

ABSTRACT

Suryani, Ni Wayan, 2022. A Semiotic Analysis of Canggu Weekly Advertisement. English Study Program, Faculty of a Foreign Language, Mahasaraswati Denpasar University. Supervisor Dr. Ni Wayan Suastini, S.S., M.Hum. Co- Supervisor Dr. Putu Nur Ayomi, S.S., M.Hum.

This study aim to find out the verbal and nonverbal signs used in the Canggu Weekly Advertisement and to find out the meaning of those signs. The data source were taken from some of Canggu Weekly online website. This study was conducted through observation method and there were some steps in collecting the data. The data collected is analyzed by descriptive qualitative method. The analysis started by analysing the verbal and nonverbal based on the theory of semiotic by Saussure (1893). The analyses of verbal and nonverbal meaning is based on the theory of meaning proposed by Barthes (1977). And analysis of color used the theory color term by Wierbicka (1996). The finding was presented by the formal method which presented the verbal and nonverbal signs by using a table and the informal method. In the table of verbal signs there were forty-nine verbal signs classified into words, phrase, and sentence. Meanwhile in the nonverbal signs there were forty-four nonverbal signs classified into image, logos, and background.

Keywords: *semiotic, sign, verbal and nonverbal, canggu weekly advertisement*

The logo of UNMAS DENPASAR features a stylized, colorful figure with multiple arms and legs, set against a background of yellow and green. Below the figure, the text "UNMAS DENPASAR" is written in a bold, sans-serif font.

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