

## ABSTARCT

Diantari, Ni Putu Ayu, 2023. **Semiotics Analysis in Asus Video Advertisement *Wow the World with True Power***. English Study Program, Faculty of Foreign Language, Mahasaraswati Denpasar University. Supervisor: I Gusti Ayu Vina Widiadnya Putri, S.S., M.Hum. Co-Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M.Hum

This study aimed to investigate verbal and visual signs on video advertisement and also elaborate the meaning of signs through the visual and verbal of advertisement taken from ASUS YouTube official account. YouTube is platform for sharing video and watch publicly. From ASUS official account, the data source taken from one video ASUS advertisement named Vivobook S 14X/16X OLED product. The proses of collecting the data was conducted by observation method. Meanwhile, descriptive qualitative method was used to analyze the data of this thesis to conduct a well-organized and clear description about the problems which is identified, by using semiotic theory proposed by Saussure (2011), theory of meaning proposed by Barthes (1967) and using the supporting theory of color terms by Wierzbicka (1966). The data was presented by using formal and informal method, which described the meaning of the verbal and visual signs found in the ASUS advertisement. The more discovered signs are visual signs than verbal signs. This study also found both types of meaning which are, denotative meaning and connotative meanings, were used in all of the data that is in order to convey messages regarding promoting the commercial product, which is ASUS.

Keyword: *Semiotics, verbal and visual signs, commercial advertisement*