

ABSTRACT

Casmita, Putu, 2022. **An Analysis of Verbal and Non-Verbal Signs in Starbucks Advertisements**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M. Hum. Co-Supervisor: Ida Ayu Mela Tustiawati, S.PD.,M.Ed.

Advertisement is an announcement in a public promoting a product, service and job vacancy and it aims to persuade people to purchase goods or services. A good advertisement is one that has the ability to influence consumers. The aims of this study are to find out the verbal and non-verbal sign and also explain the meaning of the verbal and non-verbal signs that was contained in the “Starbucks” advertisements. There were nine (9) advertisements as the data source taken by downloading the picture from the internet especially on the pinterest website entitled gallery starbucks that was uploaded by Rosemary Wang. The theory used in this study was theory of Semiotics proposed by Saussure (1983) to describe the verbal and non-verbal sign. Theory of meaning proposed by Barthes (1964) was used to analyzing the meaning. And the support theory of colors purpose by Wierzbicka (1996). The data of this study were analyzed using the qualitative method. As a result there are 24 verbal signs and 22 non-verbal signs. The verbal signs found in the data was used to attract people's attention by using interesting sentences and words. Meanwhile, non-verbal signs in the data are support for verbal signs by using colors that can increase people's interest in the advertisement. In this study the connotative meaning and the denotative meaning have almost the same amount because these advertisements some use hidden meaning and some clearly mention the meaning.

Keywords: *verbal sign, non-verbal sign, meaning, Starbucks advertisement*