

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Semiotics is a part of linguistics: semiotics studies the signing process, building meaningful communication, and the study of meaning-making. According to Peirce (1958) signs represents something to the concept that it generates or alters. Or it is a vehicle that conveys stuff from the outside to the mind. The signs is usually used in people interact with their environment on a social and cultural scale. Semiotics is also essential to interpret the sign's meaning or information. Semiotics encompasses a wide range of topics, including communication, signs and signs processes, indication, and signification. As a result, semiotics is a method of looking for a deeper meaning in a signs.

The signs refers to how someone creates meaning in mind to create a communication process. The signs can represent an idea, emotion, cognition, or action in communication. Someone can discover a signs in our daily lives, for instance, in an advertisement. Saussure (2011:16) said semiotics is a science and symbol that specifically communicate something verbally and unspoken. The verbal signs is commonly used in communication, especially in advertisements. Dyer (1982: 69) states that spoken and written language typically consists of linguistic symbols such as sentences, phrases, and words that enable us to communicate our ideas, thoughts, and emotions to others.

Meanwhile, an image of the product serves as a visual indicator in the advertisement. As Dyer (1982: 69) stated, photos have an impact more than words

and easier to understand, with a more significant opportunity for imagination, mood, and excitement in communication. One of the uses of semiotics can be seen in the meaning of signs in advertisements.

In the advertisement, a picture or video introducing the product to the general public is essential to the selling process. Advertising is an effective method for communicating messages and disseminating information to the public. According to Dyer (1982:2), advertisement is a communication medium to persuade or inform people about something. Advertisement has power in marketing strategy to persuade and influence the audience. Advertisements can help consumers to make the best buying decision. The advertisement can be classified into two. The first is a commercial advertisement, and the second is a non-commercial advertisement. In addition, the advertisement can play an essential role in the economic field to influence and persuade consumers' interest in the product. Therefore, companies compete in presenting attractive advertisements, in the form of flyers and short videos, in the digital era.

In the digital era, people use technology to deliver their purpose, like an invitation, exclamation, argumentation, and persuasion. Technology helps people to get or share information as fast as possible. The information obtained can be in the form of text, image, video, or combination. One technology is social media; the platform with many users is YouTube. YouTube is a website that is used to watch and share videos publicly. YouTube is the best place to share videos from around the world, ranging from short videos, tutorials, short films, movie trailers, education, animation, entertainment, news, TV, and various exciting advertisement.

However, the company must have a strategy for promoting its product by creating advertisements with symbols and catchy slogans. So that can make its product advertisement more attractive.

One company that has used the video method in advertising spread through YouTube is ASUS. ASUS is a well-known firm driven by innovation and dedicated to producing high-quality notebooks, displays, desktops, laptops, and more. In this study, was used one of the product advertisements within the ASUS Company with the product name ASUS Vivobook S 14X/16X OLED. On the brand, ASUS wants to share a message to consumers with the slogan "Wow the World with True Power."

This study was used advertising as a data source. The advertisement by ASUS Company is entitled "Wow the world with true power." This study analyzes this ad because it contains many signs in video ads. In addition, verbal and visual signs have implied meanings, represented as signs in video advertisements. This study was carried out to understand the importance of the sign so that it can be seen the intent and purpose that the signs wants to convey when it is shown. Analyzing the meaning of signs in advertisements is also interesting to understand the implied implications better. Furthermore, because this phenomenon frequently occurs in daily life, readers can understand how these meanings are typically expressed in advertisements, allowing them to respond appropriately and avoid misunderstandings. Therefore, it is necessary to study and evaluate the advertising media. Semiology studies signs and symbols to study what meanings they convey.

## 1.2 Problems of the Study

Depending on the background above, the problems that was looked in this study can be stated as follows:

Based on the above context, the focus of this study is on the following issues:

1. What verbal and visual signs are found in ASUS video advertisement “Wow the World with True Power”?
2. What are the meanings of verbal and visual signs found ASUS video advertisement “Wow the World with True Power”?

## 1.3 Objectives of the Study

Based on the problems mentioned above, the objectives of this study was formulated, as follow:

1. To find the verbal and visual signs in ASUS video advertisement “Wow the World with True Power”
2. To analyze the meaning of verbal and visual signs conveyed in ASUS video advertisement “Wow the World with True Power”

## 1.4 Limitations of the Study

Based on the study’s background, this study is limited to analyze the verbal and visual signs found in the ASUS video advertisement “Wow the World with True Power.” The data was analyzed using Saussure’s (2011) theory of semiotics and Barthes’s (1967) theory of meaning to determine the significance of the meaning of the verbal and visual signs in the advertisement.

## **1.5 Significances of the Study**

Based on the study, there must be an aim that the writer for the readers expects. The significance of this study can be divided into two. They are significant, not only in a theoretical sense but also in a practical one. The following are some that illustrate the importance of this study:

### **1.5.1 Theoretical Significance**

The results of this study are expected to be useful for next study who need more information or are interested in learning semiotics, primarily verbal and visual signs, in a video advertisement. Increase the reader's insight about video advertisements that convey messages through verbal and visual signs.

### **1.5.2 Practical Significance**

This study is expected to guide readers interested in conducting a Semiotic analysis to develop their language skills. English students are also expected to understand the meaning to avoid confusion while understanding the advertisement. Hopefully, the study's result may contribute to the field of linguistics, especially in semiotics, and able to solve some issues through some practical use of the study for future use for making advertisement. The outcome can be used as a reference when creating commercials or public campaign from a semiotic perspective.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES**

This section is divided into three subchapters: a review of related literature, concepts, and theories. The first subchapter is a review of related literature, and it describes two theses and three journal articles used in this study. A concept is presented in the second subchapter. It explained the pertinent ideas connected to the subject matter used in this study. These ideas pertain to an indication, verbal or visual, an advertisement, and the company ASUS. The last subchapter is theories, and it describes the theory of Semiotics, the theory of meaning, and the supporting theory of Colors.

#### **2.1 Review of Related Literature**

This study's literature reviews are derived from two previous investigations conducted by undergraduates and three journal articles relevant to this topic. This review aims to show the study's differences and compare them with other studies on similar topics. There is five analysis associated with this research, as follow:

The first study was taken from a thesis entitled "*Visual Semiotics Analysis On Animation Si Nopal And Cute Girl*" by Rambe (2021) is a Linguistics study. The study is to identify the semiotics signs and interpret the meaning of the semiotics signs used in the animation Si Nopal and Cute Girl. The theory by Charles Sanders Pierce (1931) has been used to analyze visual semiotics in the animation "Si Nopal and cute girl." The previous study used descriptive qualitative research. The signs contained in the animation includes representamen (legisign), object

(icon), and interpretant (rheme). The significance of the "Momen Ketika Ngutang" episode of the anime series *Si Nopal and Cute Girl* is examined using visual communication principles, framing strategies, and communicative act. Facial expression, body language, posture, and gesture identify nonverbal communication signs. This research is comparable to previous research in terms of its subject matter and use of the same method for analyzing meaning. The data source and the theory utilized in the previous study are different. The previous study is taken from the animation *Si Nopal and Cute Girl*. Meanwhile, the current study was used a commercial video advertisement in ASUS, "Wow the World with True Power." The current study was used Saussure's semiotic theory and Barthes' theory of meaning. Meanwhile, the previous study used the theory by Charles (1931).

The second thesis was written by Sofiyah (2019) entitled "*Semiotics Analysis on Fast Food Restaurant*." The previous study examined a Semiotics analysis of fast food restaurant advertisements. The theory used in the previous study is based on Roland Barthes's theory. The general purpose of the previous study was to discuss the deep meaning created by the advertisement's developer using a descriptive qualitative approach. The previous study chooses four fast food restaurants. There are Kentucky Fried Chicken (KFC), McDonald's, Pizza Hut, and Subway. The study's findings indicate that most restaurants employ signs in their advertisements to catch the reader's attention, provide information, indirectly convince the reader to purchase the product and provide a psychological effect through color. The similarity between previous research and this study is that the verbal and visual analysis used Roland Barthes's theory to analyze the meaning. The

difference is the data source. The previous study used poster pictures of advertisements. Meanwhile, the current study used commercial video advertisements.

The third review taken from an article was published by Ardianto & Manuel Son (2019) entitled “*Visual Semiotics Analysis on Television Ads UHT Ultra Milk Love Life, Love Milk.*” The previous study's goal was to assess the significance of contemporary ads, particularly milk advertisements, which are often intended for youngsters but may be seen by people of all ages. The previous study used Roland Barthes's semiotics theory to analyze television advertisements, employing documentation, interviews, and literature reviews to collect and analyze the appropriate data. In the current study was analyzed verbal and visual signs, but the previous study only analyzed the visuals of video advertisements. The similarity of previous research with this research is in the kind of data sources, both study use video advertisement.

The fourth literature review taken from an article entitled “*The interpretation of verbal and visual signs in education advertisements*” Candra & Putri (2019). Like the previous study, this study investigated the significance of semiotic elements used the same methodology. The previous study gathered information in the form of a brochure about the application process for new students in Indonesia. In contrast, the current study is based on a commercial video advertisement from ASUS that is sixty seconds long. In addition, the theory that was used for analyzing meaning in the previous study was developed by Leech, whereas Barthes developed the theory that was used in the current study.

The fifth review was taken from an article was written by Wahyuni et al. (2022) is entitled “A *Semiotic Analysis of Public Service Advertisements.*” The theory of meaning differs between the previous and current studies. The previous study employed the theory of (Leech, 1981), and this study was used the theory from Barthes (1967). Furthermore, the difference is in the data source. The data in the previous study came from public service advertisements. The current study was used data from commercial advertisements. Similar to the current study, the earlier study investigated the meaning of semiotic elements and applied the same methodology.

## **2.2 Concepts**

Some of the concepts used in this research are definitions of terms relating to the subject. The notion of this study also refers to the study's main idea, which is to establish a good framework for the analysis. This study's concepts are divided into some definitions, which are Semiotics, advertisement, and further explanation is as follows:

### **2.2.1 Semiotics**

Semiotics study how any signs system, e.g., words, pictures, music, myth, creates meanings and evokes feelings (Harvey & Evans, 2001). From the perspective of including aesthetics in Semiotics, art is conceived as signs that are signs structures in the most uncomplicated cases. The way to interpret the signs is

to get meaning through the language. Someone used language because language and signs have a very close relationship.

### **2.2.2 Advertisement**

Cambridge Dictionary defines "advertisement is a picture, short film, song, which tries to persuade people to buy a product or service, or a piece of text that tells people about a job." Advertisement is a type of communication used to market a product, concept, or service by applying persuasive language to encourage the public to buy these products or hire the services that have been promoted. Dyer (1982: 2) stated that advertising means drawing attention to notifying and informing people of something to get the audience's attention.

### **2.2.3 ASUS**

ASUS is a company engaged in technology that provides electronic products of good quality. According to ASUS website on <https://www.asus.com/> ASUS is a well-known brand distinguished by its devotion to innovation and high-quality goods, such as notebooks, displays, desktops, and laptops. Asus is the fifth most prominent company in the world that manufactures PCs after HP, Lenovo, Dell, and Acer. The feature makes ASUS has many users around the world. One of the products launched by ASUS with the brand ASUS Vivobook S 14X/16X OLED. ASUS wants to share messages with consumers through that brand, with the slogan "Wow the World with True Power."

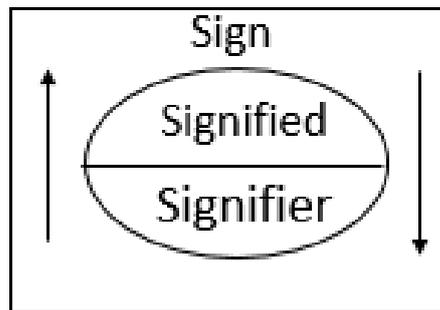
## 2.3 Theories

In order to help in analyzing the problem and achieving the research objectives, two theories and one supporting theory are used in this study. The first theory is Saussure's (2011) theory of semiotics, and the second is Barthes's (1967) theory of meaning and Wierzbicka's theory of supporting color terms (1996).

### 2.3.1 Semiotics

The study of signs is often referred to as semiotics or semiology. Semiotics is derived from the Greek word for signs, *semeion*, or *seme*. Saussure (2011:65) describes a language as a system of signs, which has meaning by their relationship. The signs is a part of communication because, without a signs, people cannot communicate with each other. Every human language in the world is a magnificent synthesis of the relationships discovered between linguistic signs at various levels of language structure. Specifically, a signifier is the parts of a signs. A signifier refers to the use of a signs that describes one idea or message that is desired to be communicated, and it can be from pictures, symbols, sounds, and words. Meanwhile, the signified describes the meaning or can be in the form of concepts carried by the signifier.

A signs must have a signifier and signify. Based on Saussure's theory (2011), both the signifier (the sound pattern) and the signified (the concept) were purely 'psychological.' Diagrammatically, Saussure's theory can be seen as follow:



**Figure 2. 1 The Saussure's concept of sign**  
(Source: Saussure, 2011: 66)

Signification refers to the link between the signifier and the signified. The preceding figure shows that the sign is the totality formed by the association or conjunction of the signifier and the signified.

For instance, the word 'open' is a signifier. It is a sign consisting of:

1. A signifier: the word 'open.'
2. A signified concept: the word 'open' represents that the store is open for business.

Since a sign is a combination of a signifier and a specific signified, it must contain both a signifier and a signified. Saussure mentioned that a linguistic sign is not a relation between a thing and a name but between a concept and a sound pattern.

### **2.3.1.1 Signifier**

A "signifier" (signifiant) is the sign's form or sound of image (Saussure, 2011:70). It is the actual letters, sounds, and symbols used to describe what they wish to communicate. The written word can stand in for the spoken word or the

other way around. The sound's signifier is its psychological imprint, the impression it leaves on our senses.

### **2.3.1.2 Signified**

A “Signified” (*signifie*), is the idea it describe or concept (Saussure, 2011:67). It is abstract object of what the signifier means. The linguistic signs unites a concept and a sound image, not a thing and a name.

### **2.3.2 Verbal Signs**

According to Chandler (2007), Verbal signs are those that deal with text and words. A signs as the whole that results from the signifier's relationship with the signified (Chandler, 2007). Because both are important to humans, a signs must have both a signifier and a signified. The definition says that a verbal part of an ad is a text-based message shown in some way, such as in writing. The advertisement's text defines the product and other terms that support it. For example, the name and the benefits of the products are significant parts of advertising.

### **2.3.3 Visual Signs**

A visual signs is a sort of signs that does not contain any words. This indication is related to the image in general. The corporate log, model, or product pictures are commonly used as visual indicators in advertisements. A picture is similar to advertising because it encourages people to learn more about a product's description by staring at it. Furthermore, the customer can easily understand picture

more than words because pictures are visualization that someone can see in real (Dyer, 1982: 69).

#### **2.3.4 Theory of Meaning**

The word "meaning" refers to the broad concept of what a word means while it is used in speech or writing. Roland Barthes, a French expert on semiotics, thinks that the idea of connotation is necessary to build a semiotics approach to contemporary culture, as signified language alone is insufficient. According to Barthes (1967: 89), two kinds of messages would deliver while tried to read a signs, for instance, denotation and connotation meaning. Denotation is the first system, and order meaning focuses on the literal meaning of the words. Connotation meaning is a second system order meaning. The meaning of connotation is a subjective one, resulting in interpretation when the signs meets the reader's feelings and cultural values. For instance, the word 'world,' connotes everyone or a person who lives on the earth. Denotative refers to the apparent meaning of the signs. While connotative operates on a personal level, it is culturally distinctive and arbitrary. Roland Barthes drew out a map of signification in order to make it more understandable.

1. Signifier	2. Signified
3. Denotative Sign	
4. CONNOTATIVE SIGNIFIER	5. CONNOTATIVE SIGNIFIED
6. CONNOTATIVE SIGN	

**Figure 2. 2 Roland Barthes's Map of signification**  
(Source: Barthes, 1967:93)

The figure shows that connotation (6) consists of signified (5) and signifier (4) or usually known as “connotator”. Connotator comprises signified (2) and signifier (1) of denotative meaning. The first three boxes (1, 2, 3) are the denotation, and the last three boxes (4, 5, 6) are the connotation.

#### **2.3.4.1 Denotation**

Barthes (1967:89) states that denotation is the first-order meaning. It refers to the straightforward or direct connection between a sign and its reference; signifier and signified. Denotation is the sign that clarifies the relationship between signifier and signified, so generating the explicit meaning.

#### **2.3.4.2 Connotation**

According to Barthes (1967:90) defines, connotations are the second order of signification comprising signifiers, signified. In Barthes's theory, a connotation

is a sign that comes from a denotative sign's signifier (so denotation leads to a chain of connotations).

### **2.3.5 Color Terms**

Wierzbicka (1996: 287) stated that all languages have a word for see, but not all languages have a word for color. At least six primary colors are suggested by Wierzbicka, including:

#### **1. Black and White, Dark and Light**

According to Wierzbicka (1996:303) Black and white are felt to be opposite 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 the day respectively. Seeing dark objects reminds people of the experience of seeing things at a time when it is dark and seeing light objects reminds them of the experience of seeing things at a time when it is light.

Black is associated with power, elegance, death and mystery. Black represents strength, it is considered to be a very formal and prestigious color. White, in contrast to the black, typically carries a positive connotation. White might represent a prosperous beginning. White represents faith, light, and purity in heraldry. White is associated with cleanliness in advertising because snow is white.

#### **2. Green**

Green is very identical to nature. This color symbolizes freshness and fertility. This color is a color that is soothing to the eye. According to

Wierzbicka (1996: 307) whereas the dark green color is identical with greed, ambition, and jealousy. Yellow-green color interpreted as a color that is identical to disease, cowardice, and jealousy.

### **3. Blue**

Blue is the basic color of the sky and sea. This color is identical to the symbol of stability and depth. In addition, this color is also a symbol of trust, loyalty, wisdom, and truth. The blue color can believe in having a calming effect on the human body. Blue, symbolized as a symbol of sincerity and tranquillity. In his idea, Wierzbicka (1996:310) classifies blue into two categories. First, Light blue is identical to health, healing, calmness, understanding, and tenderness, whereas the dark blue color depicts knowledge, strength, and integrity.

### **4. Red**

Red is in many languages, etymologically related to the word blood. Wierzbicka (1996: 315) stated that red is “a rich warm color”. Red is thought as warm because stability and denotes masculine qualities. Red generally used as a symbol of danger or warning. According to Wierzbicka (1996: 318) light red represent joy, passion, sensitivity and love. Pink signifies romance, love and friendship, it denotes feminine qualities and passiveness. Dark red color is related with rage, danger, leadership, and courage.

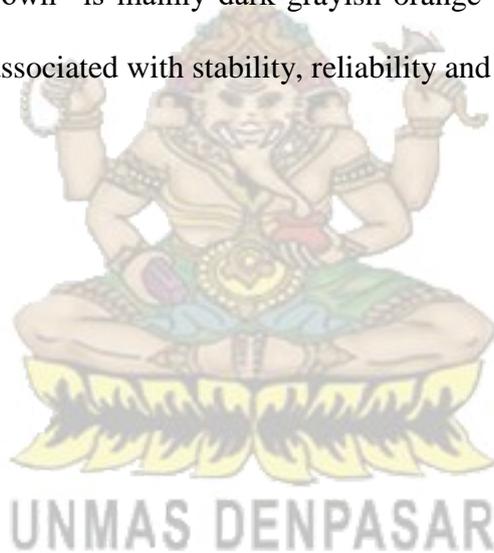
### **5. Yellow**

Yellow is the color of sunshine. Yellow considered as a warm because it is associated with the sun. According to Wierzbicka (1996: 317) dull (dingy)

yellow represents caution, sickness and jealousy. Light yellow is also associated with intellect, energy, freshness and joy.

## 6. Brown

Like pink, purple, orange, and green, brown is often regarded as a composite color, a kind visual mixture of yellow and black with and mixture of red that is, in effect a mixture of orange and black. Wierzbicka (1996: 327) stated that “brown” is mainly dark-grayish orange or yellow colors. Brown color is most associated with stability, reliability and friendship.



## **CHAPTER III**

### **RESEARCH METHOD**

The term "research method" refers to a particular technique of carrying out a procedure. The research approach used to conduct this study was mentioned in this chapter. The research approach in this study consists of four key components. This chapter first discusses the data source used in this study, followed by the data collection process, data analysis, and finally, the method for summarizing the research findings. The following sections of this chapter are described in detail:

#### **3.1 Data Source**

The data source of this study was taken from advertisements posted by ASUS's official YouTube channel entitled "Wow the World with True Power" with the link <https://youtu.be/Hgr0A4tq3ws>. This advertisement was released on April 1st, 2022, with a duration of 1:08 minutes. This advertisement uses the English language. ASUS advertisement is associated with verbal and visual signs that has meaning conveyed by verbal and visual signs that was analyzed in this study. This advertisement chosen as the data source since this advertisement has the data that is needed in developing this study. Besides that, ASUS advertisements used visual rhetoric elements to give their messages a deeper meaning.

#### **3.2 Data Collection**

This study conducted through the observation method. Observation method defined by Sugiyono (2007: 226) as a data collection method in which the

writer makes direct observations of an object, condition or situation, process, or behavior. The observation was conducted using relevant, accurate, and reliable techniques. The data was found on YouTube and downloaded from the website. The data was gathered by capturing a snapshot of the advertisement that contains verbal and visual signs. The implementation of the observation method and technique is done in some steps below:

- 1) Searching and watching video advertisements of ASUS on YouTube that associated with verbal and visual signs.
- 2) Selecting one video that contained interested message, then download the video advertisement of ASUS entitled “Wow the World with True Power” on YouTube.
- 3) Watching the video repeatedly and do note-taking in order to note the spoken words. Then take a screenshot the parts of the scene that have the elements of visual signs in advertisement.
- 4) Dividing the commercial video into scenes, then categorizing the data in the advertisement based on its category verbal and visual signs, and interpreting each of their meanings.

### **3.3 Data Analysis**

To define the semiotics signs and its meaning in the ASUS Video Advertisement, the data was evaluated using the descriptive qualitative approach. Based on Fraenkel and Wallen (1993:23), qualitative method is one that is utilized to discuss, analyze, and classify something using a variety of techniques such as

surveys, interviews, questionnaires, observation, and text analysis. The analysis is conducted in two steps. It firstly analyses the data using the semiotics theory proposed by Saussure (2011) to analyze verbal and visual signs found in ASUS advertisements. Secondly, analyzing the meaning of the verbal and visual signs in ASUS advertisement developed by Barthes (1967) and using the supporting theory of color terms by Wierzbicka (1996).

### **3.4 Finding Presentation**

The finding was presented using formal and informal methods. Sudaryanto (1993:145) once said, there are two methods for presenting the analysis: formal and informal. Formal method is the presentation of data analysis in the form of rules (charts, diagrams, tables and pictures) or symbols Sudaryanto (2015: 241). The formal methods was used by table forms to show the occurrence of verbal and visual signs. Meanwhile, the informal method be applied for descriptive sentences to deliver data analysis results, Sudaryanto (2015: 241). In this study, the informal method was used to explain verbal and visual signs by using the theory of semiotics from Saussure (2011), and the meanings was explained by using the theory by Barthes (1967) and supported by the theory of color from Wierzbicka (1996)