

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Humans use language as a medium to convey themselves through spoken, manual (signed), or written symbols. Language is used to express sentiments and communicate with other people in social groups. One of the sciences that studies language is semantics. Kreidler (1998:3) defines semantics is the study of language's structure and expression of meaning, as well as its systematic meaning. It implies that we must be able to comprehend how language can be used to organize and express meaning.

There are some features that can be learned in semantics and most people must be mastered in it. The study of how language and symbolic communication systems are used to convey meaning is known as semiotics. The meaning of a sign, which serves as its interpreter, classifies any process using signs as communication. The meaning may be intentional, similar to how a word used to communicate a specific meaning, or unintended, similar to how a symptom can act as a warning sign for a certain medical condition. In addition, to communicate externally through cognition, Signs can also occur internally by utilizing any sense: visual, aural, gustatory, olfactory, or tactile. Even though they are typically not thought of as meanings, feelings can be communicated (taste). A sign can be perceived as a sound or a picture as well as being understood (Saussure, 1983). In

order to do this, Saussure (1983) divides the sign into two components: the signified and the signifier (or "sound picture" or "understanding").

Besides two types of signs there is also verbal and non-verbal sign in semantic. The term "verbal sign" refers to a sign that is represented by a linguistic symbol, such as a word, sentence, phrase, or letter in spoken or written language. Text and words are involved in verbal signals. Word plays a significant role as one of the text formats. It typically refers to statements that can aid in immediately providing specific information, such as the posters' titles and purposes. The nonverbal sign is an indirect symbol that deals with the sign's meaning. Typically, it alludes to a picture in general.

Barthes (1964) defined "denotation" as the sign's literal, apparent, definitional, or common sense meaning (in Chandler's book "Semiotics: The Basics", 2007: 137). In an effort to help readers grasp linguistic signs and determine their proper meaning, the dictionary attempts to provide a denotative interpretation for each one. A sign's intellectual, emotional, socio-cultural, and personal linkages are referred to as its connotation (Barthes, 1964: 91). To analyze the denotative and connotative that exist in the sign, it cannot be separated from the advertisement which is usually used as a medium for communicating through the sign.

In general, advertisement is used for communicating between the users of a product or a service. Advertisements are mainly designed to announce something to be interesting to many people so that a product is known to the

general public. Advertisements are usually made interesting, creative, and informative because the goal is to make customers care for, believe in, and want to buy the products.

Deodorant advertisements become one of advertisement that is interesting to analyze because verbal and nonverbal signs utilized in those commercials have an implicit meaning which is deal with armpit problems that occur in general society. This study used 5 different deodorant advertisements as data. They are *Hi Cool Crystal Deodorant Stick* Advertisement, *Maxim Antiperspirant* Advertisement, *Wiz Deodorants* Advertisement, *Nivea Extra Whitening* Advertisement, and *Dove Ultimate White* Advertisement. *Hi Cool Crystal Deodorant Stick*, *Maxim Antiperspirant*, and *Wiz Deodorant* are local brands deodorant which is not really well known by society. *Nivea*, and *Dove* are deodorant products which are the brands are quite well known among the public. *Nivea*, *Dove* are very popular especially for women because most of the products are issued by cosmetic brands. This study investigates, how all af those products advertisement promote their product by verbal and nonverbal sign in their advertisement.

1.2 Problem of the Study

Considering the context, it is important to make the specifications to analyzed.

The problems are limited as follow:

1. What are the verbal and nonverbal signs found in selected deodorant advertisement?

2. How the sign meanings are interpreted in the selected deodorant advertisement?

1.3 Objective of the Study

In relation of this study, there are two specific aims of the study, they are as follows:

1. To find out the verbal and nonverbal signs found in selected deodorant advertisement.
2. To explain the meaning of verbal and nonverbal signs that are interpreted in the selected deodorant advertisement.

1.4 Limitation of the Study

Based on the problem of the study, this study is limited to analyze the verbal and non-verbal signs and the meaning of the signs that are interpreted in selected deodorant advertisement. Meanwhile, analyzing data used the theory of meaning proposed by Barthes (1977), the semiotic theory of Saussure (1983) about signifier and signified and analyzing the color words using Wierzbicka's (1996) supporting theory.

1.5 Significance of the Study

There are two main significances for the study. They are theoretical significance and practical significance, which are explains as follows:

1.5.1 Theoretical Significance

Theoretically, analyzing semiotics, especially the definition of verbal and nonverbal signs, as well as their significance as depicted in particular deodorant

advertisements, are fascinating topics. This study expected can be useful for other writers who want to do some research in semiotic approach.

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 beneficial to increase reader knowledge of semiotics in the future.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

There are three sections in this chapter: 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 five researches from previous undergraduates consist of two thesis and three articles.

2.1 Review of Related Literature

The first study was reviewed by Jasmine (2020) entitled “Verbal And Non-Verbal Signs in Insidious Film Posters”. That study focuses on two problems, there are analyzing the verbal and nonverbal signs in the *Insidious* Posters and the meaning of signs in the poster of *Insidious* Film. Jasmine (2020) uses the theory of Barthes (1957) about semiotics and Barthes (1950) about reading photographs. The websites were used as the data source for that study. The main data in Jasmine’s study was taken from three posters taken from different websites. She used the qualitative method in order to identify, classify, interpreting and describe a verbal and nonverbal signs and their analysis or significance in relation to the object. A total of 35 signs were selected by the researcher from those 5 posters.

Compared with Jasmine's study, the method of data collection is similar to this study. The data source demonstrates the distinction, the data source of Jasmine’s Study is movie posters, while the data source of this study used Advertisement. The second difference is the use of Theory. Jasmine’s study used

the theory of the semiotic by Barthes (1957) and reading photograph by Barthes (1950). While this study used Saussure's (1983) theory of signifier and signified and theory of meaning from Barthes (1977).

The second study was conducted by Suciyanto (2016) entitled "Semiotic Analysis of Greenpeace Campaign Posters in Climate Change Series". The aim of Suciyanto's study is to clarify the linguistic signs on Greenpeace's climate change campaign posters and to provide an explanation of the semiosis process. The semiotic sign theory of C.S. Peirce is also utilized in this study. The main data in Suciyanto's study was taken from downloading every poster from the Climate Change series on Greenpeace's official website, www.greenpeace.org, between January and December of 2014. The bibliography technique was employed in that study's data collection process using the semiotics approach of Peirce's theory. Suciyanto (2016) used a qualitative descriptive method for analyzing the data. In terms of how a representation and its object interact, the campaign posters feature two signs that are icons and symbols. The interpretant is then created by how the representation and object are related.

From the explanation above, the similarities of both studies can be seen in the use of the Descriptive Qualitative method. While the difference can be seen in the problem of the study. Suciyanto's focused on the semiotics proses in the meanwhile this study focused on what is the meaning of verbal and nonverbal signs found in the selected deodorant advertisement, and other differences are also found in the method of collecting data. Suciyanto's used the bibliography

technique to collect the data, while this study used the observation technique to collect the data.

The third study was written by Jannah, Roikhatul., Maharani, Putu Devi., Winarta, IB Gde Nova (2022) entitled “Semiotics Analysis of Symbol (Emoji) That Found in The Captions of @Brianmanuel Instagram Account”. The objective of this study used Peirce's theory to determine the definition of the emoji that was used in the Instagram captions for the user @brianmanuel in order to determine the total number of emojis used in the captions. Jannah (2017) used an observation procedure method to gather the data, which involves a number of steps before data analysis. After gathering the data, this study employed a descriptive qualitative method to examine it. Additionally, this study used an informal approach to. The goal of this study was to use Charles Sanders Peirce's semiotics theory to interpret an emoji that was found in the data source.

Compared to Jannah, Roikhatul., Maharani, Putu Devi., Winarta, IB Gde Nova's studies, the similarities with this study is the use of the Descriptive Qualitative method. The second similarity is the collecting data method. Both studies used the documentation method to take the data. The differences here are the data sources. Data for that study was obtained from Instagram, meanwhile, this study will be taken from the websites. The other differences are the objective of the study. Jannah, Roikhatul., Maharani, Putu Devi., Winarta, IB Gde Nova (2022) focused on understanding all of the symbols and their significance as they appear in the @brianmanuel Instagram caption, but this study focused on analysis both verbal and nonverbal signs found in selected deodorant advertisement.

The fourth reviewed study was written by Devi (2017) entitled “Verbal and Non-Verbal Signs of *Zootopia*” Movie Poster”. That study focused on the verbal and nonverbal signs found in *Zootopia* Movie Posters and the meanings of the verbal and nonverbal signs in *Zootopia* Movie Posters. The data sources of Devi’s study are from the websites. Techniques for recording and taking notes, as well as the documentation approach, were used to gather the data for this study. Then, a qualitative and descriptive. Devi (2017) used the descriptive qualitative method to recognize the verbal and nonverbal signs present in the movie posters and to determine their significance.

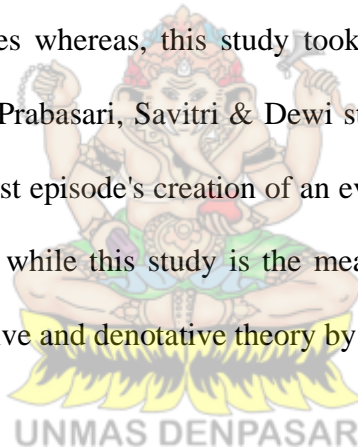
From the explanation above, the similarities of both of the studies can be seen in the first problem of the study is to find out what verbal and nonverbal signs. Second, the main theory used from Saussure (1983) to analyze the signifier and signified. Meanwhile, the second problem's theory is what sets Devi's study apart from this one. Devi’s second problem is what is the meaning of verbal and nonverbal signs and it used the theory from Dyer (1993) to examine the interpretation of both verbal and nonverbal signs found in the posters meanwhile this study used theory of meaning by Barthes (1977) that will be interpreted to the signs.

The last study has been done by Prabasari, Savitri & Dewi (2018) entitled “Verbal And Non-Verbal Signs in The First Episode of Webtoon Orange Marmalade”. The analysis of signifiers and the signs they signify in verbal and nonverbal communication is the primary focus of this study using Saussure (1983). The theory of Signifier and Signified and their collaboration to produce a

scene in Orange Marmalade's pilot episode applied McCloud's theory of relationship in comics to examine the second issue. The analysis of this study was conducted using a qualitative method. Using the documentation method, the data's source was taken from Orange Marmalade, the first episode of the Webtoon. In the form of a table and diagram, the data were presented in a descriptive manner.

The similarities of both of the studies is discuss signifier and signified use the same theory by Saussure (1983) to analyze about the signifier and the signified. The difference between this study is the data source. The data source were taken from movies whereas, this study took from websites. And also the second problem of the Prabasari, Savitri & Dewi studies about the partnership in Orange Marmalade's first episode's creation of an event used McCloud's theory of relationship in comics, while this study is the meaning of verbal and nonverbal signs used the connotative and denotative theory by Barthes (1977).

2.2 Concepts



There are two basic concepts explain here to support the definition of some important terms in this study:

2.2.1 Verbal Sign

A verbal sign of the advertisements is a text a text that could be a word, phrase, or sentence. According to Chandler (2007:27), verbal sign is is one that uses words and text. Its issues include everything from how messages are generated, encoded, transmitted, decoded, and interpreted in succession to how this entire semiotic is applied to the context. Verbal signs is used by the people

who express their feelings, ideas, thoughts, and to deliver their purposes, intentions, and information through words and sentences.

2.2.2 Non-Verbal Sign

The non-verbal sign is known as visual communication to deliver the intention, through an image or video illustration which combines art, symbol, color, gestures, facial expressions, and postures (Chandler 2007: 10). Non-verbal signs also can be defined as an image that presents the kinds of product or name of brands/logo of the company. In advertisements, visual has an important role because people can understand the meaning of advertisements easily and the audience is attracted to them.

2.2.3 Deodorant Advertisement

A deodorant is a product used on the body to prevent or cover up body odor brought on by the bacterial breakdown of perspiration or vaginal secretions, such as in the armpits, feet, or groin. According to Rhenald Kasali (1995:9), advertisement is a message given from goods and services in the form of an idea that is given to the audience in order to attract the attention of a consumer through a medium. It can be concluded that deodorant advertisement is a media use to provide the information about what are the contents and benefits in that product. This media is used to attract the consumers attention and make the consumers want to buy it.

2.3 Theories

To answer the objectives of this study, some theories about related problems are needed. In this study, two major theories and one supporting theory are applied. The first theory, which applied to analyze both verbal and nonverbal signs, was put forth by Saussure (1983) in the book "Course in General Linguistic". The second theory put forth by Barthes (1977) in his book "Element of Semiology" applied to elaborate the significance of verbal and nonverbal signs present in a few deodorant advertisements supporting by theory color from Wierzbicka (1996).

2.3.1 Semiotic Theory of Ferdinand De Saussure

Both a signifier and a signified are necessary for a sign, according to Saussure (1983). It cannot have completely signified or meaningless signifiers.

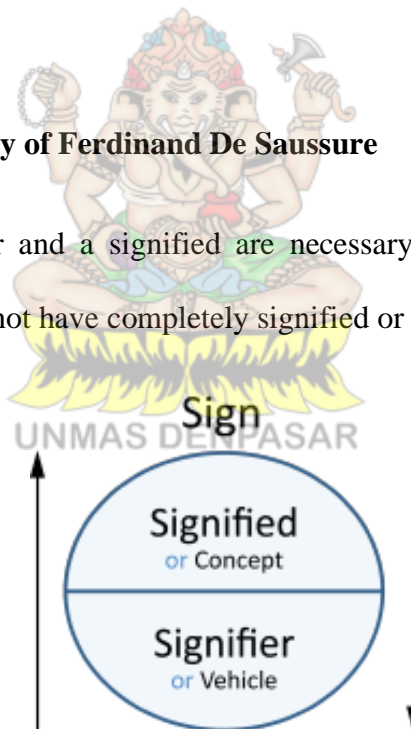


Figure 1. Saussure's Model of the Sign

As an illustration, the word "Closed" is the signifier in the following linguistic example, but it also has multiple signified meanings.

- A signifier, the word "closed"

- A signified, the use of the word closed indicates that the store is closed for business.

According to Saussure (1983), the signified (the concept) and signifier (the sound pattern) were both exclusively "psychological". A model called Signified still views this as a mental construct, although it often does not, and that it may nevertheless refer indirectly to worldly objects. The sign is not a thing, but rather the notion of a thing. Being a concept or meaning that signifiers refer to is what it means.

2.3.2 Theory of Meaning

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

1) Connotation Meaning

According to Barthes (1977: 90), developing from the signifier of a denotative sign is the connotation. 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: 91), the initial stage of meaning is denotation. The direct or literal relationship between a sign and the references is what it refers to; signifier and signified. Denotation is a typical and acceptable meaning as well and approved in society.

2.3.3 Color Term

According to Wierzbicka (1996) colors are more important than the actual wording of the advertisement. There are six basics of color terms, they are:

1. Black and White, Dark and Light

According to Wierzbicka (1996:303) black and white are opposite color and closely related to the dark and light. The words dark and light (as color destinations) are linked to the darkness of night and the light of day respectively. Seeing dark object reminds them of the experience if seeing things at a time when it is light. Black color 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 Wierzbicka (1996:307) green is associated with ambition, fertility, growth, success, natural, and harmony.

3. Blue

Blue is the color that usually used to describe the sky. Besides the sky, blue is also used to described water, such as sea or lake. Wierzbicka (1996:310) divides the blue color into two kind in his theory. First , light blue is a color that used to describe health, cal, healing, understanding, and

softness. Last, dark blue is a color used to describe 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 used to describe danger or warning. Light red is a color used to describe joy, sexuality, passion, sensitivity and love. It denotes feminine qualities and passiveness. Dark red is a color used to describe with vigor, willpower, rage, anger, leadership, courage, longing, malice, and wrath.

5. Yellow

According to Wierzbicka (1996: 316) yellow is also considered as a “warm” because associated with the sun. Different with red color, yellow is considered as a light color which symbolizes joy. Dull (dingy) yellow is a color used to describe caution, decay, and jealousy.

6. Brown

According to Wierzbicka (1996: 327) brown is mainly dark-grayish orange and dark-grayish or blackish yellow color. There are many brown in our environment. For example, the earth, wood, leather, and human skin considered as a brown color which has different proportions of black and

white. In Wierzbicka theory, brown is a color used to describe something which make people think of the ground.

