

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is the process of conveying thoughts, ideas, information or feelings from one person to another. Communication is a process in which a person tries to provide understanding by transferring messages or trying to make similarities with other people. Communication can take place if there are components or elements, namely the source (communicator), message and target (communicant). Communication is something that cannot be avoided by every human being. As social beings, humans are required to communicate because as humans they must be able to live in society and interact with other humans. Verbal communication can be carried out directly (face to face) or with media intermediaries, as an example interacting the usage of social media or cellular telephones. Verbal communication through writing can be achieved the use of media consisting of letters postcards, chat on social media, and so forth. While non-verbal communication where humans communicate using body movements. In general, verbal and non-verbal can be found in advertisements that we can see and read.

Advertisement is a form of information carried out by an institution or company that contains messages about a product to attract public interest in the product. There are many types of products that can be offered, such as: cosmetics, fashion, food, etc. There are two types of advertisements, namely commercial advertisements and public.

service advertisements. These two advertisements have different purposes so they are interested in using the advertised product. Commercial advertisements are advertisements that are intended to attract the attention and interest of a predetermined target market while public service advertisements are advertisements that provide social messages or provide input to the community that aims to motivate the community. In this study, is analyzed one of the advertisements, namely commercial advertising; widely offered through electronic media, social media and print media. One of them is clothing advertising.

A brand is not only a logo or enterprise name, however an image or someone's belief of a product or enterprise. A brand is a complete mixture of institutions that someone beings consider after they hear the name of an organization or product. Brand is the entirety related to the organization, product, or service all attributes, both tangible and intangible. A brand is a sign used by an entrepreneur or a factory on the goods produced as an identification, a brand for a company is a person's reputation. Do not take brands lightly, because brands are the most important asset a company can have. Brands deliver value, create differentiation, and achieve long-term results.

One of the most basic functions of a clothing brand is for the benefit of branding or the brand of the clothes or t-shirts worn. Maybe for some people, the existence of this brand is not very attractive to them. But for most people, this information about branding is very important. Given that not everyone buys clothes carelessly. Some clothes lovers really like clothes with certain brands because they have affordable prices. While some other clothing lovers really want

clothes with certain brands because of the quality of the material that is comfortable when worn. And there are also clothes lovers who are very fanatical about certain brands because of the many variants of the model provided.

1.2 Problems of the Study

Based on the background of the study, in this study has two different problems of the research question as follow :

1. What are verbal and non-verbal signs are used in clothes advertisements ?
2. What is the meaning of the verbal and non-verbal signs in clothes advertisements ?

1.3 Objectives of the Study

Based on the problem of the study, in this study has two objectives of the study as :

1. To find out the verbal and non-verbal signs in clothes advertisements.
2. To analyze the meaning of verbal ang non-verbal signs in clothes advertisements.

1.4 Limitation of the Study

This study focuses on analyzing of the semiotics verbal and non-verbal signs in clothes advertisements and the meaning that contained in the advertisements. The data of semiotic by Sausure (193:65) and the theory meaning by Barthes (1964) and supporting theory of color by Wierzbicka (1996).

1.5 Significance of the Study

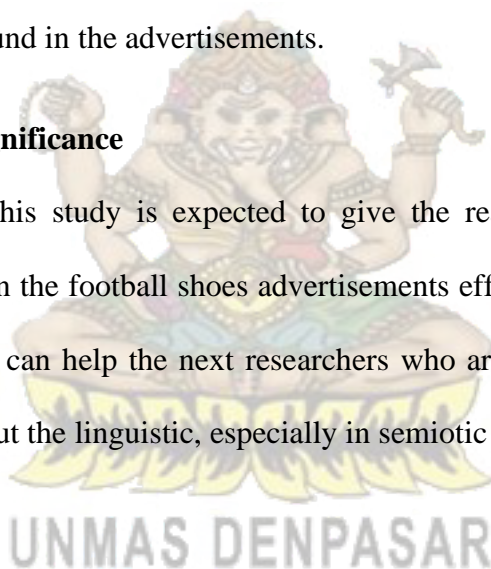
The result of the significance of this study consists of two significances of the study, there were theoretical significance and practical significance as follow :

1.5.1 Theoretical Significance

Theoretically, the result of this study is hoped to provide more informations concerning semiotic analysis, especially how to understand the verbal and non-verbal signs in advertisements and as well as the meaning of verbal and non-verbal signs which are found in the advertisements.

1.5.2 Practical Significance

Practically, this study is expected to give the reader's comprehension to analyze the signs in the football shoes advertisements effectively. It also hope the result of the study can help the next researchers who are interested in analyzing the same topic about the linguistic, especially in semiotic analysis.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

This chapter is divided into three sub-chapters. They were review of related literature, concepts and theories. The first sub-chapters is review of related literature. It explained the previous study that related with this study and it was used as the reference by researcher. The next sub-chapters is concepts which explained about the concepts that related with the topic of the study. Those concepts were semiotic, verbal sign, non-verbal sign and advertisement. The last sub-chapters is theories. It explained the theory that used in this study. There are theories of semiotic, meaning and the color term.

2.1 Review of Related Literature

In this study, there are three journal and two theses reviewed as the reference of this study. The first journal article written by Sukmantara, et al (2017) entitled "*Verbal and Non-verbal signs in football shoes advertisement*". The problem discussed function of verbal and non-verbal signs are found and the relations between verbal and non-verbal signs presented in football shoes advertisements. The theory that applied in this data is descriptive qualitative. This data were collected from website of the advertisement. The research was done by library research with documentation method and note-taking technique. The data were downloaded from internet site. The first thing to do was downloading and conducting the football shoes advertisements, then reading them while doing note-taking for the types of language function of the advertisements and finally analyzing the relations between verbal and non-verbal signs in football shoes

advertisements. This research were taken from football shoes advertisements on internet site. The data were taken from Adidas ACE15 advertisement published on May, 2015, Nike Mercurial Vapor Superfly III advertisement published on August, 2011 and Puma Lightweight Dragon evoSpeed advertisement published on June, 2015. At the conclusion of the results of this study that the advertisement has four components such as : headkine, body copy, signature line, standing details. The presentation of verbal messages right in the visuals makes the reader interested in reading or seeing the advertisement.

Journal article that used in this study have similarities and differences. The similarity between this research uses the same method, namely the qualitative method. while the difference is the theory used in his research, namely the sign theory by Chandler (2001:28) the theory of function of language put forward by Leech (1974: 40-42). while the theory used in this research is the theory of semiotics by Saussure (1983:89), theory of meaning semiology by Barthes (1964) and the supporting theory of color by Wierzbicka (1996).

The second journal article written by Puspani, et al (2016) entitled “*Verbal and Non-verbal signs in garnier product advertisement*”. The problem discussed in this journal is what were the types of meaning and function of verbal and non-verbal messages, what were the meanings of verbal and non-verbal sign presented in Garnier product advertisement The theory that applied in this data is descriptive qualitative. The data was collected by documentation method and note taking technique was applied. There were three steps of techniques to collect the data. The first step was obtaining the printed skincare product advertisement from the

internet. The second step was reading and identifying the verbal and non-verbal sign in the advertisement. The third step was noting down and classifying the meanings of verbal and non-verbal sign and the types of meanings and functions of verbal and non-verbal sign on Garnier product advertisement. This research were taken from a skincare product advertisement which the brand was Garnier. The data was taken from internet site. The data was analyzed descriptively through three steps. First, the verbal and non-verbal signs of the advertisement were classified by using theory of sign proposed by Chandler (2001). Second, the types of meaning and function of the advertisement were classified by using theory of meaning and function proposed by Leech (1974) and the third, the colour terms of the advertisement were described by using the theory of colours by Herman Cerrato (2012).

Journal article that used in this study has similarities and differences. The similarity between his research and this study used the same method, namely the qualitative method. while the difference between his research and this research is the sign theory by Chandler (2001). Second, the types of meaning and function of advertisements are classified using the theory of meaning and function proposed by Leech (1974). While this theory uses the theory of sign and meaning by Barthes (1977) and thirdly, the term advertising color is explained using color theory by Herman Cerrato (2012). While this study uses the theory of meaning by Wierzbicka (1996).

The third journal was written by Udayana Putra, et al (2016), entitled "*Verbal and Non-verbal signs of gatorade sports drink advertisement*". The

problem discussed in this journal is what are the messages conveyed by verbal and non-verbal signs used in Gatorade sports drink advertisement and what is the relationship between verbal and non-verbal signs used in Gatorade sports drink advertisement. The theory used in this data is descriptive qualitative. The data source of this research is the advertisement of sports drink Gatorade which is taken from adsoftheworld.com. The advertisement was chosen because it contains verbal and nonverbal signs. This advertisement is considered appropriate for this research, namely aims to analyze the two types of signs and the relationship between them in advertising. Data collection techniques using the documentary method. The documents collected in this study were Gatorade advertisements. Then, note taking technique was used to obtain verbal and non-verbal signs from Gatorade advertisements. Data Analysis Techniques using qualitative methods. From the analysis of verbal and non-verbal signs in Gatorade advertisement under study, it can be found a relation between the headline “GATORADE ALWAYS WINS!” and the illustration which shows that Gatorade bottle wins a boxing match against a mineral water bottle. The relation between the headline and the illustration in Gatorade advertisement analysed is anchorage. According to Barthes (1977:38), anchorage is a relation between verbal and non-verbal signs in which the verbal signs can serve to “anchor” or constrain the preferred interpretation of the non-verbal sign. The headline “GATORADE ALWAYS WINS!” is the restatement of the message of the illustration which shows that Gatorade bottle wins a boxing match against a mineral water bottle.

Journal article that use in this study has similarities and differences. The similarity between his research and this study used the same method, namely the qualitative method. His research and this study use the theory of the relationship between verbal and non-verbal signs from Barthes (1964). While the difference between his research and this research is the semiotic theory applied by Chandler (2007) while this study uses the semiotic theory by Barthes (1964).

The fourth research from the thesis was written by Widiarta (2021) entitled "*An Analysis of Verbal and Non-verbal Signs Found In Football Shoes Advertisements*". The study aims to find out the verbal and non-verbal signs found in the football shoes advertisement and to analyze the meaning of verbal and non-verbal signs found in the football shoes advertisements. The researcher used the descriptive qualitative method in this study to analyze the verbal and non-verbal signs as well as the meaning of verbal and non-verbal signs found in football shoes advertisements. The data were analyzed based on the several theories. The researcher categorized the verbal and non-verbal signs based on the theory proposed by Saussure (1983) in the book entitled *The Basics Semiotics* by Daniel Chandler (2007), and the second theory to analyze the meaning of verbal and non-verbal signs of the advertisements was proposed by Barthes (1964) in the book *Elements of Semiology* concerning the meaning divided into denotation and connotation. Supporting theory was the theory from Cerrato (2012) about the meaning of colors.

The similarity between his research and this research is used the same method, the qualitative method. His research and this research use the theory of

the relationship between verbal and non-verbal signs of Barthes while the difference between his research and this research is the semiotic theory applied by Daniel Chandler (2007). And the color theory applied by Cerrato (2012) while this research color theory was applied by Wierzbicka (1996).

The fifth research from the thesis was written by Suwitri (2021) entitled “*An Analysis of Verbal and Non-verbal Signs In The Selected Skincare Advertisements*”. The study aims to find out the verbal and non-verbal signs in skincare advertisements and to analyze the meaning of verbal and non-verbal signs in skincare advertisements. The researcher analyzed the data using qualitative method. The analysis concerned to the description about the data and finding. To find the meaning of verbal and non-verbal signs found in printed commercial skincare advertisements, the writer categorized the verbal and non-verbal signs and the writer analysed and described verbal and non-verbal signs and analyzed the meaning applying the theory by Barthes (1964) and used supporting theory by Wierzbicka (1996) about the color terms and the other related source having the same view on the verbal and non-verbal signs and the last step the writer interpreted the verbal and non-verbal based on skincare advertisement tells about.

The similarities between his research and this study are problem aims at finding out verbal and non-verbal signs and also explain the meaning of those verbal and non verbal signs. His research and this study used similarities theory of semiotic by Saussure (1983) to find out the verbal and non-verbal signs. The differences his research and this study are the data source. His research used Cadbury Dairy Milk advertisements for the data source, meanwhile this study

used clothes advertisements for the data source. His research used theory of meaning by Leech (1974). Meanwhile this study used theory of meaning by Barthes (1964).

Thesis that used in this study has similarities and differences. The similarity between his research and this research is to use quantitative methods. His research and this research use Barthes theory to analyze and describe verbal and non-verbal signs and analyze meaning by applying. This research uses the same color supporting theories by Wierzbicka (1996). while the differences in this study is the source of data. His research uses cadbury milk advertisements for data sources, while this study uses clothing advertisements for data sources. His research uses the theory of semiotic equality by Saussure (1983) to find out verbal and non-verbal signs while this research uses the theory of Barthes (1964).

2.2 Concepts

The concepts of this study the writer gives three concepts, namely the concept of advertisements, the concept of verbal and non-verbal signs, which will be explained further below.

2.2.1 Advertisement

The concept of advertisements itself are to make consumers know about the products, jobs and services that want to be advertisement that are promoted in the form of images that contain text that is as detailed as possible to make it easier to attract consumers to buy and can used by them. According to Faela Sufa (2016) advertisements is an information medium created in a certain way to attract the audience, be original, and have certain characteristics and persuasive, so that

consumers voluntarily compelled to do something according to what you want advertiser. Companies not only make great products but they must also inform consumers about the advantages product and carefully positioning the product in mind consumer. Therefore, they must be experts in using promotions. Promotion aimed at acquiring new customers and retaining existing customers. One of the mass promotion tools is advertisements.

2.2.2 Verbal Signs

Verbal sign is part of the advertisement that can be analyzed through text or in written form. An advertisement usually consists of text in the form of an advertising name or slogan, information about something, a persuasive sentence or some other form of text. Dyer (1993 : 131) states that words do no longer handiest describe talk emotions, institutions and attitudes, but additionally they convey ideas to our mind. Advertising is generally informal and colloquial. Sentences is usually refers to message which is recorded in some way, so that is physically independent its sender and receiver.

2.2.3 Non-verbal Signs

Non-verbal is a message that you want to convey through body language and expressions to communicate. Non-verbal signs can be in the form of images that have many various colors that make it easier for people to understand the meaning of the advertisements. Saussure cited in berger (1984) said, that signs are composed of two elements such as a sound and image. In specific explanations on conceptualized by Saussure the sign as two distinct parts such as a signifier and signified.

2.3 Theories

There are two theories used in this study, it is used to help analyzing or solve the problems. The first theory of semiotic is by Saussure (1983: 89), the second theory of meaning semiology is by Barthes (1964) and the supporting theory of color by Wierzbicka (1996).

2.3.1 Semiotic

Saussure (1983: 65) described a language as an arrangement of signs, which have meaning by virtue of their relationship to each other. Every human language is a wonderful combination of the relations obtaining across linguistic signs at different levels of language organization. In this theory discusses the use of signs in making a meaning that describes language as a sign system, which has interrelated meaning. A 'sign' in Saussure an exposition, is not a single entity. He characterized a sign as being composed of :

1. A "signifier" : the form which the sign takes, it 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.
2. A "signified" : the concept it represents. It is not the material object but abstract concept of what the signifier means.

A sign must have both a signifier and signified. You cannot have a totally meaningless signifier or a completely formless signified.

Diagrammatically, Saussure's theory would look like this

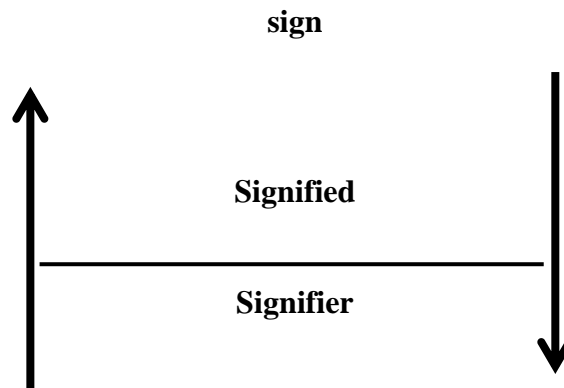


Figure 2.1 Saussure's Diagram

For example, the word open, the word open close as the signifier, but it has several signified meaning:

-Signifier : The word "open"

-Signified : The open represent that the shop is open for business.

For Saussure, both the signifier (the sound pattern) and the signified (the concept) were purely "psychological". Signified is a model still treat this as a mental construct, although they often not and that is may nevertheless refer indirectly to things in the world. The signified is not a thing but notion of a thing. It means it is become a concept or meaning which signifiers refer.

2.3.2 Theory of Meaning

Meaning has very important role in advertisements. It is one of the strategies of the advertisements to deliver the meaning of the advertisements. Here to analyze the meaning that occur in the advertisements in this study will use the theory of meaning by Barthes (1964) connotation and denotation as follow:

In his book titled *Elements of Semiology* (1964). According to Barthes (1964) denotation is the first order of signification. At this level there is a sign that consists of a signifier and a signified. In a sense, denotation is what we think of as a literal, permanent and has a dictionary meaning of a word which is ideally universally agreed upon. While, connotation is the second order of signification that contains changes in the meaning of words associatively. At the practical level, limiting meaning into a denotation will be very difficult because the sign always leaves traces of meaning from the previous context.

It has the word used or Barthes calls a plane of expression (E), it has the word literally mean or the plane of content (C), then draws a relation between both to find the statement's meaning. (E) plane of expression (words used or selected: Prints are winning at the races) (C) plane of content (literal meaning of the statement: Prints are winning at the races)

Simply moving from (E) to (C) here gives us a nonsensical first order (denotative) meaning. We need to move to the relation between (E) and (C), and thus to a second-order meaning (connotation) to make any sense of the statement. There is clearly another meaning implied in this statement and this meaning exists at the level of connotation.

Here Barthes makes the pattern of signification:

Signifier	Signified
Sign (Denotatuion)	

Signifier	Signified
Sign (Connotation)	

Figure 2.2 Barthes two order signification

From the pattern above, it is shown that the first signification produces denotative meaning. In this level of denotation, there is sign that consists of signifier and signified. This product of denotation will be the signifier and it will be combined with signified. It will produce connotation, as we call it as the second order of signs. This pattern shows that the signified in the first level can be signifier in the second level (Chandler, 2007: 140).

2.3.3 Color Terms

In advertising, colors are the important component to convince the individual interest about the product. According to Wierzbicka (1996) colors are more important than actual wording of the advertisement. There are six basic of color terms and there are respect contradictory similarly and in similar way. They are :

2.3.3.1 Black and White, Dark and Light

Black and white are felt to be opposites and intently associated with the darkish and light. The words dark and light (as color designations) are connected to the darkness of night and the light of the day respectively. Seeing darkish object helps individuals to remember the experience of seeing things when it is dark and light. Then again "the semantic structure of English word black and white replicate each their fame of fundamental color phrases discovered by extension and their relationship with the ideas dark and light. Leonardo da Vinci's comment

made is in this "treatise on painting" as cited in Weirzbicka (1996: 303) states that "we will set down white for a representative of mild, with out which no coloration may be visible and black for general darkness".

Black related with power, elegance, formality, death, evil, and mystery. Than again, white is related with light, goodness, innocence, purity, and virginity. Instead of dark, white ordinarily has a positive suggestion. White can represent a successful beginning, white portrays confidence and virtue. In advertising, white is related with coolness and clearness on the grounds that the shade of day off.

2.3.3.2 Green

In many various languages in the world, what might be compared to the English word green is related to words for grass, spices or vegetation in general. Weirzbicka (1996: 310) dark green is related with aspiration, greed, and jealousy. Yellow green can show affliction, weakness, dissension, and envy. Water is related with passionate mending and protection live green is the traditional color of peace.

2.3.3.3 Blue

In various languages of the worlds, what might be compared to the English word blue is identified with the word for sky. Close to sky, individuals related the word blue with naturally happening big water place. Such as ocean and lakes. Weirzbicka (1996: 329) light blue is related with health, healing, tranquility, understanding and softness. Dark blue represents knowledge, power, integrity, and reality.

2.3.3.4 Red

What could be compared to the English word red is identified with the word for blood. Weirzbicka (1996: 315) announces that red is "a rich warm tone". Red is thought as warm on the grounds it is related with the fire, when individuals asked some information about which colors makes.

They think fire many numbers of them are utilized red. It is worth that fire quencher are likewise painted red, red in general is a symbol of danger or warning. Weirzbicka (1996: 318) light red represents joy, sexuality, passion, sensitivity, and love. Pink signifies romance, love, and friendship. Dark red is related with force, determination, rage, outrage, administration, mental fortitude, noxiousness.

2.3.3.5 Yellow

Other than red color, yellow is additionally considered as "warm" because it is related with the sun. Further contrast between red and yellow, yellow is thought as a light color. Weirzbicka (1996: 320) dull (dingy) yellow represents caution, decay, sickness, and jealousy. Light yellow is related with it tells freshness, and delight.

2.3.3.6 Brown

It is like pink, gray, orange, and purple, "brown" is often regarded as a composite tone, a kind visual blend of yellow and black with an admixture of red that is, essentially a blend of orange and black. Hurvichin Weirzbicka (1996: 327) states "brown are mainly dark-grayish orange and dark-grayish or blackish yellow

tone. There are many browns in our current environment. The earth, wood, leather, and human skin seem to contain various extents of black and white". The English word is conceptualized as far as a blend of different tones but rather have a positive model in the real word. Brown is connected with the ground tone, which brown make the individuals will think the ground.

