


CHAPTER I

INTRODUCTION

1.1 Background of Study

As part of society, people always interact with other's communities. It means that they need a means of communication in order to understand each other about something. In fact the sign does not always be understood correctly and equally among the people. Every person has their own interpretation of the course with a variety of reason behind it. Signs can be delivered if both the speaker or sign maker and the receiver or viewers have same concept about something. The science that discusses the signs is called semiotic. People need information in their life, advertisement can be one thing to fulfill their needs.

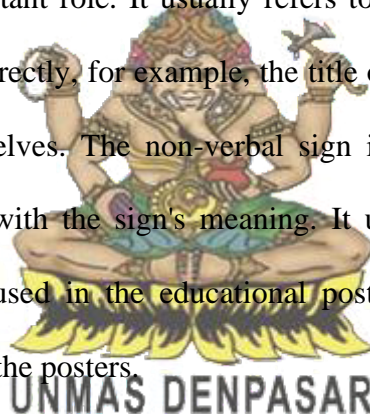


Semiotics is the study of signs. Barthes (1967:9) says, “Semiology, therefore, aims to take in any system of signs, whatever their substance and limits, images, gestures, music sounds, objects and the complex association of these which form the content of ritual, convention or public entertainment: these constitute, if not languages, at least of signification”. These signs have meanings because people have agreed and used to shared meaning. Saussure (1993:15) says, “regards linguistics as a part of semiotics and take signs as the combination of signifier and signified”.

A sign can be better understood as a signifier, or a symbol that signifies something else. In some cases, signs can be a representation of the things being signified, while in other cases why a symbol is associated with it. For decades, it has been assumed that every sign system in nature, society and cognition belongs to the domain of semiotics. Semiotic studies are increasingly attractive

to whoever is interested in signs at large. In interpreting signs, it takes knowledge about the ways or procedures of signs being interpreted as well as presented. It takes knowledge to study producing and interpreting data systematically. The importance of signs is that meaning is assessed in relation to the structures and other signs.

A verbal sign is a sign that is denoted by a linguistic symbol such as in spoken and written language, which are words, sentences, phrases, and letters. A verbal sign is something that deals with text and words. Word as one of the text forms plays an important role. It usually refers to messages that can help give certain information directly, for example, the title of the posters and the purpose of the posters themselves. The non-verbal sign is a symbol that is indicated indirectly and deals with the sign's meaning. It usually refers to an image in general. The image used in the educational posters can convince people for doing the message in the posters.



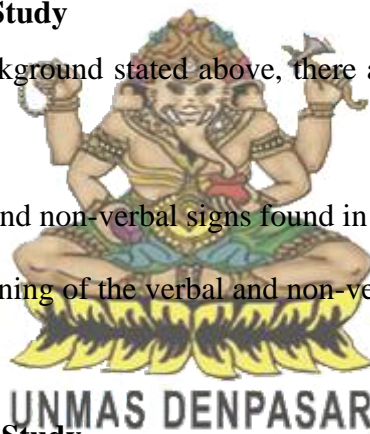
According to Collins English Dictionary, “A poster is a large notice or picture that you stick on a wall or board, often in order to advertise something”. A poster is usually designed to display vertically on a wall or window and is large enough to be seen and read from a relatively short distance, but sometime posters may also appear in much smaller versions like a postcard, handbills, etc. Poster is an effective way to grab the public attention by presenting the information clearly and fully, and it is easier for the readers in order to understand what the poster actually wants to say.

Drug Posters are used as a data source because these eight drug posters have parts that really emerge to describe the implicit meaning of verbal and non-verbal signs used in those drug posters. Drug posters become one of poster because I want to convey an important message to the public about the impact of consuming drugs or becoming addicted to drugs. I also have a drug poster for analysis because these drug posters have a fairly well-known meaning among the public and young people.

1.2 Problems of the Study

Based on the background stated above, there are two main problems which are namely:

- 1) What are verbal and non-verbal signs found in drug posters?
- 2) What are the meaning of the verbal and non-verbal signs in drug posters?



1.3 Objectives of the Study

Based on background of the study there are two aims in this study, they are :

- 1) To find out the verbal and non-verbal signs used in drug posters.
- 2) To describe the meaning of the verbal and non-verbal signs found in drug posters.

1.4 Limitations of the Study

In order to limit the research, this study only focuses the discussion on drug posters from the internet. Specifically, the study was focused on the analysis of

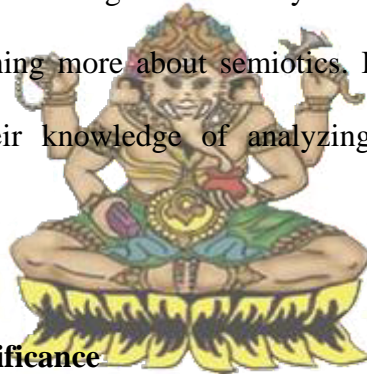
verbal signs and meaning which are to identify verbal and non-verbal signs that are found in drug posters.

1.5 Significance of the Study

This significance of the study consists of two basic significances. They are theoretical significance and practical significance, which are explained as follows:

1.5.1 Theoretical Significance

Theoretically, the findings of this study are intended to benefit those who are interested in learning more about semiotics. It can also benefit those who want to increase their knowledge of analyzing signs by recognizing, and understanding.



1.5.2 Practical Significance

Practically, this is expected to give and increase some information about the sign on the posters through the semiotic sign to the readers. In addition, it is expected will be useful to enrich the knowledge about semiotics and benefit the reader in the future.

CHAPTER II
REVIEW OF RELATED LITERATURE
CONCEPTS AND THEORIES

2.1 Review of Related Literature

This chapter is divided into three parts: a review of related literature, concepts, and theory. This study used some of the previous work done by different students to create a review of the literature. There are several previous studies related to the topic that are explained in this chapter.

The first study is a thesis written by Novita (2020) entitled "An Analysis of Verbal and Non-Verbal Signs in Female Perfume Advertisements". In this thesis there were two problems discussed, they are: verbal and visual signs in Female Perfume Advertisements and meaning of verbal and visual signs in Female Perfume Advertisements. The writer collected the data using the observation method. The theory used in this study is the theory proposed by Ferdinand de Saussure (1983), Barthes (1977) and Color Term by Wierzbicka (1996). Each advertisement also has a message to the customer which is always to invite the reader to buy the products. The difference between Novita study and this study is from data sources this study use Female Perfume Advertisements as data source, meanwhile, this present study uses data sources of Drug Posters. The similarity between the thesis and this study is analyzes the same topic which is about verbal and non-verbal signs and the meaning of the signs

The second study is a thesis written by Virdayanty (2019) entitled "Semiotic Analysis in the Body Soap Printed Advertisement". In her paper she focused on

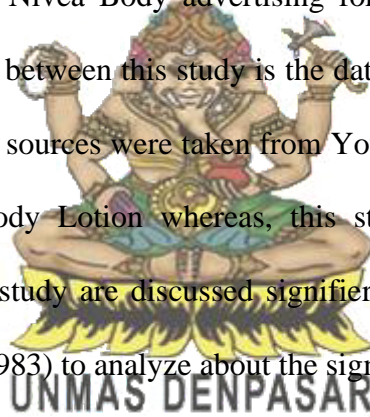
analyzing the verbal and non-verbal signs are used in body Soap printed advertisements. In her findings she found the context of the situation of Verbal and non-verbal signs in advertisements as they are used to persuade customers through printed advertisements and she explained the sign of verbal and non-verbal signs. The data in this study were taken from the internet. The theories were used to analyze the data proposed by Pierce (1902) and Virdayanti use the theory of advertisement proposed by Leech (1996), to analyze the context of situation Virdayanti used theory by Halliday (1985:11). The verbal signs in each of advertisement were coherent with visual sign contained in each of the advertisements. The differences are this research will focus to find out the verbal and nonverbal signs in drug posters and the meaning of verbal and non-verbal signs that contain in drug posters while in research previous, focused on analysing the verbal and non-verbal signs that are used in Body Soap Printed Advertisement. The similarity of Virdayanti's with this thesis is both focuses on analyzing the verbal and non-verbal Signs.

The third study is an article written by Prabasari, Savitri & Dewi (2018) entitled "Verbal And Non-Verbal Signs in The First Episode of Webtoon Orange Marmalade". This study mainly focuses on the analysis of signifiers and the signified verbal and nonverbal signs using Saussure's (1983) Theory of Signifier and Signified and their relationship in creating an event in the first episode of webtoon Orange Marmalade used McCloud's theory of relationship in the comic was applied to analyze the second problem. A qualitative method was applied in the analysis of this study. The source of data was taken from the first episode of

Webtoon entitled Orange Marmalade by using the documentation method. The data were presented descriptively in the form of table and diagram. The difference between this study from the data source. Prabasari, Savitri & Dewi's study the data sources were taken from movies meanwhile, this study was from Google. And also the second problem of the Prabasari, Savitri & Dewi studies about the relationship in creating an event in the first episode of the webtoon Orange Marmalade used McCloud's theory of relationship in comics, while this study is the meaning of verbal and non-verbal signs. The similarities with this study are discussed signifier and signified used the same theory by Saussure (1983) to analyze about the signifier and the signified.

The fourth study is an article written by Modok, Santika and Pratiwi (2021) entitled "An Analysis of Verbal and Visual Signs Found on Grave of The Fireflies Posters" in their study was focus to analyze the meaning of verbal and visual signs found in the poster of Grave of The Fireflies, The data of their research were downloaded from the internet. The data of their research were analyzed by using descriptive qualitative method. and semiotic theory by Saussure (1983) was used to analyze the verbal and visual signs, theory of meaning by Barthes (1977) was applied to explain the meaning of verbal and visual sign in the poster. The differences between Modok, Santika and Pratiwi study and this study is from data sources their study use Grave of The Fireflies Posters, meanwhile this present study uses data sources of Drug Posters. The similarity between the thesis and this study is analyzes the same topic which is about verbal and non-verbal signs and the meaning of the signs.

The last study is an article written by Jayanti, Santika and Pratiwi (2021) entitled “ An Analysis of Verbal and Non-Verbal Signs in Nivea Nourishing Body Lotion Advertisements” Their study is aimed to analyze the meaning of verbal and non-verbal signs which are found in Nivea Nourishing body lotion. Saussure's (1983) semiotic theory was applied in their research issue to evaluate verbal and non-verbal signs and Barthes' (1977) theory of meaning to examine the meaning of verbal and non-verbal signs in advertising for body lotion, and their research used a qualitative data collection approach and the data source came from YouTube Nivea Body advertising for the Nivea Nourishing body lotion. The difference between this study is the data source. Jayanti, Santika and Pratiwi study the data sources were taken from YouTube-downloaded videos of Nivea Nourishing Body Lotion whereas, this study was from Google. The similarities with this study are discussed signifier and signified used the same theory by Saussure (1983) to analyze about the signifier and the signified.



2.2 Concepts

There are four concepts described in this study, there are semiotics, verbal signs, non-verbal signs, and posters. Farther details will be presented as follow:

2.2.1 Semiotics

According to Beardsley & Schueller, (1967: 93-94) in their writings says: Semiotics is a science or sign theory. From the standpoint of aesthetics entering the field of semiotics, the mark structure is a work of art which is understood as a Sign in all cases of modest boundary. The way to interpret the signs to get the

meaning through the language. We used language because language and signs have very close relationships.

2.2.2 Verbal Sign

Chandler, (2001: 5) stated that verbal aspect of an advertisement is the term text usually refers to convey a message which is recorded in some way such as writing. Verbal sign is something that deals with the text and word. The verbal aspect of an advertisement is the text. Almost all advertisement has text in the form of sentence. Phrase or even the words. These forms describe the product itself and other which are related to the product. For example the brand name and the advantages of the product is important aspect in advertisement. Words as one form of text that have an important role. As Dyer (1993:102) stated the word was not only describe things, communication, feeling, association and attitudes, but also bring ideas to our minds.

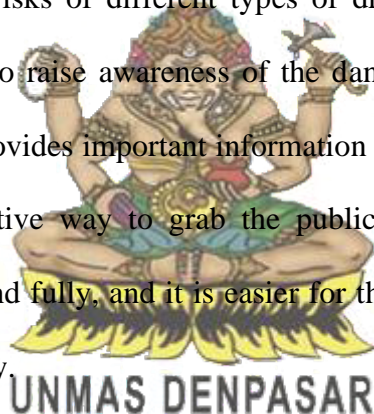


2.2.3 Non-Verbal Sign

Chandler (2001:10) stated that non-verbal is something that represents as pictures which describing company logo, product etc. Dyer (1993:103) said that the pictures very easier to understand and have more impact then words, and they usually offer oportunity for communication, excitenment, mood, and imagination. In other words, pictures have important role which is easier for the target audiance to imagine product.

2.2.4 Drug Posters

Drugs are substances that change a person's mental or physical state. They can affect the way your brain works, how you feel and behave, your understanding, and your senses. This makes them unpredictable and dangerous, especially for young people. The effects of drugs are different for each person and drug. Drug Posters are posters that contain the main facts about the dangers of drugs. Created to educate about the risks of taking illegal drugs, drug posters provide guidance and inspiration for people who want to stop taking drugs or are aware of the health risks of different types of drugs. Drug posters provide a communication tool to raise awareness of the dangers of drug abuse to young people. The poster provides important information about the risks of drug abuse. A poster is an effective way to grab the public attention by presenting the information clearly and fully, and it is easier for the readers to understand what the poster wants to say.



2.3 Theories

There were two main theories and one supporting theorie used in this research. The first theory is proposed by Saussure (1983) in his book entitled "*Course in General Linguistics*" which is used to analyze verbal and nonverbal signs. The second theory is proposed by Barthes (1977) in his book entitled "*Element of Semiology*" and used to analyze the meaning of verbal and non-verbal signs in Drug Posters. Supporting theory is a theory of color term proposed by Wierzbicka (1996) in his book entitled "*Semantic Primes and Universal*". This theory was used to find out the meaning of the color term. The

color term in a poster is very important because it is used to communicate the message and the meaning in the poster.

2.3.1 Semiotics Theory of Saussure

According to Saussure, (1983: 158) a sign must have both of signifier and signified. A signifier is the material aspects of the sign, it refers to a form that the sign used which is aimed to represent the ideas of messages that want to be communicated or delivered by the speaker. The form of signifier refers to the material or physical form that can be seen, touched, tasted, smelled or heard such as pictures, colors, letters, words, symbols, or even sound. Signified is the concept of represent. It is not the material object but as abstract concept of what the signifier means. Thus, Saussure describes the concept of sign in a diagram which is called as dyadic diagram:

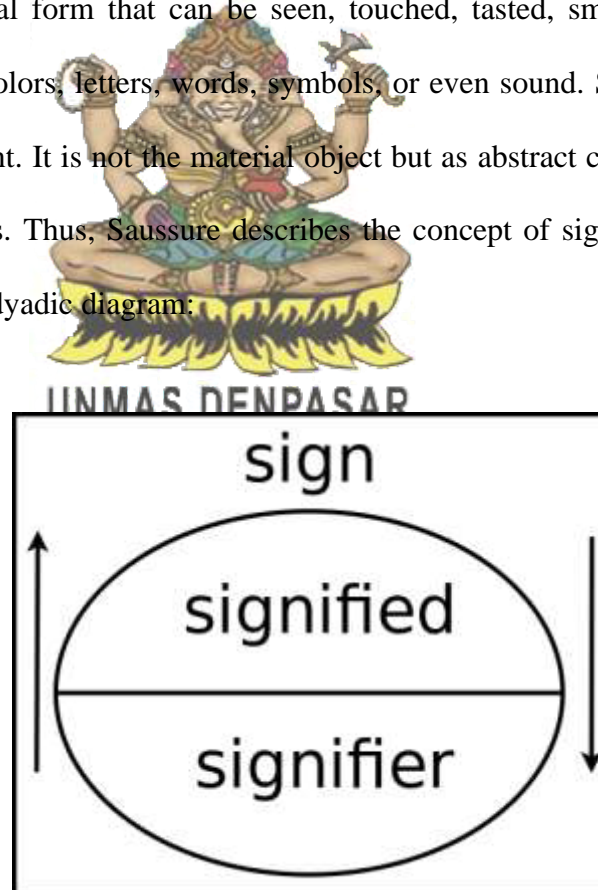


Figure 1 Dyadic diagram

For example, the word close as the signifier, but it has several signified meanings.

- Signifier: the word "close"
- Signified: if it was on the other side of the door in the shop, close means the shop is not ready to serve the customer.

According to Saussure, a sign is a combination of a signifier with a particular signified. The same signifier "close" could stand for a different signified. If the word "close" is on the door of the shop, it means the shop is not ready to serve the customer.

2.3.2 Theory of Meaning by Barthes

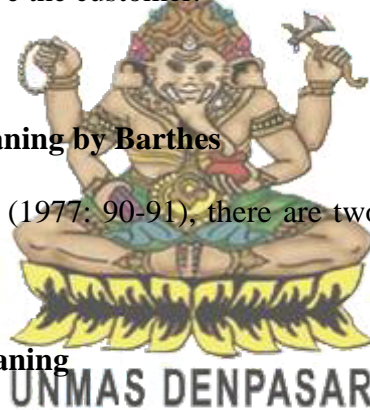
According to Barthes (1977: 90-91), there are two types of meaning. It can be divided as follows:

1) Connotative Meaning

According to Barthes (1977: 90), the connotation is a sign which derives from the signifier of a denotative sign. It means connotation meaning is a meaning of a sign which not directly refer to the general meaning.

2) Denotative Meaning

According to Barthes (1977: 91), denotation is the first order of signification. It refers to the simple or literal relationship of a sign to the references; signifier and signified. Denotation is also a common meaning which is accepted and approved in society.

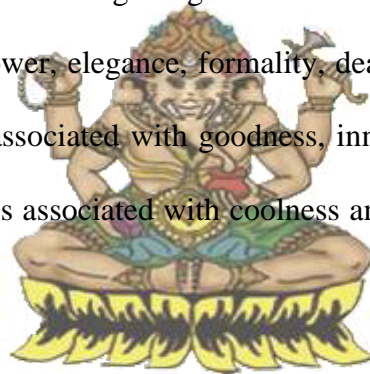


2.3.3 Color Term

In posters, color is an important component to persuade and catch people's attention. According to Wierzbicka (1996), there are six basic of color terms, they are:

1) Black and White, Dark and Light

According to Wierzbicka (1996: 303) black and white are opposite colors and closely related to the dark and light. The dark object reminds people of the experience of seeing things at a time when it is dark and light objects reminds them of the experience if seeing things at a time when it is light. Black is a color which identic with power, elegance, 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 because the color of snow.



2) Green

In many languages of the world, the nearest equivalent of the English word green is other morphologically or etymologically related to the words for grass, herbs, or vegetation in general. According to Wierzbicka (1996: 307) dark green is associated with ambition, greed, and jealousy. Yellow-green can indicate sickness, cowardice, and discord. Aqua a color which identic with emotional healing and protection.

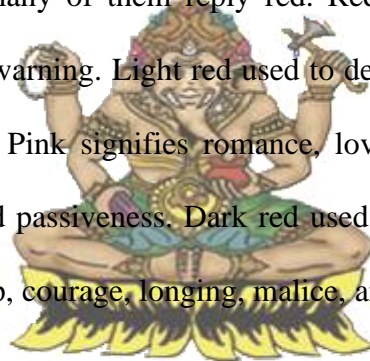
3) Blue

In many languages of the world, the word blue is a color which related to the word for sky. Besides sky, the things which also relate with blue color are "big water places" such as sea or lakes. Wierzbicka (1996: 310) divided there are two

kind of blue color, such as light blue which describes health, healing, tranquility, understanding, and softness and dark blue which describes knowledge, power, integrity and seriousness.

4) Red

The nearest equivalent of red is related to the word for "blood". Meaning as cited in Wierzbicka (1996: 315) declares that red is "a rich warm color" of course the word 'rich' and 'warm' are used here morphologically. Red is thought as warm because it is associated with fire, when people asked about which color makes them think of fire, many of them reply red. Red is a color which used as a symbol of danger or warning. Light red used to describe joy, sexuality, passion, sensitivity, and love. Pink signifies romance, love, and friendship. It denotes feminine qualities and passiveness. Dark red used to describe vigor, willpower, rage, anger, leadership, courage, longing, malice, and wrath.



UNMAS DENPASAR

5) Yellow

According to Wierzbicka (1996: 316) yellow is also considered as a 'warm' because it is associated with the sun. Yellow is categorized as a light color. Dull (dingy) yellow used to describe the caution, decay, sickness, and jealousy. Light yellow is a color used to describe intellect, freshness, and also joy.

6) Brown

Brown is often regarded as a composite color like pink, orange, grey, and purple. Brown is a kind of visual combination between yellow and black with an admixture combination of red color in effect, and a mixture combination of orange and black. According to Wierzbicka (1996: 327) brown is mainly dark-

grayish orange and dark-grayish or blackish yellow color. There are many browns in our environment, such as the wood, leather, and human skin. The brown color can be described as a color which makes people think of the ground.

