CHAPTER I

INTRODUCTION

This chapter is used to show what underlines the researcher conducting this research which is outlined in the background of the research, the research problems, objectives, limitation of the study and the significances arising from the presence of this research.

1.1 Background of the Study

Humans are known as social beings. Therefore, humans need tools to be able to socialize with other humans. One of the tools used to communicate between humans is language. Rabiah (2018) notes that language as a communication device is usually employed to transfer knowledge and personal thoughts with others. Regarding the use of language as a tool for socializing, this has happened and developed when humans are born and are equipped to recognize and acquire language.

Furthermore, language as a communication device is also affected by the culture-bound of the speaker or where the language occurred (Rabiah, 2018). Nevertheless, of course, the processing, absorption, and use of language in daily activities are also controlled by cultural and social factors (Garret, 2020). It resulted in the differences between the language used by an individual or group to another.

Differences in language that exist in each community group are a natural thing. Nevertheless, of course, these languages have similarities and differences, especially in languages with the same roots. However, as long as the language users know each other

and the purpose of the conversation, it can be said that the communication has been successful. It is also supported by Pinder's (2021) statement, which states that communication is well-achieved as long as the audience or people involved in the conversation understand each other's content and meaning.

According to R. Losse (1999), communications experts and practitioners defined that the communication in different ways. But still be able to explain, predict and understand the other person communication. Those different are depends on the interests of each expert related communication (Wulandari, 2009: 1). According to Canagara (2008: 2), on that book entitled *"Pengantar Ilmu Komunikasi"*, to encourages humans to communicate with other is as a contained in the basic theory of biology that mentioned to survive and to adapt to the environtment.

The use of language as a communication device is not limited to conversations carried out by two people. However, it can also be done between one person and many people or vice versa. It is what drives the various forms of communication today. Moreover, the purpose of communication between one party and another is also different from one another, for example, in advertising. Yklymov (2018) explains that advertising is a form of communication that aims to introduce and market the products/services of a company. Usually, an advertisement will be equipped with essential elements, such as a product description, the price it is priced at, where to get the product, and how the promotion is carried out (Yklymov, 2018).

In advertisements there are various signs, this is related to semiotics. Semiotics can be defined as a domain research in investigating signs. Semiotics is also often interpreted as the research that focuses on the role of sign systems which is more reasonable to comprehend. Research focusing on the sign system has been a modern phenomenon over the past few decades. Sebeok (2001) added that linguistics is only considered a unit of semiotics. Regarding this, it found that semiotics is developed from linguistics. Thus, the results can be interpreted that semiotics can be defined as a unit of linguistics to explore signs and also the entire items associated with the sign system and its meaning. Convenient to understand.

Related to this, Beasley & Danesi (2010) revealed that several types of signs are included in conventional signs often found in advertisements, such as 1) physical dimension or signifier, and 2) conceptual dimension or signified. This physical dimension relates to the use of the alphabet, words, or sounds that are able to create a certain meaning. In the physical dimension, you can also use body language or gestures in contrast to the conceptual dimension, which deals with real entities that are real or unreal. Conventional signs themselves are also divided into two, verbal signs and non-verbal signs.

Agustia (2018) stated that the symbols used in ads differ in: verbal and non-verbal. Verbal signs are signs generated directly from the vocal tract, including words in the language used daily by humans. A verbal sign itself is a sign that refers to words either spoken or written in an advertisement. In short, verbal sign is the language used in an advertisement, whether spoken by the narrator or stated in the video or image of the advertisement. It is different again with non-verbal signs,

which are represented in more varied forms than verbal signs. The non-verbal sign can be packaged as images, colors, body language, or certain symbols in an advertisement. Related to this, Agustia also divides several sign categories that are included in non-verbal signs, including 1) using a gesture followed by the use of a signal, 2) voices used in advertisement, 3) time-related markers, and 4) markers related to culture or moral values in it.

Nowadays many phenomena are found in selling a product brand. Using an advertisement is one of them. The use of advertising to market a product or merchandise also continues today. In this modern era, business people have many strategies to create advertisements that attract the audience. However, since the 1960s, the use of advertising itself has been associated more with social aspects, which are felt to be more relatable to the audience (Beasley & Danesi, 2010). Such advertising also gave birth to a new type of advertising called contemporary advertising. Beasley & Danesi (2010) explain contemporary advertising as a form of advertising in which art and science are combined into a single unit that involves the use of aesthetic techniques to influence the audience's habits, especially to get the product. Every advertisement, even if promoting the same thing, will use different natural signs to convey specific content and goals to the audience. Especially in the use of verbal and non-verbal signs that are easily noticed and impressive to the audience. Especially in the advertisements for beauty products, which often use unique and different signs. It leads the researcher to further analyze the latest advertisements for *Garnier* hair mask products uploaded on *Garnier's* official YouTube channel in four countries: India, The USAs, the UK and New

Zealand. The selection of hair mask advertisements from *Garnier* is because the advertisements from *Garnier's*. newest product, *Garnier Fructis Hair Food*, have only been uploaded two years ago and have been campaignet several in countries with different advertising concepts.

1.2 Problems of the Study

According to the background described previosly, the problems of the research used included:

1. What types of verbal and non-verbal sign are presented in the hair mask advertisements?

2. What is the meaning of the verbal and non-verbal sign in the hair mask contained in the advertisement?

1.3 Objectives of the Study

The objectives in this research were:

1. To discover the types of verbal and non-verbal sign presented in hair mask advertisements.

2. To find out the meaning of the verbal and non-verbal sign that contained in hair mask advertisements.

1.4 Limitations of the Study

This study is limited to disccovering the types of verbal and non-verbal signs in *Garnier* hair masks and the meaning in order to identify the types, this study applied the theory from Saussure (1983:65). However, to find out the meaning of verbal and non-verbal signs, the theory from Barthes (1977) was utilized.

1. Discover verbal and non-verbal sign presented in hair mask advertisements.

2. The meaning of verbal and non-verbal sign in hair mask advertisements.

1.5 Significance of the Study

By this research, the researcher hopes that this research can deliver usefulness and accord to many parties. Especially to parties related to the research focus. Therefore, the researcher stated two significant of the research, practical and theoretical, as follows:

1.5.1 Theoritical Significance

Regarding the theoretical significance, it is hoped that this research can:

1. Helping readers, especially students majoring in English, to understand the types of verbal and non-verbal sign often presented in advertisements and digital media.

2. Helping readers, especially students majoring in English, reveal and explain the meaning of both verbal and non-verbal sign which in each specific case are used in advertisements and digital media.

3. Helping readers, especially students majoring in English, to be able to understand the details and essential points in semiotics that are used in some daily activities.

4. As an additional reference for students or further researchers who want to research and analyze semiotics in advertising, especially in the verbal and non verbal-sign.

1.5.2   Practical Significance

While in practice, it is hoped that research on the use of verbal and non-verbal sign in hair mask advertisements can reinforce the following:

1. The next researchers want to discuss and examine the use of verbal and non- verbal sign in various data sources.
2. Helping students thoroughly understand semiotics' use in everyday life and comprehend the functions and meanings contained.
3. This research is also useful in developing a more accurate machine translation so that the source language can be applied properly when the information is in the target language without reducing or eliminating in its meaning.
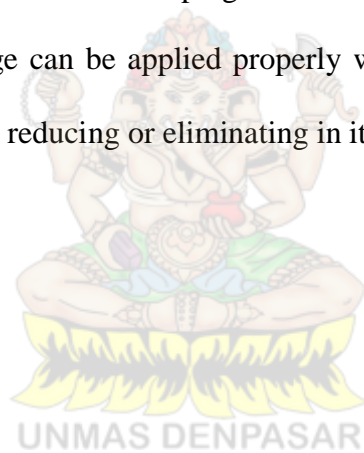
CHAPTER II

# REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

In this chapter, the researcher presented a thorough description, including a review of related literature, concepts applied, and grand and related theories applied to analyze the data.

2.1 Review of the Related Literature

Many researchers have conducted semiotics analyses on this research; 3 articles and 2 theses are related. The beginning of the article by Somashrawa (2016) entitled "*Verbal and Visual Sign of Nike Advertisement: A Semiotic Analysis*." This research presented and explained the function and meanings found in Nike advertisements. The Ad found the data source of this research on the Behance website. This research has two problems: discover verbal and visual signs in Nike ads and examine the role and meaning of verbal and visual signs in Nike ads. This method used by the researcher was qualitative. There are two theories applied in this research. The first theory by Dyer (1993) analyzes the visual and verbal signs of the advertisement; the second theory is concerned with the meaning and function proposed by Leech (1974). The result showed that every sign has a role in the meaning of signs giving information about NIKE and persuading the readers to visit their store.

The second article was conducted by Wahyuni et al. (2022) entitled "*A Semiotic Analysis of Public Service advertisement*". This research was concerned to describe the meaning of the verbal and visual sign found on public service ads. The data source was taken on pinterest. The data was choose because interesting to analyze and its good media to persuade people do possitive things in a unique and attractive ways. To analyzed the data, this research use qualitative method. There are two different theory use to analyzed this research, first use the theory purposed by Saussaure (1983). This theory use to analyzed the verbal and non-verbal. Second the theory by Leech (1981) to analyzed the meaning of verbal and non verbal. From this result of this research, there are found 5 service advertisements. The public service advertisements can persuade society because those advertisement has excellent choosing of words to attract the public reader interest.
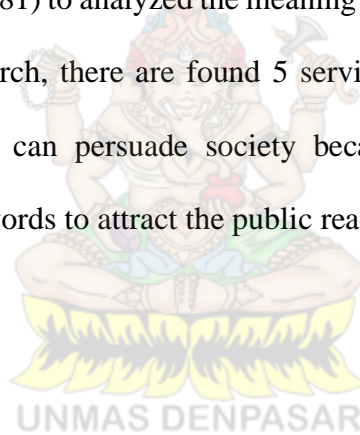
The data source is the dissimilarity between the initial and present research. The initial research used public service advertisements as the data source on Pinterest. Meanwhile, this research used *Garnier* hair mask advertisements on theory by Barthes (1977) to analyze the meaning of verbal and non-verbal signs. At the same time, the similarity with this research was using a similar approach, which is a qualitative method to examine the data.

The third article was written by Kartika and Resen (2016), entitled *"Verbal and Visual Signs on Airlines Advertisements."* In this research, the authors have several purposes of describing the kinds of verbal and visual signs and the meaning that occurred in Garuda Indonesia and Singapore Airlines advertisements. The data were analyzed with theory by Dyer (1993) and theory by Leech (1974). There are six components related to visual communication used in Garuda Indonesia and Singapore Airlines videos: manner, activity, props, setting, photographs, and images. The differences between previous research are from the theory used to analyze; the previous research used the theory by Dyer (1993) and the theory by Leech (1974). Meanwhile, this research used the theory proposed by Saussure (1983) to analyze verbal and non-verbal signs and the theory by Barthes (1977) to analyze the meaning of verbal and non-verbal signs. Meanwhile, the similarity with this research was the meaning of the sign in the advertisements.

The fourth thesis was conducted by Andriani, Ria (2021) entitled *"An Analysis of Verbal Sign and Non-Verbal Sign in The Selected Facial Wash Advertisements".* This research is consist to find out the verbal and non-verbal signs and also to find out the meaning. The data from this research was taken by internet.

There are 10 advertisements of facial wash advertisements found on this research. This research use two main theories to support the analysis: the semiotic proposed by Saussure (1983) to find out verbal and non-verbal signs; and the theory of meaning proposed by Barthes (1977) to examine the meaning verbal and non-verbal signs. This result of research, mostly those advertisements contain denotative meaning. Other than that, contain connotative meaning in those advertisements.

This thesis has differences with current study. The data from previous thesis was taken from internet, while this research used the Garnier hair mask advertisements found on YouTube. Then, the similarity with this thesis that both study used the same theory by Saussure (1983) to discover the verbal and non-verbal signs and use Barthes' (1977) theory to analyze the meaning of verbal and non-verbal signs.

The last thesis was written by Utami, Sang Ayu Intan (2020) entitled *"A Semiotic Analysis of Garnier Advertisment",* this research was analyzed Garnier advertisements, there are two problems found on this research. First, to examine the visual and verbal signs presented in Garnier Cosmetics Advertisements. Second, to explain the meaning of the visual and verbal signs used in Garnier Cosmetics Advertisements. The data source from this research, was taken from internet site.

To analyze the verbal and non verbal sign, this previous research use theory proposed by Leech (1974) and theory by Cerrato (2012) to analyzed color. This previous research has differences with this thesis. First, from the theory use on the previous research proposed by Leech (1974) to analyzed verbal and non-verbal sign. But from this research used theory by Saussure (1984) to analyzed verbal and non-verbal Sign. Both of these research has similarity, there were analyzed verbal and non-verbal sign.

2.2 Concepts

There are some concepts to support this research. There are the concepts of semiotic, *Garnier*, verbal and non-verbal sign, advertisement and YouTube:

2.2.1 Semiotics

According to Saussure (1983), semiotics is defined as the field of sign in the community. From this point of view, it can be concluded that the sign can have meaning only with the concern of semiotics is everything can be taken as a sign. Thus is further means that semiotics is related to any object that reffered to a sign and anything that stand for something else. Semiotic is derived from Greek word "semion" which means sign. In a board sense, semiotics means the research of signs. The concern of semiotics is everything that has great correlation with sign and the meaning carried by them. It is the research of how people create meaning both of linguistic and non-linguistics way. A fundamental founder semiotic is Ferdinand De Saussure.

2.2.2 *Garnier*

According to garnierusa.com (2023) *Garnier* has been a hair and skin specialist since 1904. *Garnier* itself is a brands that proclaims that its products are made from natural ingredients that are safer and more environmentally friendly than similar products from other brands. *Garnier* is a brand under L'Oreal. In this regard, *Garnier* has produced various body care products, including hair masks. One of them is Fruits Hair Mask, a hair mask containingnatural ingredients rich in vitamins. *Garnier* Fructis Hair Masks has been promoted and sold in several countries, sush as India, the UK, the USA and New Zealand. Unlike most hair masks, Fructis Hair Mask provides more option that various hair types and problems can use.

2.2.3 Verbal Sign

Verbal sign can be found in an advertisement; almost all of the advertisements displayed using the form of words, phrases, or sentences. It aims to show advertisements to the audiences. Dyer (1993: 131) mentioned that words not only describe and commune feelings, associations, and attitudes, but they also present ideas to human mind.

2.2.4 Non-Verbal Sign

According to Chandler (2002:36) non-verbal sign is a natural sign or pictures resembling what they depict. The application of non verbal sign also found in advertisement.

2.2.5   Advertisements

To know the meaning of advertising, must be understood first. According to Dyer (1982) in his book entitled *Advertising as Communication,* advertising has a meaning 'accentuate something', or telling somebody of something. Related in term of advertising, advertisement is a product of advertising.

2.2.6   YouTube

According to *Merdeka.com* (2013), in the beggining YouTube is a site to sharing the video. YouTube site was founded by former PayPal workers, Steve Chen, Chand Hurley and Jawed Karim in February 2005. According to *Wikipedia*, this site later become owned by Google at the end 2006 until nowdays. Most of the content of this site is sent by individuals. However several media companies, such as BBC, Vevo, CBS, Hulu and other companies, including Garnier itself.

2.3   Theories

There were two main theories to support this research to help analyzing or solve the problems. The first theory is semiotics which first mentioned in the *"Course in General Linguistics"* by Saussure (1983:65) to analyzing the first problem, second the theory of meaning porposed by Barthes (1977), *"Elements of Semiology"* to analyzed the meaning of verbal and non-verbal sign. The supporting theory, used theory of colour and its meanings by Weirzbicka (1996).

2.3.1   Semiotics

Saussure (1983:65) states as a arrangement of signs which have meaning by virtue of their relationship to each other. Every human language is a wonderful

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combination of the relations obtaining across linguistic signs different levels of language organization. A 'sign' in Saussurean, considered an expotion, is not a sole unit. He defined a sign as consisting of:

1. A "signifier": the state in which the sign brings it is a content sign of the language, the actual letters, sounds, and symbols used to illustrate what the speaker or the writer wants to convey.

2. A "signified": the ideas it designates. It is not a content object but an abstract concept of what the signifier implies. A sign must have both a signifier and a signified. It cannot have an empty signifier for a wholly immaterial signified.

Saussure's theory presented on the diagram

Figure 2.1 Dyadic Diagram

For example, the word "open" and "close" as the signifier, but it has a signified meaning:

- Signifier   : The word "open"

- Signified   : The open represents that the shop is open for customers.

For Saussure, both the signifier is the sound pattern and the signified is the concepts were purely is physihological. The signified is not a thing but nation of a thing. It means become a concept or meaning which signifiers refer to. As for signified, signified is a model still treat this asa mental construct, although they often not and that is may nevertheless refer indirectly to things in the world.

2.3.2 Theory of Meaning

Meaning has very important role in advertisement. Here, to analyze the meaning of advertisement, the writer uses theory of meaning by Barthes (1977). Theory of meaning are devided into two types as follows:

2.3.2.1 Denotative Meaning

Denotation is the first sign which consist of a signifier and signified. This is means that denotation is defined as the meaning of words that we can see from the dictonary. Barthes (1977) states that denotation is the first order meaning focuses on the literal meaning of the words. That is refers to simple or literal relationship of a sign with reference (signifier and signified). Denotation is a sign that describes the relation between a signifier and signified that produces an explicit meaning. Simply denotative is described as the meaning of words that are not contains additional feelings, so it called denotative.

One of the examples of denotative meanings that applies Barthes' (1977) theory is Bouzida (2014), who tries to explain denotative meaning in the following photo:

Figure 2.2 African Childs

Denotatively, the photo can be analyzed based on its character, color, as well as background or space, which Bouzida (2014) thoroughly explains as follows:

- **Characters**: It can be seen several young black children who may be African children. One of the children in the queue was seen carrying an empty red plate in his left hand. In the photo, all the children waiting in line were seen looking in one direction, namely the direction in which the photo was taken.

- **Colors**: In terms of color, it can be seen from the photo that there are many colors. Not only the color of the dishes but also the clothes the children wore: pink, white, red, blue, white, and yellow.

- **Background**: Regarding the photo, it can be concluded that it was taken in an African area.

2.3.2.2 Connotative Meaning

Connotation meaning is a meaning of a word or sentence that is not true. That is the word has pharse and does not derectly refer to the meaning. Barthes (1977) states that the meaning of connotation is a second order consisting of signification. In Bartes framework, the connotation is sign that comes from signifier of denotative sign, so that denotationleads to a chain of connotation. Barthes created a second order signification, which is formed when the signifier is related to various

psyhological aspect, such as emotions, feelings and beliefs. For Barthes connotation

is the "tone" of the text, the way it belongs been decorated. Barthes also contained

a containing term of E, C and R. E means Expression, which is the word used.

C means content, which describes the literal meaning of the words. R means relation

that shows the relation between E (expression) and C (content) to find the second
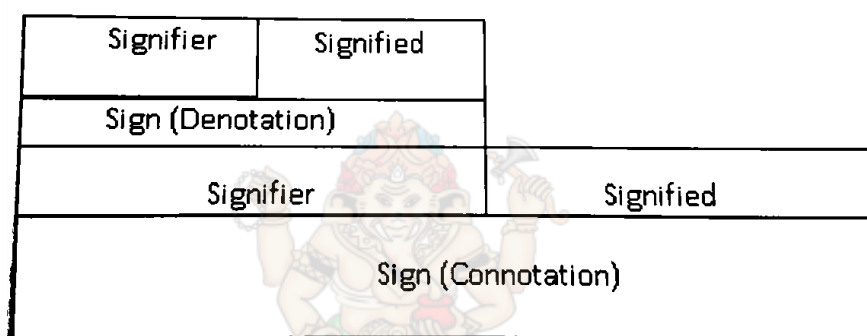
order meaning; called it the connotative meaning.

Figure 2.3 The Pattern from Barthes (Barthes, 1991: p. 113)

According to the pattern shown previously, it can be seen that the first

signification delivers denotative meaning. At this denotation level, a sign contains

a signifier and signified. The outcome of this denotation will become the signifier

and will be merged with the signified to deliver a connotation known as the second-

order sign. This pattern reveals that the signified at the first level can evolve into a

signifier at the second level (Chandler, 2007, p.140).

One example of the translation of connotative meaning using Barthes'

theory can be seen in research conducted by Bouzida (2014). Still using the same

photo as discussed in the previous subpoint of denotative meaning, in that photo,

Bouzida (2014) also describes its connotative meaning as follows:

- The connotative meaning seen from the photo results from interpretation related to the viewers' social and cultural backgrounds.

- From the picture, it can be seen that the children waiting in line are starving and looking for people or parties who want to feed them.

- From the picture, you can also see the expressions on the children's faces. They seem embarrassed and afraid to ask the photographer for food.

- These children are no different from other children in other parts of the world who have the right to survive, get food, and have a decent life.

- These children look innocent, wallowing in poverty, pressure, starvation, ignorance, and no human rights. In short, these children have lost their happy childhood and need food.

- Judging from the colors, the colors that come from their clothes depict African nature.

2.3.3 Colors and Its Meaning

In advertisement color also important to attract public about the product itself, color is related with non-verbal communication. Colour can represent or bring the feeling of something as stronger than unusual to make what is being presented or promoted by the advertisement more clear. Wierzbicka (1990) understands the concept of color as a universal human experience in the sense that it can be identified roughly or directly, for example, as day and night, fire, earth, sky, sun, etc. Wierzbicka (1990) added that although the concept of color is a sensation produced and occurs in the brain, most of what determines the sensation comes from other factors, such as biological factors. Wierzbicka (2006) also adds

that the concept of colors is related to visual semantics, which also relates to the speaker's understanding of each language. The theory of colors used by Anna Wierzbicka (1996).

2.3.3.1 Black and White, Dark and Light

According to Wierzbicka (1996: 303), black and white are contrasting shades closely corresponding to dark and light. The word "dark" and "light" (as the color goal) are connected to the gloaming of night and the glare of day. Witnessing dark objects prompts individuals the experience noticing something at a time when it is dark and noticing light entities which drives them to the experience of noticing things at a time when it is light. The black color is related to force, grace, courtesy, mystery, immoral, and death. On the other hand, white is associated with honor, innocence, purity, and virginity. In advertising, white is related to calmness and clarity since it symbolizes the hint of snow.
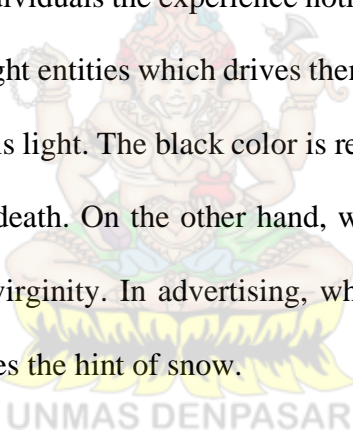
2.3.3.2 Green

Green corresponds to grass, herbs, or greenery in general. Weirzbicka (1996: 310) stated that dark green is related to ambition, covetousness, and envy. Greenish yellow can demonstrate illness, cowardliness, friction, and jealousy. Aqua can symbolize emotional recovery and protection of live green in the traditional color of peace.

2.3.3.3 Blue

Blue is related to the sky; a person associated with blue is related to the sea or lakes. Weirzbika (1996:329) notes that light blue is related to fitness, recovery, serenity, compassion, and softness. On the other side, dark blue symbolizes knowledge, power, integrity, and sincerity.

2.3.3.4 Red

Red is associated with blood. Weirzbika (1996:315) states that red is "a rich, warm color". Red is considered warm because it is connected to the tire. Weirzbika (1996:318)   states that light red designates satisfaction, sexuality, tenderness, sensitivity, and love. On the other hand, the color pink signifier romance, adoration, and companionship. Dark red is associated with vitality, willpower, anger, fury, leadership, courage, and acrimony.

2.3.3.5 Yellow

Yellow is also considered as "warm" because it is associated with the sun. Yellow is though light color. Weirzbicka (1996:320) dull (dingy) yellow represents caution, decay, sickness and jealousy. Light yellow is associated with intelligence, freshness, and joy.

2.3.3.6 Brown

Brown is often considered a hybrid color, a visual assortment of yellow and black with an admixture of red, resulting in a combination of orange and black. Weirzbicka (1996:327) notes that browns are a particularly dark-grayish orange and

dark grayish or blackish-yellow. There are many browns color that exists in our environment. The earth, wood, leather, and human skin emerge to contain different ratios of black and white. The English word can be conceptualized as a "mixture" of other colors but rather have a positive model in the actual word. Brown is related to ground color.

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