

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Semiotic is a study of how signs make a meaning. Fiske (2010) states that semiotic is a study of signs and how it works. According to Saussure (2011), also known as the “Father of Modern Linguistics”, we look forward to any science that deals with the lives of signs in societies. He named it semiology from the Greek semion “sign”.

Signs are classified into 2, namely verbal signs and visual signs. A sign can also be understood as signifier (what do you see/hear), and signified (what do you think). A sign that refers to an image or sound is called a signifier. Meanwhile, a sign that refers to the concept of the image or sound is called signified. Signifier and signified can be combined into a signification (Saussure, 2011). The meaning of signification proposed by Saussure and Barthes is vastly different. According to Barthes (1967), a signification is divided into two kinds, there are denotation (denotative) and connotation (connotative). A literal meaning of a word, phrase, or sentence is referred to as denotation. Meanwhile, the connotation is a secondary meaning of a word, phrase, and sentence.

In terms of communication, the use of signs usually can be used by any kind of media, one of them is advertising media. Dyer (2008 : 2) states that “advertising means drawing attention to something, or notifying or informing somebody of something”. In addition, advertising can also encourage or increase

awareness of health and other social issues. Advertisements can be formed from various types, such as films, posters, and magazines. Nowadays, advertisement plays an critical function, spesifically in this COVID-19 pandemic to spread positivity that can encourage human beings on this difficult time. The existence of this COVID-19 advertisements are aimed to attract people attention that they are attentive of the information and messages contained in the advertisements. In general, advertisements are presented in a unique and very attractive. There are two kinds of advertisements, which are commercial advertisements and non-commercial advertisements. A commercial advertisement is one that promotes the sale of a product or service. Meanwhile, a non-commercial advertisement is a public service advertisement used to inform something or not sell a product or service. COVID-19 advertisements are one example of non-commercial advertising.

COVID-19 takes a huge toll on the whole world requiring governments and non-governments to be more alert to the deadly Coronavirus. The Indonesian government also sought to break the COVID-19 spread chain with work from home, study from home, and still use health protocols such as keeping a social distance (about 1 meter), washing your hands with soap, and wearing masks (covering your nose and mouth). The COVID-19 virus represents the greatest public health disaster of the last hundred years. We will see that mobilizing the medical network and committing major resources is the most effective way to make sure that the death toll is dropped significantly and the situation returns to normal (Mosley, 2020 : 6-7).

Based on the explanation above, this study aims to analyze the signifier and signified of verbal and visual signs in COVID-19 advertisements. After analyzing the signifier and signified, this study can discover the denotative and connotative meaning in COVID-19 advertisements. A semiotic approach can be used to answer research questions. The researcher chooses this advertisement to be analyzed in this study, because there are some factors. First factor, COVID-19 is the popular phenomenon in the world, most of COVID-19 advertisements illustrate the current situation as well as the responsibilities that must be carried out during COVID-19 pandemic. Second factor, the COVID-19 advertisements by NIH (National Institutes of Health) presented many kind of message in the form of texts and pictures in order to emit and help the readers understand how to protect their health throughout the COVID-19 pandemic. Based on those cases, the researcher found that the signs should to be analyzed and observed using a semiotic approach. This study related to verbal and visual signs that show in COVID-19 advertisements.

1.2 Problems of the Study

As what this study explains in the background of the study, this study would try to analyze the signs that used in advertisements especially in COVID-19 advertisements. Based on the background of the study above, the problems of the study can be formulated as follows:

- 1) What are signifier and signified of verbal and visual signs presented in COVID-19 advertisements by National Institutes of Health?

- 2) How is denotative and connotative meaning of each COVID-19 advertisements by National Institutes of Health?

1.3 Objectives of the Study

Based on the problems of the study above, the objectives of this study are :

- 1) To find out the signifier and signified of verbal and visual signs presented in COVID-19 advertisements by National Institutes of Health.
- 2) To analyze the meaning of denotative and connotative in COVID-19 advertisements by National Institutes of Health.

1.4 Limitation of the Study

The limitation of the study is crucial in making the discussion more specific and avoid board discussions. Therefore, this research limits the study on concerning in semiotic analysis in COVID-19 advertisements. This study focuses on 10 advertisements on the National Institutes of Health websites. Therefore, this research limits about the signifier and signified in order to support the realization of semiotic signs by Saussure (1916) theory and analyze the denotative and connotative meaning of every sign in COVID-19 advertisements that can be interpreted through semiotic analysis by Barthes (1967) theory. The theory of Color Terms by Cerrato (2012) as the supporting theory. The analysis focuses on the pictures, sentences, and color use of the advertisements.

1.5 Significance of the Study

This study is concerned with semiotics analysis found in COVID-19 advertisements. One of the principal objectives taken into consideration in conducting the present investigation is the significance of the expected findings of the research. The result of this study are expected to provide both theoretical and practical significance.

1.5.1 Theoretical Significance

Theoretically, this study would be expected to contribute and support the theories and empirical findings of the existing sign theory. Moreover, it also helps the reader to increase knowledge of understanding by analyzing signs in the advertisements so that its hidden meaning can be found.

1.5.2 Practical Significance

Practically, the result of this study are both useful for students and English lectures. First, for the students, the result of the study hopefully increase students motivation to learn English, especially in how someone analyzes an advertisement accompanied by signs of implicit meaning. Second, for the lectures, the result of this study provide them with feedback that could be used as an indicator in teaching semantics. English lecturer should be more proficient, active, and innovative in planning teaching programs. These teaching programs should make the students serious, challenging, and interesting to participate in teaching learning process.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter presents and explains some points regarding to the semiotic analysis. It consists of review of related literature, concept, and theoretical framework, those are divided into subchapters. There are three previous undergraduates paper used as a review of related literature. The next subchapters are concepts about semiotic, COVID-19, advertisement, and National Institutes of Health that related to this study. Theoretical framework explain the theories that used to analyzing the data.

2.1 Review of Related Literature

The first undergraduate thesis entitled “An Analysis of Verbal and Non-Verbal Signs in Himalaya Herbals Advertisements” written by Oktaviantara (2020). In this previous thesis was carried out with involving two problems of the study. There are the verbal and nonverbal signs occurred in Himalaya Herbals advertisements and the meaning of verbal and nonverbal signs appeared in Himalaya Herbals advertisements. The data source of this previous study was taken from www.himalayaherbal.com and www.amazon.com. The method that used in this previous study is qualitative method. In analyzing the data, there are two theories used in this previous study. The first theory is the Semiotic theory by Saussure as cited by Chandler (2002), and the second theory is the Semantic theory proposed by Leech (1981) to answer the problem of this previous study. In the result of this previous study show that all of Himalaya Herbals advertisements

use both verbal and non-verbal signs to support each other and aim to attract the attention of readers. Also, the writer of this previous study found four types of meaning. There are conceptual, affective, reflected, and connotative meaning are used to convey information from the message in advertisements. The similarities between the previous study and this study had the same aims which is about the verbal and non-verbal signs and also their meaning. The differences between the previous study and this study are the theory that used and the data source. Oktaviantara's thesis used Semiotic theory by Saussure as cited by Chandler (2002) which used to analyze the verbal and nonverbal signs, and Semantic theory proposed by Leech (1981) which used to analyze the meaning of verbal and non-verbal in Himalaya Herbals advertisements. Meanwhile, this study used Saussure's theory of semiotics (1916), the theory of meaning by Barthes (1967), and the theory of color by Cerrato (2012). In the data source, the previous study used eight data sources from Himalaya Herbals advertisements, meanwhile this study used ten data sources from COVID-19 advertisements by National Institutes of Health websites.

The second undergraduate thesis entitled "An Analysis of Verbal and Non-Verbal Signs in the Selected Skincare Advertisements" written by Suwitri (2021). This previous thesis was conducted with two problems, they are the verbal and nonverbal signs used in skincare advertisements, as well as the meaning of those signs. The data for this previous study was obtained from websites and Google. The qualitative method was used in previous study by presenting a description of the data. In analyzing the data, used two theories in previous study. First theory is

Semiotic and meaning by Barthes (1964) and the supporting theory of Color by Wierzbicka (1996). For the result show that there are 41 verbal and 32 non-verbal signs. The similarities between this study and previous study had the same aims which is about the verbal and non-verbal signs, as well as their meaning. The differences between this study and previous study are the data source and the theory that used. In the data source, the previous study used nine data sources from skincare advertisements, meanwhile this study used ten data sources from COVID-19 advertisements by National Institutes of Health websites. Suwitri's thesis used Semiotic and meaning theory by Barthes (1964) which used to analyze the verbal and non-verbal signs and the meaning, theory of Color by Wierzbicka (1996) to support the main theory. Meanwhile, this study used Saussure's theory of semiotics (1916), theory of meaning proposed by Barthes (1967), and the theory of color by Cerrato (2012).

The last is an article written by Prasetya, Erfiani, and Suari (2019) entitled "The Verbal and Visual Signs of Tourist Attraction Found in Bali Best Adventure Magazine". In the previous article, there were two problems. First, is the type of verbal and visual sign found in Bali Best Adventure Magazine's tourist attraction advertisements. Meanwhile, the second problem is the functions and the meaning of signs that used in Bali Best Adventure Magazine's tourist attraction advertisements. The previous study used Ferdinand de Saussure (1966) and Leech (1981) theory. The data in the previous study was also analyzed using a descriptive qualitative method. The previous data were taken from the tour services advertisement found in Bali Best Adventure Magazine. As the result,

there are some points can be concluded. First, the previous study found that every advertisement has a verbal signs that consist into 4 parts : the headline, the body copy, the signature line, and the standing detail. The previous study discovered that the visual signs are made up of various colors such as blue, green, yellow, and black. The conceptual, connotative, and affective meaning are used to provide the information from the message in advertisements. The advertisements also have informational, directive, and expressive functions. The similarities between this study and previous study had the same aims which is about the verbal and non-verbal signs, as well as their meaning. The differences between this study and previous study are the data source, the problems, and the theory that used. In the data source, the previous study used five data sources from Bali Best Adventure Magazine, meanwhile this study used ten data sources from COVID-19 advertisements by National Institutes of Health websites. For the problems, the previous study also discuss about the function of the language, meanwhile this study did not discuss about it. The previous thesis used Semiotic by Saussure (1966) which used to analyze the verbal and non-verbal signs, as well as Leech's (1981) theory of meaning and the function of language, to support the main theory. Meanwhile, this study used the theory of Semiotic by Saussure (1916), theory of meaning by Barthes (1967), and the theory of color by Cerrato (2012).

2.2 Concepts

There are some of the concepts that will be discussed in this study. The concept of this study divided into four concepts, those are :

2.2.1 Semiotic

Semiotic is a study of how signs and symbols make a meaning. Fiske (2010) state that semiotic is a study of signs and how it works. This semiotic aims to express the purpose of communicating whatever thoughts, feelings, or expressions the producer wants to convey to the audience through the composition of signs. Oxford Advanced Learner's Dictionary explains semiotics is the study of signs and symbols and of their meaning and use.

2.2.2 COVID-19

COVID-19 is one of the disease outbreaks caused by Sar-Cov-2, or Severe Acute Respiratory Syndrome Coronavirus 2, a new Coronavirus variant, and the case was reported in Wuhan, China, for the first (Yuliana, 2020). COVID-19 has caused millions of deaths and few of people have survived this illness. Besides that, this virus can spread from person to person.

2.2.3 Advertisement

Advertising is one of the methods or media used to convey information or messages intended to promote a product of either goods or services. The advertising presentation basically uses creative elements of delivering an advertisement's message itself.

2.2.4 National Institutes of Health

The National Institutes of Health (NIH), part of the U.S. Department of Health and Human Services, is the nationwide medical research agency, making significant discoveries that improve health and save lives.

2.3 Theories

There are three theories used in this study to help analyzing the problems. The first theory is Semiotic proposed by Saussure (1916) used to find out the signifier and signified of verbal and visual signs. Second, theory of meaning by Barthes (1967) used to analyze the denotative and connotative meaning. Besides this theory, this study also used the supporting theory about the theory of Color Terms proposed by Cerrato (2012).

2.3.1 Theory of Semiotic

Semiotic is the theories of how people use signs and symbols to express a meaning. Semiotic also known as semiology. Ferdinand de Saussure was a linguist expert who used semiology term to studying a sign. He is widely regarded as the “Father of Modern Linguistics”. According to Saussure (1916 : 66), sign is divided into sound image, and concept. The sign can be presented by the drawing bellow :

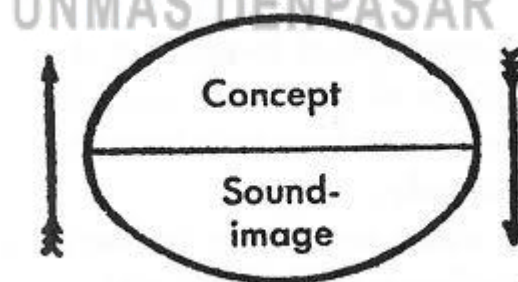


Figure 2.1 Saussure's Concept and Sound Image

Based on the figure above, we can understand that concept and sound image are two elements that cannot be separated. Ferdinand de Saussure wants to give the emphasize that linguistic signs do not unite things and a name, rather than

concepts and sound images. Then, the concept and sound images can be combined as a sign (Saussure, 1916 : 66). Ferdinand de Saussure have inseparable concepts of signs, they are:

a. Signifier

A signifier is an aspect that can be felt by the senses. It means that the signifier can give a meaning that includes words, sentences, images, or sounds. However, signifier also intends to realize a sound image that is closely related to the signified or concept (Saussure, 1916 : 67).

b. Signified

A signified is an aspect includes a concept, a meaning, or a thing that can be shown by the signifier (Saussure, 1916 : 67).

Ferdinand de Saussure explained the concept of signs in a diagram that is referred to as a dyadic diagram that can be visible as follows :

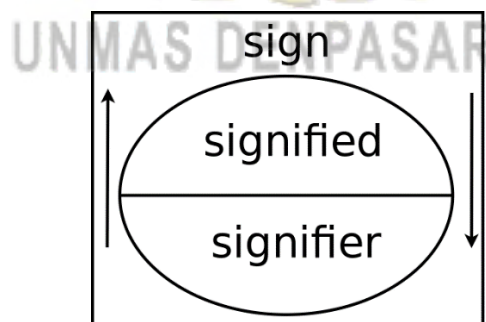


Figure 2.2 Dyadic Diagram

From the diagram above, it can be seen that the sign could be a results of the association between the signified and the signifier. The relationship between the signifier and signified is understood as signification, which is depicted

diagrammatically by the horizontal arrows on either side of the diagram (Saussure, 2011 : 115). It can be concluded that the representation of the signified and signifier in a sign cannot be separated from one another and cannot exist without the other.

For example :

Sign : the word “close” (It gains meaning from a person who sees it on a store doorway).

Signifier : the word “close”

Signified : that the store is closed for business

2.3.2 Theory of Meaning

According to Barthes (1967), there are 3 concepts, those are signification, denotation and connotation.

2.3.2.1 Signification

Signification can be arranged as a process in the form of action that binds the signifier and the signified, to produce a sign (Barthes, 1967 : 48). The relation between the signifier and the signified become a signification. The signification divided into two parts, they are denotation and connotation. Denotative and connotative meaning has a different meaning. Denotation and connotation are two terms that used to describe the relation between the signifier and the signified. Barthes (1967 : 89) differentiates between denotation and connotation using the terms order of signification by Hjelmslev opinion's. Denotation is the first order

system of signification. Meanwhile, connotation is the second order system of signification.

2.3.2.2 Denotation

In general, denotative meaning is a literal meaning or dictionary meaning or the exact literal meaning of a word, phrase, and sentence as contrast to its connotative meaning. In this case, denotative meaning or denotation refers to the real or actual word for which we can find a meaning in a dictionary. In advertisement, denotation is what an image absolutely show in immediate look as opposed to what it is assumed (Barthes, 1967 : 89-90).

2.3.2.3 Connotation

Connotative meaning is a secondary meaning or hidden meaning of a word, phrase, and sentence. It means that the connotation is not to be had at the dictionary list or having a literal meaning. Connotation emphasizes interpretation, the break of everything which exist behind the sign based on individual experiences (Barthes, 1967 :91).

For example :

There is a yellow flag is set in the corner

Denotation : a yellow flag is set in the corner

Connotation : it means that someone has died.

2.3.3 Theory of Color Terms by Cerrato

Color is the most appealing thing and is a form of visual communication. Color can signify or convey a greater than unusual feeling in order to make what

is given or promoted by the advertisement more evident and to attract the readers to read the message. According to Cerrato (2012), the color terms could be divided into :

1. Red

The red color is a warm and positive color. It has a meaning of passion, danger, speed, sex, strength, excitement, energy, war, desire, power, determination, blood, leadership, and action. The red color can create a passionate reaction, which can be positive or negative (Cerrato, 2012 : 4).

2. Orange

Orange is a color that represents happiness, creativity, attraction, stimulation, encouragement, success, fascination, enthusiasm, warmth, playfulness, and flamboyance (Cerrato, 2012 : 6).

3. Yellow

The yellow color is associated with sunshine, cheerfulness, and cowardice. Yellow has a warming impact, encourages cheerfulness, and brightens people spirits, increases mental activity and muscle energy (Cerrato, 2012 : 7).

4. Green

Green is a color that represents growth, reborn, and renewal. Green has advantages in all aspects of health and healing since it can represent something 'new' and fresh (Cerrato, 2012: 10).

5. Blue

Blue is the most universally favored color and thus the safest to use. Blue symbolizes reliability, consistency, and personal responsibility. It inspires

wisdom and higher ideals, but it is also conservative and predictable (Cerrato, 2012: 11).

6. Purple

Purple is a color associated with wisdom, mystery, spirituality, and magic. This color is more suitable for use by women than men (Cerrato, 2012 : 13).

7. White

The white color can symbolize security, cleanliness, purity, goodness, and innocence. This color is a perfect blend of all the colors in the spectrum, symbolizing both the positive and negative aspects of all (Cerrato, 2012 : 14-15).

8. Black

The opposite of white is black. Death, mystery, elegance, and power are all possible associated with this color (Cerrato, 2012 : 15-16).

9. Pink

This color relates to affection, love, romance, and sweetness. Pink can relate to understanding human feelings, and warmth (Cerrato, 2012 : 17).

10. Gray

Gray is a color that represents intelligence, security, and knowledge. This color can also be used to denote safety and maturity (Cerrato, 2012 : 20).

11. Brown

Brown is a color that expresses strength, reliability, and durability. Brown is also a natural color that can deliver a positive messages (Cerrato, 2012 : 20).