beauty all over the world. The difference both of studies are the previous studies, in her study on the second problem to comprehend the reason why the connotative meaning affects the concept of beauty, however, in order to determine the meaning of both verbal and visual signs and the data was taken from different video, however in this study to determine the verbal and visual meaning in the Head & Shoulders shampoo. The similarity both of studies are using same theory by Barthes (1967), and determine the meaning verbal and visual signs.

The second study was taken from Ainun's, (2021) entitled *Candy's Advertisement Mentos*. This thesis was focused on analyzed what kind of sign that appear in Candy's Advertisement Mentos and to find the meanings conveyed by the sign of candies advertisement. He used three theories such as Saussure (1972), Pierce (1982) and Barthes (2012). The aims were to identify verbal and visual signs that exist in the advertisement, determine the meaning based on verbal and visual signs in the Mentos advertisement and the researchers identified 18 data that mentioned in the advertisements. The finding is the researcher found 12 symbols, 3 indexes, 3 icons in the three advertisements used to analyze. The similarity both of this the studies are to analyzed the verbal and visual signs and determine the meaning from advertisement, and the problem in her studies was similarity to find the verbal and visual signs and to

determine the meaning that exist in the advertisement. The difference both of this studied are, this studied use two theories the determine the meaning visual and verbal signs exist in the Head & Shoulders shampoo, however in her studies used three theories and analyzed the Mentos advertisement.

The third was taken from article Pratami, Santika, Utami (2022) entitled *A Semiotic Analysis In Downy Collection Advertisement*. This article aims to find out the verbal and visual signs and the meaning of the signs based on the Downy Collection Advertisement. This article was focused on analyzed the verbal and visual signs, meaning of the signs, and theory that proposed by Saussure (1983) about signified and signifier. Analysing the meaning of verbal and visual sign found in advertisement were used theory proposed from Barthes (1967) about theory of meaning connotation and denotation and also supported theory proposed by Wierzbicka (1996) about theory of colour terms. The finding of this research found twenty data divided into nine verbal signs and eleven visual signs from three advertisement of Downy collection, and for meaning verbal and visual sign there are nine denotative meaning and eleven connotative meaning. The similarity both of this study to find the verbal and visual meaning used same theories from the commercial advertisement and the difference is her study used Wierzbicka (1996) for analyzed the color terms, however this studied used Cerrato's theory (2012) and the data was taken from Head & Shoulders Shampoo.

The fourth was taken from article Damayanti, Santika, Pratiwi (2021) entitled *Semiotic Analysis of Mentos Advertisement*. This article aims to find verbal and visual meaning as well as myths that develop in society behind the data found in the Mentos advertisement. This article used Barthes's theory (1972) about the verbal and visual signs and the myths that exist in the advertisement. The findings of her studies, the meaning of verbal and visual signs in the Mentos advertisement is forming a myth that developed on the society. The advertiser actually tends to convey their message implicitly in this advertisement. The similarity of both studies and their journal is using the same theory to analyze the meaning of verbal and visual signs proposed by Barthes (1972), and the differences are the first, in this journal she used one theory. Second, she also analyzed the myths that were found in the Mentos advertisement. Meanwhile, this used two theories to evaluate the purpose of the signs that can be noticed, both visual and verbal signs in the Head & Shoulders Shampoo advertisement. The findings of this article

The fifth was taken from article Anggela (2022) entitled *Semiotic Verbal And Visual Sign Found In Kuta Five Star Hotels Advertisement*. This article aims to find out the meaning of verbal and visual, meaning of the signs and colors terms as supporting. This article used theories of Barthes (1967) and color terms by Cerrato (2012). The findings of this article is the verbal sign contained in the advertisement, namely the sentence contained in the advertisement that best describes the quality contained in the product as price so that readers can find out the prices offered by the hotel and the

picture showing the picture of the hotel and natural beauty for readers. The similarity between this study and their journal is that both of this study focus on analyzing verbal and visual sign and meaning verbal and visual sign, also used the same theory. And the difference of this study and their article is that this journal takes the data from hotels advertisement but this study takes the data from Head & Shoulders Shampoo advertisement.

2.2 Concepts

The concept of this study is divided into three concepts that are verbal and visual signs and advertisement concept. The concept of this study is general regarding the title in this study.

2.2.1 Verbal Sign

Verbal signs are used as communication tools produced by speech tools, in this case in writing. Naming or labelling refers to efforts to identify the objects. Action or people by mentioning their names so that they can be referred to in communication. Interaction, serve to emphasize various ideas and emotions that can invite sympathy and understanding or anger and confusion. Its concerns including consideration of message are successively transmitted, how this semiotic is worked upon the context of their feeling, ideas, thoughts, and to deliver purposes through sentence (Chandler, 2007 p 11).

2.2.2 Visual Sign

Visual signs are signs that do not use sentences or words, visual signs are usually in the form of pictures or colors. This visual sign aims to make the advertisement more attractive in conveying the message and support the advertisement from the verbal sign, so that the advertisement is more attractive and becomes the center of attention of the reader. Visual signs have been used by primitive people in the form of body language and used before having verbal signs. These visual signs include facial expressions, eye contact, and objects in nature (Dyer 1993, p 12).

2.2.3 Advertisement

Advertisement is a way of promoting goods, serviced or ideas to encourage the interest of readers who give certain messages through mass media such as newspapers, radio, tv or billboards. Advertisement is also one of the methods that have succeeded in reaching the public in promoting goods or products, with attractive advertisements that can allocate adequate budgets for many users so that advertisements have an impact on business continuity, and the resulting impact can increase sales and product brand recognition. Advertisement is any form of non-personal presentation and promotion of ideas, good or services by a specific sponsor for a fee. Kotler (2005, 277)

2.3 Theories

Theory is a set of variables or definitions related to a systematic view of a phenomenon, related theories to support in analyzing something. In this study, there are two main theories and one supporting theory, namely the semiotic theory by Saussure (1983, p 63), the second Barthes theory (1972) to examine the interpretation of signs both verbal and visual, and to develop a new theory for terms relating to color by Cerrato (2012, p. 14)

2.3.1 Semiotic

Saussure (1983, p 65) language is a sign system that has meaning due to the relationship with each other, which looks at how people use signs to give meaning. Every human language incorporates extraordinary relationships, arising from linguistic relationships at various levels of language. According to Saussure, the sign is not a single entity but is divided into the following elements:

1. Signifier is a form that shows a sign appears, in the form of a physical representation of the language, sounds and symbols of the author in conveying what they want to convey.
2. Signified refers to the idea represented, and the abstract concept of the meaning of the signifier, not the material object

Both of these elements require a sign, if one of the components is not present, then the sign was not be thought or discussed by humans, the sign of the concept that was presented by the signifier, the relationship between these two signs must be related to each other to produce a meaning.

In this illustration, the word "duck" serves as the signifier, but it also has multiple meanings that are denoted by signs, such as:

- a signifier: an image in the mind that represents an audible pattern, (Saussure 1916:158) and,
- a signified: linguistic "value" rather than a visual "mental image" best describes how a species of water bird relates to other species, (Saussure 1916:158).

Saussure argued that the signifier is a word or sound with meaning, the signified is the concept of the signifier, and the signifier is also the form of the sign that manifests while the signified model is still a social construction.

2.3.2 Theory of Meaning

In advertisement, Meaning is extremely important, namely one of the advertisement techniques to convey their words to the public and expand their promotion. Semiotic analysis of Roland Barthes examines signs and how they work, this thinking is based on Saussure's thinking about signs which he divides into signifiers and signified, Barthes divides had study into two different stages of

analysis namely denotation and connotation. This hidden meaning is a meaning which, according to Barthes, is an area of ideology or mythology. According to Barthes, semiotics is about form. Denotation is the level of signification that explains the relationship between the signifier and the signified, or between the sign and its reference to reality, which produces an explicit, direct, and definite meaning. Semiology according to Barthes is a branch of linguistics about the large unitary signifier of discourse, Barthes (1972).

2.3.2.1 Denotation

Denotation described the term representation of meaning. Values includes implicit relations and his notion of associative relations is broader than that of paradigmatic relations, Barthes (1967:89). At this stage, explaining the relationship between the signifier and the signified in a sign, between the sign and the object it represents in external reality, denotation refers to what is believed by common sense. Denotation is the first order of significance, in the sense that what we consider to be permanent, literal and has the dictionary meaning of a word generally agreed upon. Barthes also which refers to the term order of signification based on the opinion of Hjelmslev (1984: 98), sign focuses on denotation, although one could legitimately argue that this maybe more true of structuralism models than Saussure's since languages as a system of differential.

2.3.2.2 Connotation

Connotation is an associative change in the meaning of a second-order term. For example, a cultural sign such as clothing, which has a non-communication function on the denotative level, may also have cultural connotations of social status, giving it ideological value and implicating it in the reproduction of culture, (Barthes 1967a: 89-94). Connotation is used by Barthes to describe the way a sign conveys an exchange when a sign fulfills a cultural feeling or value. Connotation describes when a sign meets the user's feelings or emotions and their cultural values. This happens when meaning moves to subjective thinking, that is, when the interpretation is influenced equally between the interpreter and the object or sign itself. Connotation is the level of signification that explains the relationship between the signifier and the signified in which there is an implicit meaning that is uncertain and direct, as well as the fact that the second signification conventionally depends on the first signification. The difference between connotation and denotation is reflected in the code's convention. In connotation, a signifier for a connotative sign is created from a denotative one. This is the mechanism by which signs appear to signify one thing but are loaded with multiple meanings

2.3.3 Colors and its meaning

Color is an interesting form of visual communication. Color can make an advertisement more attractive, be the center of attention for the reader, and represent

a stronger feeling so that what is promoted by the advertisement can be more interested and clearly to read the message. Different colors can emit different waves and long frequencies, these different frequencies have different effects, (Cerrato, 2012).

2.3.3.1 Red

Red is a warm and positive color that draws attention and motivates people to taken actions. Red is associated with energy, passion, action, strength, and joy in color psychology. Red stimulates physical sensations like hunger. It is associated with passion and is frequently used to express love. Pink, rather than red, is associated with romantic love. Red symbolizes masculine energy. Pink is associated with feminine energy, on the other hand. The colors red, which is a universal symbol of danger and warning, can be used to indicate and produce aggression and anger. Red stimulates and energizes the body, particularly the nervous and circulatory systems, while also increasing blood pressure and heart rate. Because it's all about the food, and it's all about the restaurants, and it's all about the restaurants, and it's all about the restaurants. Although red is exciting and motivating, too much of it can cause anxiety and fatigue. It also carries negative connotations of blood, war, and violence. Turquoise is the most complementary and balancing color to red, but green and blue also provide balance, Cerrato (2012:4).

2.3.3.2 Yellow

The sun is yellow in color. It is associated with joy, happiness, intelligence, and energy. Yellow is a warming color that stimulates mental activity and produces muscle energy. Food is frequently associated with the colors yellow. Taxis are painted in a bright pure yellow because it is so appealing. When used excessively, yellow can be harmful. Babies were found to cry more in yellow rooms. When compared to black, yellow stands out more than the other colors. This combination is commonly used to send out notifications. In heraldry, yellow represents honor and loyalty. Yellow later became associated with cowardice. Yellow can be used to elicit feelings of Joy and happiness. Yellow is an attention-grabbing color, so use it to highlight the most important elements of your design. Yellow is not recommended for selling high-end and expensive products to men because men perceive it as a lighthearted and "childish" color. Avoid yellow if it implies stability and safety because it is an unstable and unpredictable color. Because light yellows fade to white, a darker color is usually required to stand out. Colors in the yellow family are unappealing because they can appear lifeless and dingy, Cerrato (2012: 7).

2.3.3.3 Green

The color of growth and nature, it is a calming color that stimulates the senses in all five ways. The Deep Forest Green is associated with ideas like conservatism and masculinity. It is also the color of envy, good fortune, generosity, and fertility. It is the traditional color of balance, comfort, support, and a lot of energy. Green represents growth and vitality, as well as new life and renewal. Psychological Green

promotes mental, emotional, and physical equilibrium and helps you make decisions by enabling you to clearly see all sides of an issue. People's emotions and a sense of calm are physiologically balanced by green. It is linked to nature, health and healing, and the environment, Cerrato (2012:9).

2.3.3.4 Blue

Blue is often associated with the sky and the sea. It is frequently associated with stability and depth. Blue represents trust, loyalty, wisdom, intelligence, faith, and truth. It is also thought to be beneficial to both the mind and the body. In heraldry, blue represents piety and integrity. Blue is a masculine color that can be used to promote products and services related to cleanliness. It's also linked to consciousness and intelligence. According to research, it is very popular among men. Dark blue represents depth, expertise, and stability. Blue, which suppresses appetite, should not be used in food or cooking advertisements. Blue can have a strong impact when paired with warm hues like yellow and red, Cerrato (2012:11).

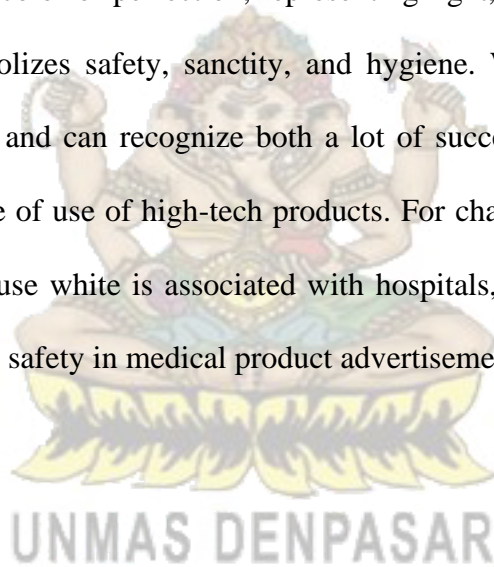
2.3.3.5 Purple

Purple combines blue's stability with red's energy. Purple represents power, nobility, luxury, and ambition, as well as wealth and luxury, and is reminiscent of royalty. Purple, which is associated with wisdom, dignity, independence, creativity, mystery, and magic, is preferred by nearly 75% of his children. Purple is a relatively uncommon natural color. Some believe it is a hoax. A lighter shade of purple is

appropriate for products and services aimed at women. Light purple evokes romantic and nostalgic feelings, and it looks great in stores that sell vintage lace and sentimental handicrafts, handicrafts, and antiques. Dark purple is associated with melancholy and sadness, as well as frustration, Cerrato (2012:13).

2.3.3.6 White

White is the color of perfection, representing light, goodness, innocence, and purity. White symbolizes safety, sanctity, and hygiene. White has a more similar meaning than black and can recognize both a lot of success and cleanliness. It can also refer to the ease of use of high-tech products. For charitable purposes, the color white is ideal. Because white is associated with hospitals, doctors, and infertility, it can be used to imply safety in medical product advertisements, Cerrato (2012:14).



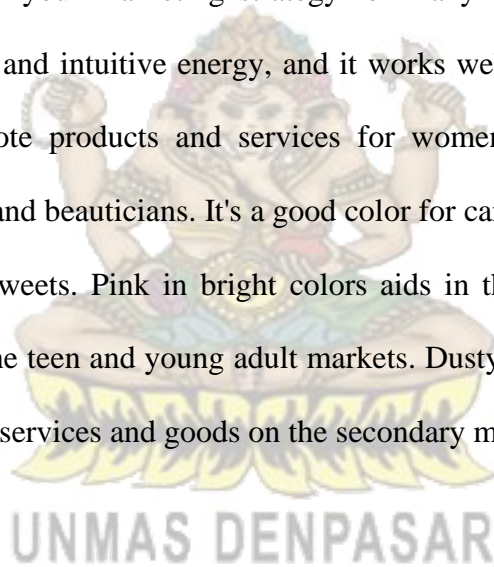
2.3.3.7 Black

Black is advantageous for companies that promote luxury, elegance, and sophistication. This includes not only luxury car dealerships, but also businesses that sell high-end professional and luxury goods. Items in black packaging appear heavier, more expensive, and more valuable. It has a noble and elegant appearance. Black is used to sell and market products and services to the high-end youth market, such as

an innovative and trendy music-related company. The sophistication and rebellious spirit that characterizes the youth market. Too much black, on the other hand, can be intimidating and unfriendly in general, Cerrato (2012:15).

2.3.3.8 Pink

Pink is associated with compassion, warmth, hope, and understanding, so it is an important part of your marketing strategy for many charities. Pink symbolizes softness, sweetness, and intuitive energy, and it works well with many products and websites that promote products and services for women, such as beauty salons, fashion companies, and beauticians. It's a good color for candy shops and other places where people buy sweets. Pink in bright colors aids in the promotion of low-cost, trendy products to the teen and young adult markets. Dusty Pink businesses are those that sell sentimental services and goods on the secondary market, Cerrato (2012:17)



2.3.3.9 Brown

Brown has earthy tones that are soothing without being appetite suppressing. Dark woods and deep browns, for example, can add a luxurious feel to a room. Brown, like green, represents dependability, friendship, and health. It is the earth's color. Any shade of brown works well as an accent. However, avoid overusing the

color. Because brown can also represent filth, a brown logo, menu, website, or dining room may send a negative message, Cerrato (2012: 20).

2.3.3.10 Orange

Orange is associated with hunger and desperation. Citrus fruits, carrots, and salmon are just a few examples. Orange, like red, is commonly used in restaurants because it arouses appetite, and restaurants want you to eat. Because orange, like red, is associated with energy and excitement, you'll notice it everywhere. That those two colors entice people to eat quickly and leave is no coincidence. Despite being a very vibrant color, orange is still a warm color that makes people feel at ease. Cerrato (2012:21).

