

## ABSTRACT

Pradnyandari., Gusti Ayu Trisna Feby. 2023. **A SEMIOTIC ANALYSIS OF VERBAL AND VISUAL SIGNS IN STOP VIOLENCE AGAINST WOMEN CAMPAIGN.** English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Putu Nur Ayomi, S.S., M.Hum.; Co- Supervisor: I Gde Agoes Caskara Surya Putra, S.S., M.App.Ling.

In inviting or influencing someone to do something, campaigns are one of the right methods to use. In a campaign it is necessary to have verbal and visual signs to make people interested to see and help people understand the message to be conveyed in the campaign. This research aimed to find out the verbal and visual signs used in Stop Violence Against Women Campaigns and to get understanding about the meaning of verbal and visual signs found in the Stop Violence Against Women Campaigns. This research is used descriptive qualitative method to collect the data. The result of this study found twenty-four verbal signs and twenty-nine visual signs on the Stop Violence Against Women Campaign. This study also found that each campaign contains more connotative meaning than denotative meaning. The result of the analysis found that this campaign provides information that violence against women can occur anywhere, anytime. This campaign provides information that violence can be physical and verbal. As a result, this campaign invites readers to be more aware of violence against women and have the courage to fight against these acts.

**Keywords:** *Verbal signs, Visual signs, Campaigns, Violence against women.*