

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

According to Semiotics is the study of signs in order to find out how these signs function and produce a meaning. Meanwhile, according to Christomy and Yuwono (2004), argues that semiotics is the study of signs (signs), sign functions, and sign production. The field of semiotics examines the significance of signs across various social and cultural contexts. The meaning can be intentional or unintentional, as in the case of a word said with a particular meaning. Here, semiotics does not study unintentionally. Signs may communicate through any of the five senses: vision, hearing, touch, smell, and taste. Semiotics learns how humans interpret things around them. Semiotics learn the sign function of the image, for example, on the logo or something related to the sign system, such as those contained in advertisements. Semiotics interrogate the code company; therefore, their meaning can be understood. The semiotic analysis provides a comprehensive concept of work and a series of methods with provisions to analyze in writing, photography, film, advertising, etc.

Signs have meanings because people have to use their agreement to share meaning. Language is the source of human life; it is utilized to exchange information as well as to express feelings, knowledge, beliefs, ideas, and desires. language. Saussure (1857-1913) defines sign as a composition of signifier and signified. The signifier is the form that the sign takes. Signified is both the verbal and nonverbal representation of the concept it represents. Verbal signs are the most

commonly used signs in communication. The verbal signs consist of both spoken and written language. Both spoken and written language are constituted of linguistic symbols like words, phrases, and sentences that enable us to show others what we think, feel, and want. In advertisements, the verbal sign is the word, like the slogan and all the words in the advertisement. However, humans used non-linguistic signs before they had verbal signs. Primitive people used nonverbal signs like body language to communicate with each other. Face expressions, eye contact, clothing, and natural things like the moon, sun, clouds, etc. are all also non-verbal signs. Non-verbal signs can be captured and printed using photographic technology to create a picture. Pictures are frequently used to attract readers in numerous forms of media.

Dyer (1982: 120), also stated that many advertisements used color as an objective correlative, whether it is the color of a product, a packet of cigarettes, a cosmetic range, etc. Advertisement is a text that aims to announce something that appeals to many people and adds a well-known product to the public. The aim of the advertisement is to catch the reader's eye and make them consider the benefits of the product. Typically, advertising are published in newspapers, magazines, television, radio, brochures, etc. There are many kinds of advertisements, such as cosmetics, food, sport, etc. Advertisements can influence the mindset of society.

The media power in all aspects of life is very large. It can not be stopped. With that being said, advertising become the integral part of the increasingly advanced society. Advertising is not considered merely a medium of information and promotion, but also to form public awareness. Advertising can shape a person's lifestyle. The lifestyle associated with advertising, especially in the modern era like

this. Through advertising, producers provide information about products that can be purchased by the community and create new needs in society that are developed uniformly and universally. Advertising promotes the public's view of the benefits and advantages of selling products on the market. With its capabilities, advertising also creates new symbols in society. No one can control advertising as part of human life. With substantial funds, the big companies could influence through advertising to promote the products that will be sold.

In this study, the researcher analyzed the Nescafe coffee products. Coffee is one of the best-selling beverages lately. Because it is believed that coffee increases energy, improves mood, prevents brain disease, lose weight, and other. Therefore Nescafe Coffee companies are competing to attract buyers by making advertising as creative as possible so that customers are interested in buying and trying. Nescafe advertisements use a lot of eye-catching and distinctive commercials with awesome pictures, nice colors, and good words or sentences to pique the consumer's interest. The advertisement for The Nescafe Coffee products presents a good combination of colors, pictures, and unique wording compared to other advertisements.

## **1.2 Problems of the Study**

The study questions that have been offered are based on the previously described context:

1. What are the verbal and non-verbal signs presented in Nescafe Coffee advertisements?

2. What are the meanings of verbal and non-verbal signs in Nescafe Coffee advertisements?

### **1.3 Objectives of the Study**

In this study, there were two research goals that researchers could identify.

The purpose of the survey is as follows:

1. To identify verbal and non-verbal signs in the Nescafe Coffee advertisements.
2. To analyze the meaning of verbal and non-verbal signs in the Nescafe Coffee advertisement.

### **1.4 Limitation of the Study**

The scope of this study is limited to the verbal and visual signs found in advertisements for Nescafe Coffee. The study is also limited to analyzing the meaning of verbal and visual signs in each advertisement by focusing on denotative and connotative meanings to make the study easier for the researcher in conducting the analysis.

### **1.5 Significances of the Study**

Theoretically, the result of this study is expected to develop ways of semiotic meaning analysis methods based on the semiotic, denotative and connotative concepts of meaning and color terms. This study also can be useful and inspiring for those wishing to analyze similar research.

### **1.5.1 Theoretical Significance**

Practically, the result of this study is expected to offer guidance for English department students to develop their language skills. This study is also useful for getting information about verbal and visual signs' meanings, especially in advertisements. So they can study more from it and continue to apply their knowledge. And for lectures, this study can enrich the learning materials and concepts in teaching about the sign.

### **1.5.2 Practical Significance**

This study can improve the ability to analyze verbal and non-verbal signs that want to analyze about verbal and non-verbal signs. This study's findings can be used to guide other researchers who want to research the English department in learning semiotics, especially verbal and non-verbal signs. Additionally, it is anticipated that this analysis may be used to inform individuals interested in the kinds of verbal and non-verbal signs and their meanings.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES**

The purpose of this chapter is to provide an overview of the literature relevant to this study. There are some relevant research analyzing verbal and non-verbal signs. Related research also contributes to explaining verbal and non-verbal signs in this research. When explaining concepts, this analysis requires a lot of theoretical references to explain concepts and definitions. Therefore, this study expands then for the following:

#### **2.1 Review of Related Literature**

A review of related studies discusses other works which have the same topic as the study. The first related thesis from Wiyanti (2021) entitled “Bali Travel Package Advertisement: The Analysis of Verbal and Visual Signs”. In his study aims to analyzed the verbal and non-verbal signs used in travel package. The data in his study were taken from several travel websites. The data were collected by observation method and then analyzed by descriptive qualitative method. The analysis in his study started by analyzing the verbal and non-verbal signs based on the theory of semiotic by Saussure (1983). The analysis of the meaning of the verbal and non-verbal signs proposed by using theory Barthes (1977) and the analysis of colors term proposed by Wierzbicka (1996). The result of his study shows that travel advertisements provide information for readers or tourists who are going to travel in Bali about interesting places to visit.

The second related article is taken from Dewi (2021) entitled “The Meaning of Verbal and Non-Verbal Signs in Maybelline Advertisement”. In his study to find

out of verbal and non-verbal signs in Maybelline advertisement. In his study used observation method to collect the data. And for the collected data in his study were analyzed by qualitative method using the theory proposed by Saussure (1983) and Barthes (1967), by conducting of his study it is found that verbal and non-verbal signs have important roles to make an attractive advertisement. These verbal and non-verbal signs contain denotation and connotation meaning. The use of connotative meaning dominant in all advertisements because the advertiser used hidden meaning to convey the message and attract the attention of consumers and they are curious to try or use the product.

The third article review is entitled "Verbal and Non-verbal signs in the facial wash a semiotic analysis" by Andriani (2021). The purpose of this study is to discover verbal and non-verbal signs that explain the meaning of signs used in facial wash advertising. The data was collected from three printed adverts for face washes. The data for his study was obtained from the internet. In order to determine the meaning of verbal and non-verbal signs in facial wash advertising, his study used the theoretical meaning proposed by Barthes (1977) and the semiotic hypothesis by Saussure (1983: 65). Her qualitative descriptive approach was used to examine the results of her investigation. According to her findings, the three facial wash adverts contain nonverbal and verbal signs that facilitate the company's marketing efforts. The majority of the advertising's verbal signs carried denotative meanings, whereas a portion of the advertisement's non-verbal signs contained connotative meanings. Two adverts featured a female model, while one had a male model. Advertisers

used attractive women, well-known individuals, and all-natural products to attract the public's attention.

The fourth relevant article by Kusuma is titled "Verbal and non-verbal signs in Red Bull and Soy Joy advertisements" (2016). This study focused on the types and meanings of verbal and nonverbal indicators in the advertising for Red Bull and Soy Joy. Red Bull and Soy Joy advertisements are interesting to analyze because they have the kinds and meaning of verbal and non-verbal signs in thesis advertisements. This study used three theories to analyze the data; first, the semiotic theory from Chandler was applied to find the kinds of non-verbal signs. The theory from Leech was applied to analyze verbal signs. And third theory from color psychology was applied to find the message in the color of illustrations in advertisements. It can be helpful for this study. This result showed that verbal and non-verbal signs used in Red Bull and Soy Joy advertisements have conceptual and connotative meaning.

The last related thesis from Wiyanti (2021) entitled "Bali Travel Package Advertisement: The Analysis of Verbal and Visual Signs". In his study aims to analyzed the verbal and non-verbal signs used in travel package. The data in his study were taken from several travel websites. The data were collected by observation method and then analyzed by descriptive qualitative method. The analysis in his study started by analyzing the verbal and non-verbal signs based on the theory of semiotic by Saussure (1983). The analysis of the meaning of the verbal and non-verbal signs proposed by using theory Barthes (1977) and the analysis of colors term proposed by Wierzbicka (1996). The result of his study shows that

travel advertisements provide information for readers or tourists who are going to travel in Bali about interesting places to visit.

From those related review, in this research the writer used the Nescafe coffee advertisements. The similarities between the previous research and the current research are the writer applied the same theory of the previous research and the differences between the previous research are the writer used the different data source by using differ Nescafe coffee product in advertisements.

## **2.2 Concepts**

This subchapter provides some concepts in this study. What are some related concepts that can be described as follow:

### **2.2.1 Sign**

Saussure (1983:66) states that a sign is defined as anything; a color, a gesture, a wink, an object, or another that stands for something other than itself. For semiotics, a defining characteristic of signs is that their users treat them as "representing or standing for other things". Thus a sign, such as a word, acquires its meaning only in relation to or in contrast to other signs in the sign system.

### **2.2.2 Verbal Sign**

According to Chandler (2002: 15), verbal sign is any written and spoken text. The verbal sign is used by people to express their feelings, ideas, and thoughts. And to deliver their purposes and intentions through words or sentences. According to Dyer (1993: 131), a verbal sign is a word that not only describes things and conveys feelings, associations, and attitudes, but also brings ideas into our minds. Almost all advertisements contain tests in word, phrase, idiom, and sentence forms.

### **2.2.3 Non-Verbal Sign**

Non-verbal signs can be found effortlessly, from the simplest to the hard-to-understand ones. It consists of body language, facial expressions, eye contact, gestures, and tone of voice. Personality and how it interacts with others can be inferred from, and even changed by, nonverbal signs such as handshakes and hairstyles. Chandler (2002: 36) states, nonverbal signs as natural signs or pictures resembling what they depict. Symbols that are interpreted as signs because they have a direct connection to their meaning, even though they do not produce any conscious intention, such as smoke signifying fire and footprints signifying animal passing. The application of nonverbal signs is also found in advertisements. Pictures, music, colors, and body gesture can make the advertisement more attractive. For instance, the gold color which associates with wealth, glamour, elegance, courage, passion, and wisdom.

#### **2.2.4 Advertisement**

According to Dyer (1982:2), advertising involves drawing attention to something. Notifying or informing somebody of something. Advertisement, in general, aims to persuade consumers to buy something which is advertised. The concept of advertisement is similar to the definition of advertisement in the Cambridge Dictionary (2007) which defines advertisement as a picture, short film, song, etc., that attempts to persuade people to purchase a product or service, or that provides information about a job, etc.

#### **2.3 Theories**

The theories used in this study are divided into three aspects: semiotic theory, meaning theory and color theory as a supporting theory. The first theory is Saussure's (1983) Semiotics theory, which is used to identify verbal and visual signs.

The second theory is the theory of denotative and connotative meaning proposed by Barthes (1987), which is used to analyze the meaning of verbal and visual signs. The third is Wierzbicka's (1996) Color Term theory as a supporting theory that is used to analyze the meaning of color.

##### **2.3.1 Signs**

Semiotics is a discipline in simply analyzing signs or studying the function of sign system symbols in making meaning. There are two founders of semiotics, each of which explains the different types and characteristics of semiotics. One of them is Ferdinand de Saussure. Saussure, a Swiss linguist born in Geneva in 1857, is

known as the father of modern linguistics for his innovation in linguistics. In the second edition of Chandler's *Fundamentals of Semiotics*, Saussure defined the linguistic sign in terms of signifier and signified. According to Saussure's statement in Chandler's *Fundamentals of Semiotics*, the second edition, Saussure made the following distinction:

"A linguistic sign is not a link between a thing and a name, but between concept (signified) and sound pattern (signifier). The sound pattern is not a sound; a sound is physical. A sound pattern is the hearer's psychological impression of a sound, as given by the evidence of his senses. This sound pattern may be called a 'material' element, since it represents our sensory impressions. Thus, the sound pattern may be distinguished from the other elements associated with it in linguistic sign. This other element is generally of a more abstract nature: the concept." (Saussure, 1983:66)

A signifier is the physical component of a sign. It refers to a form that the sign employs to reflect the ideas or messages the speaker communicate or deliver. The form of a signifier refers to the material, or physical forms that can be seen, touched, tasted, smelled, or heard, such as pictures, colors, letters, words, symbols, sounds, or even smoke. Meanwhile, the term.

Signified is defined as the concept of a signifier. In other words, the signified refers to the meaning represented by the sign. As a result, Saussure explained the idea of a sign by drawing it in the form of a dyadic diagram and can be seen as follows.

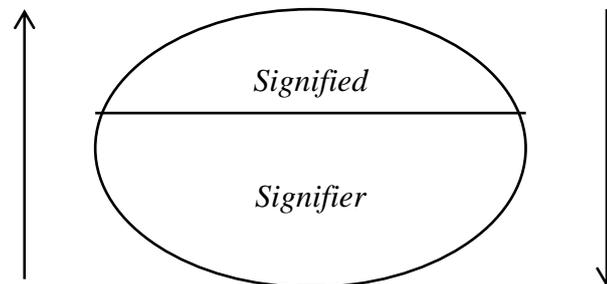


Figure 2.1 The Saussure's Concept of Sign in  
Course in General Linguistics Book.

The dyadic diagram above shows that the sign is a result of the association between the signified and the signifier. The relationship between the signifier and the signified is called signification and is represented by the horizontal arrows on either side of the diagram. Therefore, it can be concluded from the above figure that the signified and the signified representation in a sign are inseparable and cannot be dispensed with. The dyadic diagram above can be used to describe a linguistic example. The sign board with the word 'open' found on a shop doorway can be classified into the following sign:

- a signifier: the word '*open*';
- a signified concept: that the shop was open for business.

Another linguistic example is the word "tree", which consists of a signifier and a signified, as seen in the following dyadic diagram.

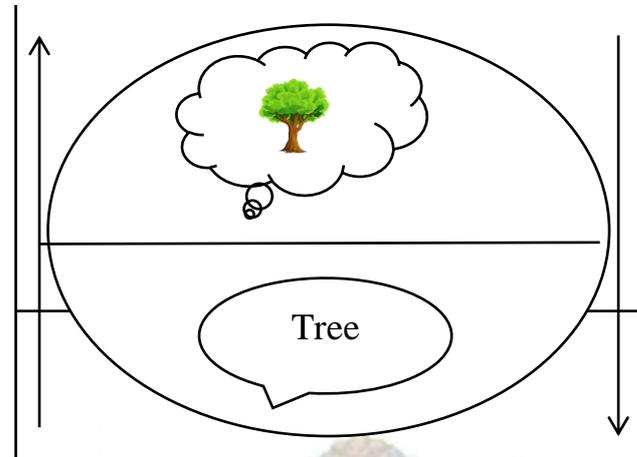


Figure 2.2 The Saussure's Concept and Sound Pattern in Course in  
General Linguistics Book.

From figure 2.2, the signifier of the dyadic diagram above is the sound uttered when the word “tree” is spoken, and the letters “t-r-e-e” are written on the paper when writing. Signifier is the concept of natural growth with green leaves and brown stems with many branches. Consequently, a sign requires both a signifier and a signified. It is impossible to have a signifier with no meaning or a signified with no form.

### 2.3.2 Types of Meaning

Barthes is a French semiotician who argues that the concept of connotation required the development of a semiotic approach to modern culture, since descriptive language was not enough. The connotation can unify a large number of discourse fragments related to objects. The well-known semiotic theory of Roland Barthes identifies two orders of signification (Fiske, 1990). Signification is the

process of combining signifier and signified the sign. The first order of signification and the second order of signification are the two steps that constitute the signification. The relationship between the signifier and the signified, or a sign, is described in the first order of signification. Barthes calls the first order of signification "denotative," which referring to the different meanings of symbols. The concept of signifier and signified from Barthes is the same as Saussure. According to Barthes, semiology strives to encompass every system of signs, regardless of their constituents and boundaries, including pictures, gestures, musical sounds, and physical objects (Barthes, 1964). Barthes uses the denotative and connotative "levels of meaning" to analyze the signs in the visual object. Barthes distinguished the sign into two types: verbal and non-verbal. The verbal sign is like the advertisement's title, text, and statement. The non-verbal signs are the images and signs of advertising. Based on the above explanation, the first order of signification is denotation. At this level, there is a sign consisting of a signifier and a signified. The connotation is the second-order signification with extensional symbols (meaning and signifier) as signifiers. The first order of signification denotation is a sign of what it looks like. The second order of signification is the concept that the sign describes to the person who sees it. People identify not only by understanding the concept of the sign, but also by figuring out the myths that arise within the sign.

The first order of signifying is denotation. This part consists of the signifier and the signified. This means that denotation is defined as what we literally see. Denotation is thus defined as what we can actually see. Connotation, on the other

hand, is a second-order meaning that involves changes in word meaning associatively. The first meaning, says Barthes, is the relationship of the signifier and signified in signs to external reality. Barthes called it denotation, the most obvious meaning of a sign. Connotations are used to express second-order meanings, Barthes (1987:89-90).

### **2.3.2. 1. Denotation**

The first order of signification is denotation. It refers to a sign's simple or literal relationship to the reference signifier and signified (Barthes, 1964: 89). Denotation is the meaning of a word. It mostly has to do with the real world; this is usually the dictionary definition. Denotation refers to a common-sense thing, the meaning of the sign. For example, most people would agree that something on which one can sit is called a chair. Therefore, a chair only has the meaning of a seat. From those interpretations, denotation can be determined as the meaning of the word from the word itself.

### **2.3.2.2. Connotation**

Connotation is second order meaning, composed of signifier and signified. In the context of Roland Barthes, connotations are signs derived from the signifiers of denotative signs. Barthes gives priority to which is capable of carrying messages to the recipients. The things or ideas that are referred to become the signified. Saussure defines both terms as below.

- a) A "Signifier" (significant) uses actual things such as letters, words, symbols, or sounds to describe what people desire in communication.

b) A "Signified" (signifies) is a representation or idea of what it describes from the signifier. Taking form from an abstract perspective.

Thus by taking the explanation above, a signifier will always have meaning, and a dignified will always have its form. For example if we take the word "rose", the rose flower is the image's denotative meaning. And for the connotative significance contributes to the idea that it represents passionate love in society.

### 2.3.3 The Theory of Color

#### 1. Black and White, Dark and Light

According to Wierzbicka (1996: 303), black and white are opposite colors, closely related to darkness and light. The words dark and light (as color targets) are associated with darkness at night and light during day, respectively. Dark objects evoke the experience of seeing in the dark, while seeing bright objects evokes the experience of seeing in bright light. Black symbolizes strength, formality, elegance, evil, death, and mystery. White, on the other hand, is associated with purity, virginity, and innocence. White is associated with coolness in advertising clarity due to the color of snow.

#### 2. Green

The closest equivalents of the English term "green" into many other languages have morphological or etymological ties to grass, herbs, or vegetation in general. According to Wierzbicka (1996:307), dark green is associated with

ambition, greed and envy. Yellow-green represents disease, cowardice and discord. Aqua is associated with emotional healing and protection.

### 3. Blue

In many world languages, the closest equivalents to the English word blue are morphologically or etymologically related to the word sky. Except heaven. People also associate blue with naturally formed "bodies of water," such as oceans or lakes. The following semantic components of the English word blue attempt to work out the meaning of these "basic color terms". According to Wierzbicka (1996:310), the color light blue is associated with health, calm, healing, understanding and softness. Dark blue symbolizes intelligence, morality, courage, and honesty.

### 4. Red

The closest thing to red is the word "blood". However, the English word red cannot be parsed synchronously. Meaning, as quoted by Wierzbicka (1996: 315), explaining that red is "a rich, warm color", and of course the words "rich" and "warm" are used here morphologically. Red is considered warm because it is associated with fire. When people ask what color makes them think of fire, many answer red. Red is often used to symbolize danger or warning. Light red represents joy, sensuality, passion, sensitivity and love. Pink represents romance, love and loving friendship. It represents femininity and passivity. Dark red represents strength and willpower. Anger, wrath, leadership, courage, longing, malice and rage.

## 5. Yellow

Wierzbicka (1996: 316) states, yellow is also considered 'warm' due to its association with the sun. Unlike red, yellow is considered a light color. Dull (dirty) yellow represents caution, rot, disease and envy. Light yellow is associated with wisdom, joy and freshness.

## 6. Brown

Brown is often regarded as a composite color like orange, grey, pink, and purple. Brown is a visual combination of yellow and black with an admixture of red, resulting in an orange-black mixture. Wierzbicka (1996: 327) defines brown as primarily dark-grayish orange and dark-grayish or blackish-yellow. Browns abound in our surroundings. The earth, wood, leather, and human skin all appear to be a black and white blend. Though conceptualized as a "mixture" of other colors, the English word really has a positive model in actual words. Brown can be considered the color of the ground, or at the very least, it is the color that is most likely to conjure images of the ground.