CHAPTER I
INTRODUCTION

1.1   Background of the Study

Semiotics is an instrument of revelation, and for this reason it can be a powerful political tool for the study of ideology (Lagopoulos & Boklund-Lagopoulou, 2020). Semiotics studies signs and sign processes such as indication, identification, appearance, symbolism, meaning, and communication. Semiotics involves the study not only of what we refer to as 'signs' in everyday speech, but of anything which 'stands for' something else. In a semiotic sense, signs take the form of words, images, sounds, gestures and object (Chandler, 2002). Images will be much more memorable and intriguing if they use indications that receiver or reader understands. One of the media that uses signs as an important role to convey messages is a campaign.

According to Perry (2021) a campaign is a preplanned set of communication activities designed to change the behavior of recipients in a specific time period. Campaigns represent an enormous variety of purposes. They have targeted urban and rural populations, females and males, adults and children, in developing world as well as industrialized countries. Campaigns have attempted to influence individuals (e.g. political lobbying to influence a congress member's vote), small and large social

groups (e.g. acceptance in a community of a controversial manufacturing facility), and entire societies (e.g. national birth control campaigns). There are also campaigns that address international and local issues, such as human trafficking and child exploitation, as well as human rights and international cooperation in order to protect the rights of women and children. Normal social and campaigns that promote the portrayal of women which are sexist and degrade the dignity of women can be formed by contributions from social media that have a strong role to play in preventing violence against women.

Violence is an action that makes people feel hurt, not just physically but also mentally. According to Naik & Naik (2016) violence is any form of verbal, written, physical, psychological or sexual act - against a person, against individuals or groups directly or indirectly with the intent to harm, damage or oppress a person by interfering with their integrity, mental or physical well-being, rights or property. Four elements are required for an accurate definition of violence (Hamby, 2017). Violence is an act that is intentional and causes harm or discomfort to another person. It can be physical or emotional, and it's not always important or useful. It can also be dangerous, which is why it is important to identify it properly and exclude similar non-violent activity (Hamby, 2017). One of the violence issues that becomes a public health problem and many occur in the world is violence against women. It is undeniable that violence against women occurs anywhere in the world, from cities and even small villages, from high society, and even ordinary people. According to The United Declaration on the

Elimination of Violence Against Women (1993) violence against women as any act of gender-based violence that results in, or is likely to result in physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life. Violence against women has a big impact for women rights and also their life. Women who have experienced violence may believe they have lost their world and have no chance of living a decent life like everyone else. The violence will leave a deep memory that will affect their social life.

Therefore, violence against women must be sounded and acknowledged, so that women are not considered weak and will only remain silent when they are treated badly. One way to influence people, give positive energy and enthusiasm is to advertise it in posters, as posters can be a medium that plays an important role in voicing thoughts on this issue. Poster is also considered to be a platform to encourage women to stand against women. To gain the best effect, all signs used in the posters must be used effectively to send the intended message.

Based on the explanation above, this study will analyze the advertisements of violence against women to get more information about the verbal and non-verbal signs used and their meanings.

1.2   Problems of the Study

Problems of the study are important for increasing the specificity of the analysis, which will ultimately help the writer gain a clearer understanding for further analysis. In this study, the writer would like to concentrate on the following problems:

1) What verbal and visual signs are found in stop violence against women campaigns?

2) What are the meanings of verbal and visual signs found in the campaigns?

1.3   Objectives of the study

In regard to the problems of the study which stated above, this research is expected to achieve the following objectives;

1) To identify the verbal and visual signs used in stop violence against women campaigns.

2) To describe the meanings of verbal and visual signs found in the campaigns.

1.4   Limitation of the Study

In order to keep the writer focuses on the topic discussed, this research concentrates on the analysis of verbal and visual signs and also the meanings in "stop violence against women campaigns". This study analyzed the data using three theories.

The first theory is a semiotic theory proposed by Saussure (1983), the second theory is a meaning theory from Barthes (1977), the third theory is color term theory by Wierzbicka (1996).

1.5 Significance of the Study

The following significance and contribution are expected from this research. Those are explaining as follow:

1.5.1 Theoretical Significance

Theoretically, this study is expected to provide a valuable contribution and be useful in academic fields for those who are interested in semiotic studies. This study is expected to provide a deep understanding and broad knowledge about the semiotic field.

1.5.2 Practical Significance

Practically, the result of this study is intended to help other researchers who have the same topic as this study to become one of the references and also help to increase knowledge about semiotic analysis. This study hopes can provide deep understanding for the reader to understand the implied meaning in a campaign.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

2.1 Review of Related Literature

With the aim of gaining a deeper understanding of semiotic analysis, it will be necessary to collect and review some of the references that have been done previously which are related to the topic. There are several previous studies related to the topic that explained in this chapter:

The first study is conducted by Fitara (2019) entitled "A Visual Semiotic Analysis on Health Posters". This research is aimed to identify the sign found in the Health Posters and how it is interpreted. This study used the theory proposed by Peirce as its theoretical background. The findings of this study are the signs found in the posters are representamen (qualisign), object (icon) and interpretant (rheme) and the meaning of the health poster is analyzed through three steps namely the non-verbal communication legisign framing technique and communicative act.

The second related study is done by Wirantini (2020) entitled "A Semiotic Analysis of Verbal and Non-Verbal Signs in Cigarette Public Service Advertisements". This study is focused on analyzing the signs as well as its meaning contained in cigarette public service advertisements. This study uses three theories, the signified and signifier theory proposed by Ferdinand de Saussure (1983), the theory of meaning by Leech (1974: 9) and color term theory by Wierzbicka (1996). The result of this study

found in six cigarette public service advertisements were words, phrase, and sentence that used to deliver a warning, awareness and inspiration messages to the audience and the verbal and non-verbal signs that were found were effectively supporting each other in order to deliver the good concept of each advertisement. The writer also found three types of meaning according to theory by Leech (1974), namely conceptual meaning, affective meaning, and reflected meaning.

The third reference was taken from the article by Wiyanti et al., (2021) with the title of the article "Bali Travel Package Advertisements: The Analysis of Verbal and Visual Signs". The purpose of this research is to analyze verbal and non-verbal signs that contains in the travel advertisements and to find out their meanings. This study analyzed the data used the semiotic theory from Saussure (1983), theory from Barthes (1977) to analyze the meaning of the sign and color theory proposed by Wierzbicka (1996). According to the findings of this study, travel advertisements advise readers or visitors who will come to Bali about interesting places to visit, such as romantic settings for honeymoon or dinner and beautiful scenery for those who enjoy nature and adventure.

The fourth study review was taken from an article by Cahyani et al., (2022) with the title of the article "Despicable Me Movie Series: A Semiotic Analysis". This study aims to find out the hidden meanings based on the signs contained in the four *Despicable Me* film posters. In this study, two different theories are used by the researchers in order to solve the problems of this research. The first theory proposed by Barthes (1968), and the second theory from Wierzbicka (1996) as a supporting

theory. The researchers found that the verbal and visual signs of the movie have denotative and connotative meanings. The connotative meaning reveals the hidden meaning from the signs, while the denotative meaning expresses the true meaning of the words or objects in the posters.

Moreover, the fifth study is an article taken from Pradnyanita et al., (2022) entitled "The Analysis of Semiotic Signs in The Nudes Eye Shadow Palette Advertisement by Maybelline New York". This study has a purpose to examine the verbal and visual signs found in the "Nudes Eye Shadow Palette Advertisement" and also the meaning itself. There are three theories that used in this research. The first theory is Semiotic theory proposed by Saussure (1983), the second is the Theory of Meaning proposed by Barthes (1976), and the last theory is Cerrato's (2012) Color theory to examine the data. This study found that verbal and visual signs are important things in advertisement. The verbal signs are used with the aim of giving a brief explanation or directly discussing the main point. The use of visual signs aims to provide an overview of the information that the writer wants to convey in an advertisement and it also makes people interested in the advertisement.

There is a difference between this current study and all the previous study, it is the data source. The previous study mostly used an advertisement as the data source while this study used a social campaign as the data source. In addition to differences, there are also similarities in this study and previous studies, which is the theory used. Some of the previous study mostly used the theories from Saussure (1983), Wierzbicka

(1996) and also Barthes (1977). The previous study also used the same method with this study which is qualitative method.

2.2 Concepts

There are definitions of the study in order to give a deep understanding about the concepts of this study before analyzing deeper about the topic. There are five concepts as follows:

2.2.1 Semiotic

Eco (1976) stated that semiotics is a field of studies and thus a repertoire of interest that is not as yet completely unified. Semiotic as a sign everything that, on the grounds of a previously established social convention, can be considered as something that represents something else (Eco, 1976)

2.2.2 Verbal Signs

According to Chandler (2001) verbal signs are something that deals with text and word. It can be a name of a product in an advertisement, slogan of product, and information or anything else in the text or word form.

2.2.3 Visual Signs

Chandler (2002) states that semiotics is about 'visual signs'. Visual signs are signs that we see or recognize in the form of an object that can generate certain ideas and produce meaning.

2.2.4 Violence

Violence is sometimes considered to be different from aggression. Violence is an extreme form of aggression that has severe physical harm (Allen & Anderson, 2017). Violence can happen anywhere and to anyone. According to Akhmedshina, n.d. (2021), The main obstacle to progress for women is violence against them. This violence often hinders them from achieving equal rights, development, and peace. Many women still experience gender violence in various forms such as physical, sexual and psychological throughout their lives. Experts and specialists have identified that spousal violence can take many forms, including physical beating, psychological abuse, marital rape, murder of women.

1) Sexual violence and harassment (rape, violent sexual acts, unwanted sexual advances, child sexual abuse, forced marriage, street harassment, stalking, cyberbullying);

2) Human trafficking (slavery, sexual exploitation);

3) Curing operations on female genital organs;

4) Child marriages.

2.2.5 Campaign

According to Raab & Rocha (2011), A campaign is an organized attempt to exert public pressure on organizations and individuals in order to influence their behavior. A campaign may target broad sectors of the general public, or specific,

smaller audiences, e.g., legislators, health practitioners, teachers, young people, men or parents. Campaigns can target broad sectors of the population, or specific, smaller audiences. It can concentrate on specific types of violence, or special attention relates to violent themes. Campaigns can easily disseminate the information that the creator wants to convey. There are many social issues that want to be raised by using the campaign as the medium. One of the social issues that use the campaign as a medium is violence against women. Campaigns on violence against women are likely to increase demand for direct support for women survivors of violence, as women who are afraid to report their experiences of violence against women may feel encouraged to seek support. Therefore, it is very important that campaigns, especially those aimed at raising awareness, are not carried out unless survivors and other members of society have access to basic services (health, protection and law). In many cases, outreach or advocacy may result in a woman or girl speaking out for the first time about her abuse, and prompt counseling and care should be made easily available, in accordance with ethical standards (Raab & Pasqual, 2011).

2.3   Theories

Two main theories will be used in this research to analyze the data sources. The first theory is proposed by Ferdinand de Saussure (1983) which focuses on semiotic, and the second is Barthes theory (1977) to analyze the meaning of the signs. In order

to support the analysis of the meaning the researcher used color terms theory by Wierzbicka (1996).

2.3.1 Semiotic

According to Saussure (1967), defined a sign as being composed of a 'signifier' (signifiant) and a 'signified' (signifié).
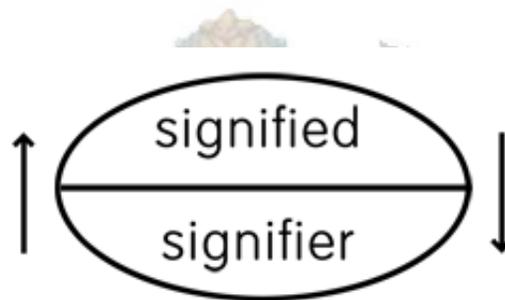
Figure 2. 1 Based on Saussure (1967)

(Source: Chandler, 2002)

For Saussure, both the signifier (the 'sound pattern') and the signified (the concept) were purely 'psychological'. Significance, or also known as signifiers, refers to things that our minds perceive as meaningful such as sound images, visual images, and so on. Meanwhile, a signifier, or what is also known as a signified, is the meaning or impression that is in our minds about what is captured.

(Source: www.pinterest)

For instance, the word 'open' is used as a signifier, but it has multiple signified meanings. This word is a sign consisting of:

1) Signifier : the word 'open'

2) Signified : the word 'open' represents that the store is open for customer who want to visit (when it was on the door in a store).

A sign must have both a signifier and a signified . It cannot have a completely meaningless signifier or a meaningless signified. According to Saussure (1983), the same signifier (the word 'open') could stand for a different signified (and thus be a different sign) if it were on a push-button in an elevator ('push to open door'). Similarly, various signifiers could stand for the concept 'open' (for example, a small part on top of a packing carton with an open flap for 'open this end').

2.3.2   Theory of Meaning

According to Barthes (1977) the meaning of signs can be divided into two types. It can be divided as follows:

1) Connotative Meaning

Barthes (1977) states that connotation is a system, comprising signifiers, signified, and the process which unities the former to the latter. It means connotation meaning is a meaning of a sign which not directly refers to the general meaning.

2) Denotative Meaning

According to Barthes (1977), denotation is the first order of signification. It refers to the simple literal relationship of a sign to the references; signifier and signified . Denotation is another prevalent term that is utilized and accepted in social situations.

2.3.3   Color Term

Color is very prominent in an advertisement and is able to attract the attention of readers.

2.3.3.1 Color Term by Wierzbicka (1996)

Wierzbicka (1996) states there are six basic of color terms, as follows:

1)   Black and white, dark and light.

According to Wierzbicka (1996), the opposite colors that nearly related to dark and light are black and white color. Dark is related about some places people can't see

anything, that situation also remains them to a black color. Light reminds the experience where people can see everything, that situation also remains them to a white color. Black is related to a dark object and also related to a night situation. White is related to a light object and also related to a bright of the day. Black is a color which identical with power, grace, sadness, formality, death, evil, and mystery. On the other hand, white is associated with goodness, innocence, purity, and virginity. In advertising, white is associated with coolness and clearness (Lestari, 2021).

2)   Green

In many languages of the world, the word for "green" is a reduplication of the word for plants. In fact, even the English word 'green' is believed to be etymologically related to grow (Wierzbicka, 1996). Green color often associated with a color of nature such as herbs, grass, or vegetation general in many languages in the world (Wierzbicka, 1996). Dark green is associated with ambition, greed, and jealousy. Yellow-green can indicate sickness, cowardice, and discord. In a sign, green also related to something that indicates something safety. Aqua is a color which is identical with emotional healing and protection.

3)   Blue

In many languages of the world, the word blue is a color which reminds people of the word for sky. Besides sky, the things which are also related with blue color is "water places" such as sea or lakes. Wierzbicka (1996) mentions that there are two

kinds of blue color, such as light blue which describes health, healing, tranquility, integrity, and seriousness.

4)   Red

The term meaning "blood" is the closest approximation to red. According to Wierzbicka (1996), the word 'rich' and 'warm' color morphologically is related to the red color. Red color is associated with fire, because of it red is considered warm. The color red is regarded as a symbol of danger or warning. Light red is associated with happiness, passion, sexuality, sensitivity, and love. Pink signifies romance, love, and friendship. It represents femininity and passivity. Dark red used to represent strength, longing, fury, anger, leadership, bravery, willpower, malice, and rage.

5)   Yellow

According to Wierzbicka (1996) yellow is primarily, the color of the sun (light, "warm", and luminious). Yellow is classified as a light color; it makes yellow usually use as a highlight to something important. Dull (dingy) yellow is used to associated with caution, decay, sickness, and jealousy. Light yellow is a color used to describe intelligence, freshness, and also joy. Yellow color also has a negative meaning there are critical, overlay analytical, judge mental, etc.

6)   Brown

Brown is a visual combination of black and yellow that combines red and black and orange. Wierzbicka (1996) states "brown" is a "surface color", tallies well with the

idea that the concept 'brown' has its prototype in the surface of the earth. There are many brown colors associated in the environment such as wood, human skin, earth, leather. The brown color can be described as a color which makes people think of the ground.