

CHAPTER I

INTRODUCTION

1.1 Background Of The Study

De Saussure, Barthes, & Bakhtin (2014, para 2) defined semiotic is the study of what people mean when they make meaning both linguistically and non-linguistically. Semiotics learns how humans interpret things around them. It refers to how people construct meaning from signs and symbols in philosophical terms. Sign systems include words, numbers, objects, and images. Semiotic learns the sign function on the image to understand the sign system contained in the logo or something related to the sign system. Berger (1984) defines society semiotic as the science of signs. In social semiotic, there are able to study communication phenomena, comprehensively and coherently as a whole rather than just as an instance of it.

Saussure (1893) defined signs as the composition of signifier and signified. The signifier is the image or sound that gives meaning. Language is a set of signs made up of letters, sounds, and symbols, which represent the meaning the speaker or writer is trying to convey in daily communication. People use a combination of these two to express what they mean. Meanwhile signified is the concept or meaning that the sign refers to.

According to Dyer (1993), verbal sign is the most common type of sign used in communication. The verbal sign included spoken and written language. In oral and written languages, we use symbols such as words, phrases, and sentences to

communicate to each other. Meanwhile the non-verbal sign or visual sign is sending or receiving of wordless message other than spoken and written, such as gesture, body language, postures of facial expression, and images are the form of non-verbal sign. Sign occur in many aspects of our life, one of them can be found in advertisement.

According to Leech (1966), advertisement is a form of communication used to persuade an audience (viewers, readers, or listeners) to take some action with respect to the product, the ideas, or the service. The traditional media, such as television, print, and radio, are usually used to view advertising. In our daily life, we find many advertisements on brochures billboards or direct email, or new media like websites and text messages, and so on. Part of advertisement such as property or accommodation, food, fashion, treatment, and so on. Most people think that the advertisement's use is to boost the product, but in fact, there are specific messages that the creator wants to deliver to the reader by the sign is the sign on the advertisement. In advertising, the verbal sign is the text, including the motto and all other words. The sign on the advertisements is made interesting and as creative as reasonable to fill the hunger of the readers or the customers.

Advertisement can be delivered in various ways, including audio, video, or through simple like magazines. Magazines are periodicals published by the mass media. The weekly or monthly magazine is one of the periodically mass media arranged to be special and compatible with reader interest. Periodic weekly or monthly magazine attract readers by giving actual news about property, beauty, service, etc. It is why many magazines released weekly or periodically. Magazine

contains the product explanation, the use and also the price. It also published by weekly magazine like *Canggu weekly Magazine*.

Canggu weekly magazine advertisements are chosen as the object of this study. The *Canggu weekly* is the leading advertising magazine in Canggu. It offers a cost-effective and efficient advertisement platform for both private and commercial customers. The *Canggu weekly* was launched in 2016. Approximately 150 locations around Canggu offer the Canggu Weekly for free. The *Canggu Weekly* has been founded to provide the Canggu community with a fast and affordable option to advertise their bars, restaurants, home-stays, hotels, shops, services or their events.

The writer is interested in analyzing commercial advertisement in Canggu Weekly because there are some verbal and visual signs found in this magazine advertisement. The writer would like to study more specific about verbal and visual signs in *Canggu weekly* magazine and explain to the readers the meaning of verbal and visual signs.

1.2 Problem of the study

On the basis of the framework above, the problems of the study are formulated as below:

1. What are verbal and nonverbal signs used in the *Canggu Weekly*?
2. What are the meanings of the verbal and nonverbal signs found in the *Canggu Weekly*?

1.3 Objectives of the study

The objectives of the study are:

1. To find out the verbal and nonverbal signs used in the *Canggu Weekly*.
2. To find out the meanings of verbal and nonverbal signs found in the *Canggu Weekly*

1.4 Limitation of the study

Based on the problem stated above there were some limitations of the study as necessary in making scientific writing. In this study, we focus on the verbal and non-verbal signs used in the *Canggu Weekly* that was analyzed based on theory sign by Saussure and the meaning of the signs in the *Canggu Weekly* that was analyzed based on the theory of meaning by Barthes. Supporting theory is the theory of color term proposed by Wierzbicka (1996).

1.5 Significance of the study

There are two significances of the study in this research, theoretical significance and practical significance.

1.5.1 Theoretical Significance

As a theoretical matter, this study expects could help provide further information about semiotic knowledge, especially the verbal and nonverbal signs to other writers or education. And they can use this paper to be reviewed as related literature that can help to solve their problem if they are interested in analyzing the similar subject.

1.5.2 Practical Significance

As a practical matter, this study could help the reader better understand the verbal and nonverbal signs used in daily advertising. The study is also hopefully useful for the next researchers who are interested in conducting research on the same topic.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

In this chapter, there were several related literatures being discussed. The literature review in this study has taken from two previous researchers which have by undergraduate students and journal that has related with this study. In those reviews, they aim to provide a comparison between related literature and this research in order to identify similarities and differences.

2.1 Review Of Related Literature

The first one was the study written by Anggraeni (2020), entitled *A Semiotic Analysis Found in Oriflame Catalogue*. She described of both verbal and non-verbal components of the advertisement reveals their meaning. The study was also aimed at finding out the similarities differences shared by those signs. Saussure (1983) proposed the following theories to analyze the data. After analyzing the meanings of non-verbal and verbal signals, the data was analyzed according to the theories proposed by Leech (1974). The result of this research at the verbal signs consist of word or text, in the form of phrases or sentence that include a hidden meaning. Visual meanings are conveyed by image which provide the kinds of brand, symbol of company.

The related literature used in this study has similarity and difference. The similarity between this study and the previous study was in analysing the sign on the advertisement. the different is the data source in used. This study used online

advertisement of *Canggu Weekly* as the data source. meanwhile the previous study used online catalogue of *Oriflame* as the data source.

The second was the study written by Santi (2019), entitle *The Semiotic Analysis of Hotel Commercial Advertisements in Sanur Area*. She described the visual and verbal signs found in the commercial advertisement and analyzed their meaning. the study was aimed to find out denotative and connotative meaning. The data were analyzed based on theories proposed by Chandler (2007). The theories of sign elements to analyzed the verbal and verbal sign proposed by Saussure (1983). Then the meaning of verbal and non-verbal signs, the data were analyzed based on theories proposed by Leech (1974:25). The result of this study is that the type of visual and verbal sign was displayed in the form of human and thing animated objects well as building, glass, plat as in animate objects. And that each sign as the signifier had meaning or signified that consist of denotation meaning which describes the sign in a literal way.

The related literature used in this study has similarity and difference. The similarity between this study and the previous study was in analyzed the advertisement's sign and the theory in used was Saussure. But the different was the data source in used. this study used online advertisement of *Canggu Weekly Magazine* as the data source. while the previous study used Hotel Commercial Advertisement as the data source.

The third related literature was a journal article entitled "*An Analysis of Semiotic Found in Nivea's Advertisement*" written by Kadek Juliarti, (2020). She

described the verbal and non-verbal signs found in the advertisement and analyzed their meaning. The data source in this study was taken from Advert Gallery. The data were analyzed based on the theory of sign by Saussure (1893) and the theory of meaning by leech (1974). The other theory was used to analyze the term color by Wierzbicka (1996). The result of this study at the verbal signs is conveyed by text in the form of phrases or sentences to support the statement that includes a hidden meaning. Non-verbal signs used the symbol and picture as a message or communication other than oral and written such as body language, gesture, posture, or facial expression.

The related literature used in this study has similarities and differences. The similarity between this study and the previous study was in analyzed the sign on the advertisement. But the difference is the data source and the theory in use. this study used the online advertisement of *Canggu Weekly Advertisement* as the data source. Meanwhile, the previous study used *Nivea's Advertisement* as the data source.

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2.2 Concepts

The concepts consist of two parts. The first part was the concept of semiotic, second of advertisement, which further description is given below:

2.2.1 Semiotic

De Saussure, Barthes, Bakhtin (2014, para 2) Semiotic is the study of how people make meaning through both linguistic and non-linguistic ways. Semiotics learns how humans interpret around them. It is a theoretical concern with the

concept of how people use signs and symbols in meaning-making. The sign system is contained of objects, words, numbers, and images. Semiotic learns the sign function on the image to understand the sign system contained in the logo or something related to the sign system. Roland Barthes stated that semiology aims to take of sign whatever their substances and limits like: images, gesture, music, sound and object.

Saussure (1893) defined signs as the composition of signifier and signified. Signifier is the form which the sign takes. It is the language's subject matter, which consists language's subject matter, which consist of letters, sounds, and symbols to indicate what the writer or speaker wants to communicate. In everyday communication, people use a combination of these two expresses what they mean. Meanwhile signified is the abstract concept it represents both in verbal and non-verbal sign.

According to Dyer (1993) The verbal sign is the most common sign used in communication. The verbal sign includes spoken and written language. In written and spoken language, we use conventional symbols such as words, phrases, and sentences to convey our thoughts, ideas, and feelings to others. Meanwhile the non-verbal sign or visual sign is sending or receiving of wordless message other than spoken and written, such as gesture, body language, postures of facial expression, and images are the form of non-verbal sign. Sign occur in many aspects of our life, one of them can be found in advertisement

2.2.2 Advertisement

According to Leech (1966:25), advertisement is a means of communication which tries to persuade people or telling people about certain product, job or service and it can take the form of notice, picture, text, film, song, or combination of all.

According to Leech (1966) The advertisement is a form of communication used to persuade an audience (viewers, readers or listener) to take some action with respect to product, ideas, or service. The advertising industry has developed tremendously and is a part of our daily lives. Advertising is normally settled by sponsors and desire via various traditional media. Almost every day in our daily life we find many advertisements on television, radio, newspaper, magazine, brochure, billboard or direct email, or new media as well as text message and website. There are many types of advertisement as well as property or accommodation, sport, food, fashion, treatment, etc. Most people guess that the purpose of the advertisement is to promote the product, but in actuality, there are certain messages that the creator wants to convey to the reader by the advertisement's sign. As in advertisement, the verbal signs are the words, like slogan and the text in the advertisements. The sign on the advertisements is made interesting and create as many creative solutions as manageable to satisfy the preference of readers or customers.

2.3 Theories

Theoretical framework related to the theories that needed to support analysis. There were three kinds of theory need to be used in this research. The first

was the theory of *Course in General Linguistic* by Saussure (1893) has used to obtain the verbal and non-verbal or visual sign. The second was the theory *element of semiology* (1977) by Roland Barthes was used to analyze the meaning of the data source. Supporting theory was the theory of color term proposed by Wierzbicka (1996).

2.3.1 Semiotics

Saussure (1893) defined signs as the composition of signifier and signified. Signifier is the form which the sign takes. The language's subject matter include letters, sound, and symbols to represent what the speaker or writer wants to communicate. In everyday communication people use a combination of these two expresses what they mean.

In other words, signified is the concept of representation or meaning that the sign refers to. A sign the whole that created from the association between the signifier and the signified. A signifier is the word which signifies. Those are the letters, sounds, and symbols that allows the speaker or the writer to convey what they intend to communicate. Signification describes the relation between a signifier and signified, and the arrows display it on Saussure's diagram. The horizontal line that separates the two elements of the sign is called 'the bar' can be seen as follows:

Diagram 2.1 Saussure Diagram



(Source : Saussure, 1893:69)

1. Verbal Signs

The verbal sign is the most common sign used in communication. The verbal sign consists of spoken and written language. In both spoken and written language we use conventionalized linguistic symbols such as words, phrases, and sentences to convey our thoughts, ideas, and feelings.

2. Non-Verbal Signs

The non-verbal sign or visual sign is sending or receiving of wordless message other than spoken and written, such as gesture, body language, postures of facial expression, and images are the form of non-verbal sign. Sign occur in many aspects of our life, one of them can be found in advertisement.

2.3.2 Type of Meaning

According to Barthes (1977: 91) entitled "*Element of Semiology*" the semiotic theory is concerned with symbols, which are images, gestures, sounds, and objects. As a result, they create social value and cultural perspective. And Barthes stated that semiotic is part of linguistics, precisely the part that signifies discourse. In his theory, Barthes states that the semiotic can be described into two different levels, denotative and connotative.

1. Denotative

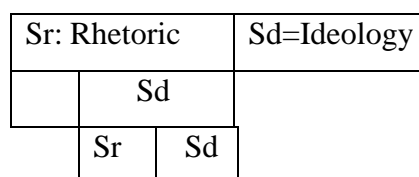
According to Barthes (1977: 93) a denotative meaning is a meaning that is directly related to what we see or to reality, resulting in an explicit, direct, and definite meaning. It is meaning of the visual sign as a whole. The denotative level is the basic type of sign in society, namely the level of meaning that is often agreed upon socially. Denotative refers to words that contain no feelings.

2. Connotative

According to Barthes (1977: 91) a connotative is the style of text, the manner with which it is decorated. Barthes stated a “connotation sign” refers to the signified of an ideology, the signified becomes a “rhetoric,” both pointing back to a “areal system” via metalanguage, and there are no differences made between message and message sign. Thus, for Barthes, anything with provides meaning becomes a sign, and any collection of sign becomes a system, even though nothing can be proved about the intention to communicate, the presence of a complete sign inventory, the existence of combination rules, or opposite characteristic.

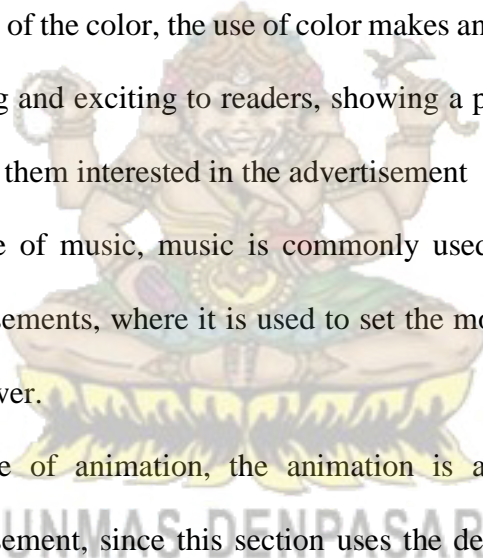
To make it more understandable, Barthes (1977) produced his map
Process of Conotation:

Diagram 2.2 Barthes Diagram



(Source: Barthes, 1977:93)

According to Barthes (1977:90) In addition to language's denotative and connotative functions, Barthes divides language into two forms, namely verbal and non-verbal signs. Verbal signs are any signs related to the text, such as the poster text, title, name, and information. Meanwhile, nonverbal signs are images contained in advertisements that can support verbal signs to enhance advertising's appearance. In addition, they have meaning that can convey an important message to the reader:

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- a. The use of the color, the use of color makes an advertisement more eye-catching and exciting to readers, showing a person's artistic value and making them interested in the advertisement
 - b. The use of music, music is commonly used in television and radio advertisements, where it is used to set the mood or evoke a feeling in the viewer.
 - c. The use of animation, the animation is a creative aspect of the advertisement, since this section uses the design to increase sales by making the advertisement as interesting as possible to attract customers.

Wierzbicka (1996) proposed that colors are more important than the actual wording of the advertisement. there are six basic color terms as bellows:

- 1) Black and white, dark and light

Wierzbicka (1996:303) proposed black and white are opposite color and closely related to the dark and light. The word dark and light (as color

destination) are link to the darkness of night and the light of the day respectively. Seeing dark object remains people of the seeing thing at time when it is dark and seeing light object reminds them of the experience of seeing things a time when it is light.

Black is associated with power, elegance, formality, death, evil, and mystery. Meanwhile, white is associated with light, goodness, innocence, purity, and cleanliness. As oppose to black, white usually has a positive connotation. White can represent a successful beginning. In heraldry, white depicts faith and purity. In advertising, white is associated with coolness because it is 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 of grass Wierzbicka (1996:307) green is associated with ambition, fertility, success, natural, and harmony.

3) Blue

Wierzbicka (1996:310) divides the blue color into two part in his theory. The first is a color that used to describe health, healing, calm, understanding and softness. The second is dark blue is represent knowledge, power, integrity, and seriousness. And also blue is the color that usually used to describe the sky. Beside the sky, blue is also use to describe water, such as lake or sea.

4) Red

The nearest equivalent of red is related to the word for “blood”. Meaning as cited in Wierzbicka (1996:310), declares that red is ‘a rich warm color’ of course the word ‘rich’ and ‘warm’ are used here morphological. Light red represents 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

Wierzbicka (1996:316) proposed yellow is also considered as a ‘warm’ because it is 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 decay, and jealousy. Light yellow is associated with intellect, freshness, and joy. The gold color is cousin to the color yellow and the color brown and is also associated with illumination, love, compassion, courage, passion, magic, and wisdom.

6) Brown

Wierzbicka (1996:327) proposed brown color is mainly dark-grayish orange and dark-grayish or blackish yellow color. There are many browns in our environment. For example, earth, wood, leather, and human skin considered as a brown which has different proportion of black and white. This color is most associated with reliability, stability, and friendship.