

ABSTRACT

Apriana., I Gede. 2023. **THE ANALYSIS OF VERBAL AND VISUAL SIGNS OF CLOTHES ADVERTISEMENTS**. English Study Program. Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M.Hum; Co Supervisor: Putu Devi Maharani,S.S., M.Hum.

This study research report entitled "The Analysis of Verbal and Visual Signs of Clothes Advertisements", explains verbal and visual signs in advertisements. This study also analyzes verbal and visual signs that support advertising on clothing and the function and meaning of verbal and visual signs. The formal method of the set of findings presents the results of the analysis by using picture to show verbal and non-verbal signs according to the advertisement chosen as the data source. There are two theories used in this research. The first theory is semiotic theory proposed by Saussure (1983: 89). The second theory is theory of meaning by Barthes (1977: 89) and the supporting theory of color by Wierzbicka (1996). The data is taken from website posts of Uniqlo, H&M and Forever 21. This research data collection was carried out by downloading advertising posts from internet, viewing the post and taking screenshots of the post to understand the signs of the advertisements posting carefully. This research found verbal signs in advertisements use effective meaning to attract people's interest in the product. The expressive function is used to provide information from the message That make the reader will be able to capture the message from the advertisement. The information function tends to be one of the most important, conveying information from the Advertiser to the viewer. The dominant Verbal signs occur conceptual meaning to give information. The dominant form of visual, the visual sign in the advertisement is the image. Images are used to make advertisements look cool, impressive and attractive.

Keywords: *Function, meaning, visual and verbal signs*