

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is the most efficient means of communicating messages or interactions among people. The language used to promote products and services in advertising. Nowadays, with the development of advertising, people have become inseparable from the presence of advertising in their daily lives. Advertising is one of the best-known and most discussed marketing techniques because of its enormous range. An advertisement is a piece of writing intended to announce something that appeals to a large number of people and promote a well-known product to the public. The purpose of advertising is to draw the reader's attention to the usefulness of the product. Usually, advertisements used commercial offerings such as newspapers, magazines, television, brochure, etc. There are many kinds of advertisements such as cosmetic, food, sport, and cigarette. Advertising also can shape a person's lifestyle. The lifestyle associated with advertising, especially in the modern era. Through advertising producers not only provide information about products that can be purchased by the community but also create new needs in society that are developed uniformly and universally. An example of an advertisement is a cigarette advertisement. The goal of advertising is to influence and convince people to use what is offered, in this case, is cigarettes. It uses not only language, but also intriguing signs to influence and persuade the cigarette

community. Signs in the language of cigarette advertisements can be used to investigate the denotation and connotation meanings in cigarette advertisements.

According to Saussure (1972: 33) the research of a decision's meaning is semiotics, or the science of signs. The terms "semiotics" include signs and sign processes, representation, meaning, similarity, and communication. The study of how certain linguistic forms are constructed and interpreted falls under the umbrella of semiotics. The sign designates a thing, a certain quality, or a state or condition. In communication, a sign can be used to denote an idea, emotion, thought, or action. Signs are now employed in advertising. The act of advertising itself serves to promote or inform. This non-verbal and spoken communication tool is utilized to connect with the audience. This symbol may take the simple form of a word. An advertisement is a paid message sent by the sender to inform or influence the recipient. In commercials, the sentences are typically kept short and simple. The combination of verbal and non-verbal signs gives the commercial a particular effect. Non-verbal and verbal signs are the two essential components of an advertisement.

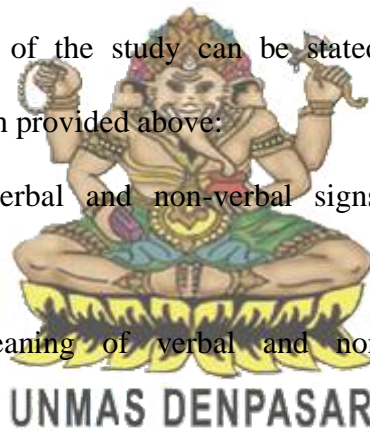
In non-verbal sign, color aspect becomes an important role, especially in advertisement. Color in advertisements can indirectly be a symbol in conveying messages to readers. Dyer (1982: 120) stated that color has been used in many advertisement for the purpose of correlating with the color product. Seeing from the perspective of advertisement, cigarette product also tries to persuade people to accept and purchase their product. The language used in cigarette advertisements aims to persuade or attract the audience to buy or consume their product. Given that

many individuals have trouble comprehending signs, it is crucial for us to understand the actual meaning of the sign in order to prevent misunderstandings. This study is very interesting since it focuses on finding out the verbal and non-verbal signs of communication through symbols and analyzing the meaning in the advertisements. Cigarette advertisements offers a better combination of colors, images, and unique wording than other advertisements.

1.2 Problems of the Study

The challenges of the study can be stated as follows in light of the background information provided above:

1. What types of verbal and non-verbal signs can be seen in cigarette advertisements?
2. What is the meaning of verbal and non-verbal signs in cigarette advertisements?



1.3 Objectives of the Study

Based on the problems above, the objectives of this study are as follows:

1. To recognize the different verbal and non-verbal signs used in cigarette advertisements.
2. To define the significance of the verbal and non-verbal signs used in cigarette advertisements.

1.4 Limitation of the Study

The analysis of this study focuses on the discussion meaning of verbal and non-verbal signs in relation to the issues raised above. Based on the theories used in this study, the significance of indications that supported the product in cigarette advertisements is examined. This study only discusses the following topics:

1. The examination of verbal and non-verbal signs in cigarette advertisements.
2. The explanation of the meaning behind the indications in cigarette advertisements, both verbal and non-verbal.



1.5 Significance of the Study

This significance is divided into two categories: theoretical significance and practical significance:

1.5.1 Theoretical Significance

Theoretically, this study is expected to benefit all people who want to study English, particularly those who are involved in the development of semiotic studies. This study is also expected to become a reference, particularly for those wishing to conduct similar research and demonstrate that the theories can effectively establish a solution to this problem. Therefore, the result of this study will give more explanation regarding verbal and non-verbal signs.

1.5.2 Practical Significance

Practically, this study is able to improve the ability to analyze the verbal and non-verbal signs that are found in cigarette advertisements. This finding of this study can be used to offer guidance for other researchers who want to do research about the English department in learning semiotics especially verbal and non-verbal signs.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

2.1 Review of Related Literature

The review of pertinent literature discusses further works that address the same issue as this study.

The first related thesis is taken from Merlina (2020) entitled “Verbal and Visual Signs of Brand Logo Designs in Some Fast Food’s Advertisements: A Semiotic Study”. In his research investigates the signs of brand logo designs which occurred in some fast food’s advertisements. In his research used qualitative research and takes the data from the advertisements in the internet to identify the verbal and visual signs of brand logo designs for fast food’s advertisement and used analyzed the data using Ekman (2003). From his finding, there are verbal and visual signs of brand logo designs that appear in fast food’s advertisement. The meaning of verbal sign and visual sign in “Mc Donald’s” logo design represents joyful. The meaning of verbal and visual signs in “Burger King” logo design represents excitement and professional.

The second related thesis is taken from Khalid (2017) entitled “Roland Barthes Semiotic Analysis in Indonesian Cigarette Advertisement”. In his research discusses about the semiotic analysis in Indonesia cigarette advertisements by using Roland Barthes’ theory. The data source in his study is the cigarette advertisement of L.A Bold, Marlboro, Esse, Dunhill, and Xplore. In his study found that there are signs contained in a form of verbal and non-verbal signs. These forms are depicted

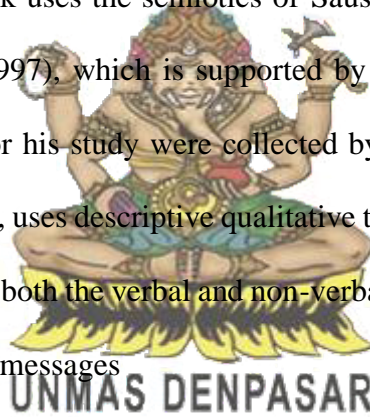
from the words, pictures and utterances that appear in the advertisement. Both verbal and non-verbal indicators in the advertisement contain concealed or connotative meanings. In words, pictures, and utterances with verbal and non-verbal signs, each cigarette commercial is more likely to utilize denotation and connotative meaning.

The third related thesis 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. His research was concerned with finding verbal and non-verbal signs contained in Maybelline advertisements. In his study, observational techniques were used to collect data. The data collected in his study were analyzed in a qualitative technique using theories proposed by Saussure (1983) and Barthes (1967), both linguistic and non-verbal it turns out that verbal signs play an important role in attraction. These verbal and non-verbal symbols contain both referential and implication meanings. Implicit meaning in any advertising because advertisers use hidden meanings to convey messages and attract consumers’ attention and consumers are interested in trying and using their products is commonly used.

The fourth related thesis from Wiyanti (2021) entitled “Bali Travel Package Advertisement: The Analysis of Verbal and Visual Signs”. His research aims to analyze verbal and non-verbal signs used in travel advertising and to elucidate the meaning of these signs. Data for his study was obtained from several travel websites. Data were collected by observational methods and then analyzed by descriptive qualitative methods. The analysis in his work began with an analysis of

linguistic and non-linguistic signs based on the semiotics of Saussure (1983). An analysis of the meaning of verbal and non-verbal signs was proposed using the theory of Barthes (1977). And the term color analysis proposed by Wierzbicka (1996). His research results show that travel advertisement provide readers and tourists traveling in Bali with information about interesting tourist attraction.

The last related thesis is taken from Sari (2022) entitled “Hidden Messages in Pinterest’s Public Health Advertisements: A Semiotic Analysis”. The purpose of his research was to explain the public health messages hidden in Pinterest advertisement. His work uses the semiotics of Saussure (1983) and the theory of meaning of Barthes (1997), which is supported by Wierzbicka (1996) theory of color concepts. Data for his study were collected by observational techniques. In conducting his research, uses descriptive qualitative techniques to analyze data. His research concludes that both the verbal and non-verbal signatures contained in each data set contain hidden messages



From those related reviews the similarities between the previous research and the current research are the writer uses the same theory of the previous research and the differences between the previous research are the writer using the different data sources by using differ cigarette advertisements.

2.2 Concepts

The general notion behind the Research's title's definition can be found in this concept. The Research's principles are broken down into four categories: verbal and nonverbal, signs, advertisements, and cigarettes.

2.2.1 Verbal Sign

Text is the subject of verbal signs in an advertisement. According to Chandler (2002: 15) verbal sign is any kind of written and spoken text. Verbal sign is used by the people who express their feelings, ideas, thoughts, and to deliver their purpose intentions through words or sentences. Verbal sign is a word not only describes things, communicate feelings, association, and attitudes but also bring ideas to our mind. Almost all advertisements containing text in form word, phrase, idioms, and sentences.



2.2.2 Non-verbal Sign

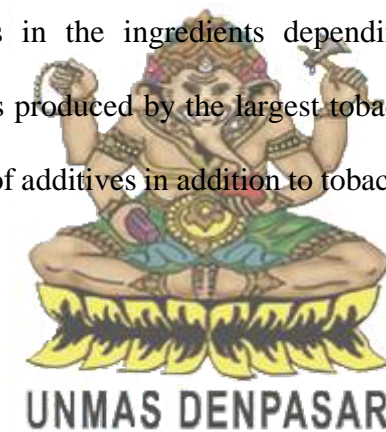
The image of an advertisement is nonverbal. According to Chandler (2002: 36) non-verbal sign as natural sign or pictures resembling what they depict. The application of non-verbal signs is also found in advertisements. Pictures, color, and body gestures can make the advertisement.

2.2.3 Advertisement

According to Dyer (1982: 2) advertisement means drawing attention to something, notifying or informing somebody of something. Advertisement in general aims to persuade consumers to buy something which is advertised.

2.2.4 Cigarette

According to Martin (2021: 1) a cigarette is a cylindrical roll of ground or shredded tobacco that is wrapped in paper or another non-tobacco material. There are slight differences in the ingredients depending on the type of tobacco. Commercial cigarettes produced by the largest tobacco companies can, and often do, contain hundreds of additives in addition to tobacco. This is already included in the cigarette.



2.3 Theories

This research looked at verbal and non-verbal clues in cigarette advertisements using semiotic theory by Barthes (1964) that is currently being used to examine the meaning of cigarette advertisements. In addition, the color aspects will be supported by Cerrato (2012).

2.3.1 Semiotic Theory by Barthes

Barthes is a French semiotician who argues that the concept of connotation needs to develop a semiotic approach to modern culture because the language

signified is not enough. Barthes (1964: 38) stated the words in the field derive their meaning only from their opposition to one another (usually in pairs), and that if these oppositions are preserved, the meaning is unambiguous. According to Barthes, the whole world is a system of signs. The signs are anything that carries meaning.

The sign can be divided into two components, there signifier which is what is seen, heard, or written. The thing that can be felt in the senses, the thing that we see with the (visual) eye. The signified is the concept that comes to mind, the concept behind the signifier, and the meaning that the signifier carries. For example, if we take the spoken word 'cool' as a signifier, in one context or situation, cool might refer to temperature. But in another, it might refer to something as 'stylish' or 'popular'.

Barthes also adds denotation and connotation to his semiotics. The existence of denotation and connotation is the difference between Saussure's semiotics, but Barthes still applies signifiers to mean Saussure's term. Barthes also adds the myth in his semiotics to mark society. Denotation, connotation, and myth can be explained as follows:

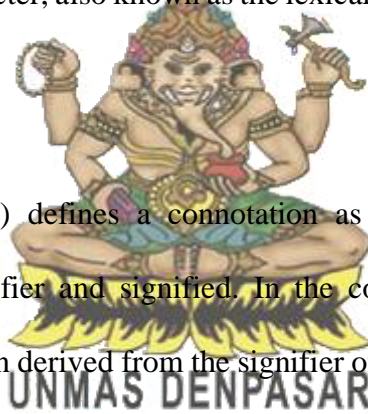
1. Denotation

Barthes (1964: 89) defines denotation are term in the first order of meaning. It refers to the simple or literal relationship of sign to the reference of signifiers and signified. Representation is the step of the sign that describes the relationship between the signifier and the signified and creates an explicit meaning. Designated meanings are also general meanings accepted and

recognized by society. Labels have references semantics. Denotation is usually described as the literal, explicit, or rational meaning of a character. For linguistic symbols, dictionaries try to provide a designation. From the above description, the meaning of a label can be defined as the first meaning of a letter, text, etc. this stage describes the relationship between the signifier and the signified content within the sign, and the relationship between the sign and the object it represents in external reality. External reality is everything that can be grasped through sensory perception. Denotation is the common sense meaning of a character, also known as the lexical meaning of a word or concept of an object.

2. **Connotation**

Barthes (1967: 91) defines a connotation as a second order of meaning consisting of signifier and signified. In the context of Roland Barthes, an implication is a sign derived from the signifier of a denoting sign (thus leading to a set of implications). In favor of connotation, Barthes notes it is not easy to separate signifier from signified. Connotation shows the interactions that occur when characters meet the reader's emotions and cultural values. Connotation has a subjective meaning or at least an intersubjective meaning. Subjectivity is based on a person's feelings and sensations, while intersubjectivity occurs in social interactions. This happens when the interpreter is affected by many objects or characters. Based on the explanation above, the connotation is a secondary meaning to obtain a definite sign that identifies the hidden meaning.



3. Myth

It is a statement or speech that is thought to be true yet difficult to demonstrate.

The meaning of a myth not its message or its words, is what matters most. A myth is a connotative that is derived from another connotative and is taken to be real. Signs have a denotative meaning. For instance, if a rose is depicted, the rose flower is the image's denotative meaning. Therefore, desire is the connotative meaning of a red rose. Additionally, a rose's connotative significance contributes to the idea that it represents passionate love in society.



2.3.2 Theory of Color by Cerrato (2012)

According to Cerrato's (2012: 4-19) theory of color terminology, color meaning can be categorized into:

1. Red is a comforting and upbeat color. The color red is associated with power, war, desire, love, and passion.
2. Orange has the meaning of fascination, happiness, success, creativity, encouragement, and state joy.
3. Yellow is express the warming effect, optimism, brightening people spirit and it can influence the serotonin in human brain.
4. Green is associated with harmony, nature, and freshness, and is usually used to promote an environmentally friendly product.
5. Blue is represented stability, depth and it is related to confidence, loyalty, trust, responsibility, and integrity.

6. Purple is conveyed extravagance, fantasy, and mystery. This color is usually used by women than men.
7. White is associated with a positive impact, a new beginning, neutrality, pureness, goodness, and innocence.
8. Black is a state of elegance, power, mystery, and death. This color is usually used as the background to make another color stand out.
9. Pink is a symbol of love and femininity. It can state compassion, warmth, and understanding of human feelings. The color also can state wonderful hope for the future.
10. Gray is the symbol of indifference, intellect, knowledge, and security. It can be used as the concept of maturity.
11. Brown is a color that represents stability and reliability. It is associated with growth, fertility, and the earth.

