

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is the process of transferring, receiving and sharing information. In this world, human beings communicate with each other using language. According to Keraf (2005: 1) there are two meanings of language. First, language is communication between members of the public in the form of a symbol, and the sound produced by what humans said. The second understanding tells that language is a communication system and it uses symbols vocal (speech sound) which are arbitrary. Meanwhile Walija (1996: 4) reveals the most comprehensive and affective approach definition, which explains that language is used to communicate messages, ideas, feelings, opinions, and intentions to others. The use of language is not only for everyday conversation, however many things are done with language. One of the examples is a company that sells its products through advertising. An advertisement must consist of language, although it may not consist of spoken language or may consist only of gestures.

Advertisement is all forms of promotional messages from products or services that conveyed through mass media such as electronic media, printed media, or online media to be shown to the public. Therefore, when a company promotes its product with a good advertisement, people will easily remember the products. Besides, an advertisement has an important role in increasing a company's revenue. The right choice of language in an advertisement is very important, because

companies can build the image of their products and convey the right message to their consumers. According to Gilson & Berkman (1980) advertisement is persuasive communication media. It designed in order to produce a response and help to achieve the marketing purposes or the objectivity of a company. Meanwhile Dyer (1993: 5) stated that advertisement is one of means, which used by service and manufacturing industries in order to ensure the distribution of commodities to the community. In the advertisements, there are always sign of the messages that companies want to convey to the consumers. This sign of the messages called semiotic.

Semiotics are the theory and study of signs and symbols, primarily as elements of a language or communication system. It investigates into how meaning is created and how meaning is communicated. People's thoughts, actions, and what people do automatically are usually governed by complex sets of cultural conventions and messages, those are depend on people ability to interpret them instantaneously and instinctively. Everyone is a semiotician; it is because everyone has the ability to unconsciously interpret the meaning of the signs around them, such as signs on the highway, the meaning of traffic light colors, and the meaning of an advertisement when seeing it for the first time. Chandler (2002) stated that no word is only a representation of something, also known as a signifier, and that it should be paired in the brain with the signified or something itself in order to be considered a sign. In other words a signifier (significant) is the physical reality or material sign of the language, such as the sounds, actual letters, and symbols; they are utilized to indicate what the speakers/writers intend to say or convey.

Meanwhile, signified (signify) is how the viewer perceives or interprets. A signified is not a material object, it is an abstract concept of what the signifier means. Saussure (1983) stated the integration that results from the combination of the signifier and what is signified. Both a signifier and signified must contain in a sign. Furthermore, signs are can be divided into two types; there are verbal sign and visual sign. Verbal sign is the most common signs which including spoken and written languages such as words, phrases and sentences that allow us to deliver our thoughts, ideas and feelings to others. Meanwhile visual sign is commonly image or picture. Pictures are often easier to understand than words; they also have more effect and provide more opportunities for conveying mood and imagination.

The existence of the advertisement of mineral water product with recycled bottle is important thing in this globalization era and it have noticed by people. The advertisement of mineral water product with recycled bottle certainly becomes the appropriate instrument to attract the interest and curiosity of the people; it also can give more information and raise awareness of people to prefer mineral water product with 100% recycled bottle. Therefore, this study is interested to analyze the verbal and visual signs found in AQUA Life advertisements. AQUA Life is an innovative product from AQUA with 100% recycled bottle, created in Bali as a proof of AQUA's commitment to use plastic wisely and preserving nature. AQUA is one of well-known mineral water brand in Indonesia. Moreover, this research used AQUA Life video advertisements as objects due to these advertisements contained many symbols, colors and languages which interesting to investigate the messages conveyed by verbal and visual signs.

1.2 Problems of the Study

Based on the background above, the problems can be formulated as follows:

1. What verbal and visual signs are used in AQUA Life advertisements?
2. What are the meaning of verbal and visual signs in AQUA Life advertisements?

1.3 Objectives of the Study

The objectives of this study can be seen as follows:

1. To find out verbal and visual signs which contain in AQUA Life advertisements.
2. To analyze the meaning of verbal and visual signs in AQUA Life advertisements.

1.4 Limitation of the Study

In relation to this writing, the scope of discussion covers a wide range area. Therefore, it is necessary to limit the discussion to certain fields in order to avoid overlapping discussions. The limitations of this research were only focused on analyzing the verbal and visual signs and also the meaning of verbal and visual signs in AQUA Life advertisements.

1.5 Significance of the Study

This study is expected to provide several benefits for the readers and contained two basic significances, there were theoretical and practical significances.

1.5.1 Theoretical Significance

Theoretically, this study is expected to provide more knowledge for Semiotics analysis, especially verbal and visual signs as well as discovered the meaning in the video advertisements.

1.5.2 Practical Significance

The results of this research are expected to help readers understand the verbal and visual signs that are commonly utilized in advertisements. Furthermore, this study also expected to provide inspiration and reference for further researchers who are interested in conducting research on semiotic signs and understanding the signs and meaning contained in an advertisement.

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CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

In this chapter presents and explains several points related to the signs analysis. Those consist of a review of related literature, concepts and theories, which divided into sub-chapters. There were two thesis and one article from a journal that used as a review of the related literature. The next subchapter were the concept of advertisements and semiotics in regards to the study and also the theories that were used to analyze the data.

2.1 Review of Related Literature

The literature review in this study was conducted by reviewing three previous studies. First, a thesis from Dilasari (2019) entitled “Semiotic Analysis of Ruang Guru Application Advertisement”. The data of Dilasari’s study was taken from five online advertisements in the posters of Ruang Guru Application. It analyzed and elaborated the interpretations of the semiotic sign in the poster of Ruang Guru Application advertisements. This study used Peirce theory about semiotic signs, theory of the production and interpretation of meaning from Copley (2001). The findings of this study showed that there were 49 types of semiotic signs found in the five poster advertisements of the Ruang Guru application. They included 25 symbols, 11 icons, 14 indexes, and the interpretation of signs were described from the object based on the classification of the sign and the relationship between the sign or representation. The similarities were both studies analyzed semiotic signs, which appeared in commercial advertisements and both used descriptive

qualitative method. Meanwhile the differences were the data sources and theory used. Previous study used five posters as the data source and the data analyzed based on the type of semiotics proposed by Peirce. However, this study used three videos as the data source and used theory semiotic proposed by Saussure (1983) and theory of meaning by Barthes (1964).

The second thesis was from Syahdini (2019), entitled “Semiotic Analysis of L’Oréal Paris Advertisement”. This study aimed to find semiotic signs and described the connotative meaning contained in the selected L’Oréal Paris video advertisements. The writer used a descriptive qualitative method in the study. The writer found the form nonverbal sign were more dominant in three L’Oréal Paris video advertisements, which contained of verbal and visual signs; they were utterances, pictures and also body languages. The similarities between the previous study and this study were both studies used three video commercials as data source and both writers used similar theory developed by Barthes. However, the differences were this study only focused on analyzing verbal and visual signs and the meaning contain in video advertisements, meanwhile the previous study analyzed semiotic signs and discovered why connotative meaning influenced the perception of beauty in three video L’Oréal Paris advertising from 2013, 2014, and 2018.

The third was an article written by Fajar and Setyaningsih (2015), entitled “An Analysis of Oriflame Woman Perfume Advertisements”. The theories applied in this research was an illocutionary act theory by Searle's (1977). Searle explained the illocutionary acts divided into five types, they are; declarative speech actions

affect the world by their words, assertive speech acts explain situations or occurrences in the world, and expressive speech acts convey psychological emotions and can include statements of pain, pleasure, joy, sadness, likes, or dislike. The directive speech act is used to convince someone else to do something, whereas the commissive speech act is used to commit oneself to a future action. The second theory is Peirce's (1931) who proposed that semiotics are signs can take the form of sounds, words, odors, flavors, images, objects or acts, but they have no inherent meaning and only become signs when we fill them with meaning. The data analyzed used descriptive qualitative. The previous study results showed that from the analysis of verbal tools, there were seventeen illocutionary acts found in the tagline and body copy of the ad. The first illocutionary in the data was assertiveness because advertisers want their products to become well-known and persuade readers by the use of descriptions, information, claims, and statements and the second was a directive, it because the advertiser gives orders to the reader, especially women to use perfume. In addition, the researcher also found the result from verbal and non-verbal analysis; the first was each background image's signs, which converted into objects and interpretants through the process of cognition and hidden messages from advertising Oriflame perfumes.

The related literature used in this research had the similarities and differences. The similarities between the previous study and this study were analyzing the verbal and visual signs that consist in well-known brand advertisements. Meanwhile, the differences appeared in the theory used and the data sources. In the previous study, the writer used an illocutionary acts theory by Searle (1977) and the semiotics

theory by Peirce (1931). The data source used in the previous study was a catalogue picture of cosmetic advertisement found on *Oriflame* website. However, this study used three mineral water video advertisements found on YouTube platform entitled *AQUA Life – Redefine Your Normal*, *AQUA Packaging Innovation 100% Recycled Plastic* and *AQUA Life – Care for Nature, Nature Cares for You*.

2.2 Concepts

The concepts in this study were illustrations regarding to the definition of the title in this study. The concepts in this research were divided into four categories, namely the concept of verbal sign, visual sign, the concept of advertisement and AQUA Life.

2.2.1 Verbal Sign

Chandler (2001: 27) stated that verbal sign is defined as something that deals with word and text. According to De Lozier (1976) verbal signs literally will express on the package, including brand name, information of the product, country of origin and the producer. Based on the statement above, verbal signs can deliver the messages directly, both orally and in writing.

2.2.2 Visual Sign

According to Chandler (2001: 27) visual sign is defined as the pictures or gestures that are not spoken, but still can convey meaning. Meanwhile Veryzer (1993) stated that visual signs refer to aesthetic aspects and design elements. It means several aspects such as size, shape, material, pattern, typeface, and color will express in these visual signs.

2.2.3 Advertisement

According to Dyer (1993: 5) advertisement is one of means, which used by service and manufacturing industries in order to ensure the distribution of commodities to the community. In the advertisements, there are always sign of the messages that companies want to convey to the consumers. However, Gilson & Berkman (1980) stated that advertisement is persuasive communication media and it aims to produce a response and helps to achieve the marketing purposes or the objectivity of a company. Based on the statement above, advertisement is all forms of promotional messages from products or services that conveyed through mass media such as electronic media, printed media, or online media to be shown to the public in order to introduce the products to the customers and increase a company's revenue.

2.2.4 AQUA Life

AQUA Life launched in Bali at the end of 2018. It is an embodiment of 100% recycled bottle packaging innovation from a mineral water brand named AQUA. AQUA is part of the DANONE businesses group, one of the largest food and beverage product manufacturers in the world. AQUA is a pioneer of bottled mineral water in Indonesia. It founded in 1973 by Tirto Utomo. AQUA is a featured product in Indonesia and it has the largest sales volume in the world for the mineral water category.

2.3 Theories

There are three theories of this study in order to help analyze the problems. The first is the theory proposed by Saussure (1983) in his book entitled "Course in General Linguistic" to find out the verbal and visual signs appeared. The second is the theory of meaning by Barthes (1964) and supported by theory of color with the title of the book "The Meaning of Colors" by Cerrato (2012).

2.3.1 Semiotics

According to Saussure (1983: 67), which describes in a book entitled "A Basic Textbook in Semiotics and Communication Theory"; semiotic is the study of life in signs in the society. It will become part of social psychology and have an impact on general psychology. Semiology will show what constitutes a sign, as well as what laws govern it. Semiotics is the study of the meaning of an object and can be analyzed based on the supporting components of the object, in the form of symbols, colors, images, and numbers. Since the middle of 20th century, semiotics have developed into a very broad field of study, including: the study of art forms, body language, visual education, rhetorical discourse, myths, media, language, narratives, gestures, artifacts, clothing, eye contacts, cooking, advertising, etc. Saussure (1983: 67) also explains that signs can be classified into signifier and signified.

- 1) A "signifier" is the object that visible in signs. It takes in physical reality or the material sign of the language, such as the sounds, actual letters, and symbols; those are used to represent what the speakers/writers want to communicate or what they want to convey.

2) A “signified” is the concepts, idea, or meaning of the signifier. It shows how it conceived or interpreted by its viewer. A signified is not a material object, it is an abstract concept of what the signifier means.

Both signifier and signified must be contained in a sign.

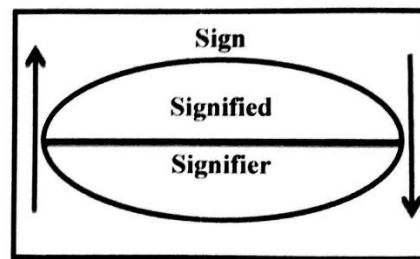


Figure 2.1 Dyadic Diagrams by Saussure

For the example, the word sale as the signifier, but it also has a signified meaning:

- Signifier: The word “sale”
- Signified: The “sale” represents the shop is sells goods at reduced prices at a certain period.

According to Saussure, the signifier (sound pattern) and the signified (concept) are both essentially "psychological". A signified is a model that still treats this as a mental construct. Furthermore, the signifier is not an object, but the notion of an object. It means the signifier is a real form or designation of an object, meanwhile the signified is the concept or meaning to which the signifier refers.

2.3.2 Theory of Meaning

In advertising, meaning has an important role in order to deliver the messages to the viewers. In the study of semantics, there are seven types of meaning; two of

them are denotative and connotative meaning, which became the major theory of Barthes (1964). Denotation and connotation are the terms used in Semiotics to explain the relation between signifier and signified.

Denotation also called as denotative is the actual or literal meaning in accordance with the dictionary meaning; meanwhile connotation is context dependent that related with the interpreter's class, ethnicity, gender, age, etc. The theory that explains denotation and connotation is the theory by Barthes (1964) in his book entitled "Elements of Semiology". According to Barthes (1964), denotation described its literal, obvious, definitional or common meaning of a sign. Meanwhile connotation is a term which refers to the personal associations and socio-cultural, which is emotional and ideological, that is taken from a sign. Barthes stated that the denotative meaning is the first-order meaning, which focuses on literal meaning of words, whether the connotative meaning is the second-order meaning. Barthes also made terms containing E, C, and R. E is an Expression, which has the meaning of words used. Then, C is the Content, it describes the literal meaning of words and R is Relation that shows the relationship between E (Expression) and C (content) to find out the second-order meaning.

Here is the pattern of significant that Barthes (1964: 91) made.

Signifier	Signified
Sign (Denotation)	
Signifier	Signified
Sign (Connotation)	

Figure 2.2 Denotation and Connotation by Barthes

In the Barthes pattern above shows the denotative meaning produced by the first signification. In this level of denotation, there is a sign consists of signifier and signified. This product of denotation will be the signifier. It will be combined with signified and will produce connotation, also known as the second order of sign. This pattern shows that the signified in the first level also can be the signifier in the second level (Chandler, 2007: 140). Alternatively, it can be described that the emergence of a denotative meaning cannot be separated from the presence of a signifier and signified. However, a denotative sign can also create a perception of a connotative sign. For example, when people recognize the existence of a shape such as a “rose flower”, then the perception of the connotation sign that will appears are love, romance, and tenderness, etc. It is because there has been an agreement in certain communities (Sobur, 2006).

2.3.3 Meaning of Colors

In this study, the writer used the supporting theory from a book entitled "The Meaning of Colors" by Cerrato (2012). This theory was used to analyze the advertisement in this study.

1) Red

The color red is associated with blood and fire, and it will be associated with war, strength, love, and power. Red is a powerful color, when it comes to evoking strong emotions (Cerrato, 2012: 04). Stop signs, traffic signals, and firefighting equipment are frequently painted red because of its great visibility. The color red usually used to represent courage in a symbol, and it may found on many national flags. The color red commonly used to indicate warning signs (such as signs of

traffic lights, high voltage, etc.). This color also can be associated with energy, and it may use to market energy drinks, automobiles, video games, and sports and intense physical activity-related products. The color red is frequently associated with drawing attention.

2) **Orange**

According to Cerrato (2012: 06) orange is a color that combines the colors red and yellow, which represent vitality and pleasure, respectively. Furthermore, passion, happiness, glamour, creativity, willingness, interest, boost, and success are all represent by the color orange. The color orange is associated with adventure, optimism, self-confidence, and friendliness in psychology. Physiologically, the color orange is associated with dynamism, inspiration, and excitement.

3) **Yellow**

The color yellow is associated with the sun. It will have something to do with amusement, intelligence, happiness, and power (Cerrato, 2012: 07). Because of the bright and pure yellow color is appealing, cabs are painted with this color. Yellow will be used to represent honor and loyalty in the symbols. Yellow is also utilized to elicit joyful and cheery sentiments. In terms of psychology, this color connotes being upbeat about something, as well as elevating and illuminating one's spirit.

4) **Green**

Cerrato (2012: 09) stated that the color green is the color of nature. Harmony, growth, freshness, fertility, and coolness are all associated with this color. Green is a vibrant emotive color associated with safety. This is also the most tranquil color for the human's eyes. Green is a color that can help with vision, and it represents

stability and endurance. This color is often associated with fertility, humility, and luck. The color green is linked to psychological equilibrium and harmony in the mind, body, and emotions. Green has a physiological effect of balancing emotions and inducing a sense of serenity.

5) **Blue**

According to Cerrato (2012: 11) blue is a color of the sea and the sky, and it associated with equilibrium and depth. Truth, trust, heaven, faith, intellect, wisdom, and loyalty are all represented by the blue color. The blue color is said to be helpful to the human mind and body. Blue used in heraldry to represent purity and honesty. Aside from that, the blue color represents trust, dependability, and responsibility. Blue is a calming color that reduces tension and anxiety.

6) **Purple**

Purple is a color that is a blend of blue, which represents balance, and red, which represents strength or energy. Purple is a color that is associated with royalty. It also represents power, elegance, ambition, and majesty. Purple is also associated with prestige, wisdom, freedom, mystery, magic, and creativity among other things (Cerrato, 2012: 13).

7) **White**

According to Cerrato (2012: 14) white is the color of perfection, since it represents light, innocence, compassion, safety, cleanliness, and purity. White, in contrast to dark, typically carries a positive connotation. White can signify the start of something good. White is the color of trust and purity in heraldry. Because white is the color of snow, it is linked with coolness and purity in advertising.

8) Black

Strength, death, criminality, elegance, formality, and mystery are all associated with the black color. The black color will symbolize fear and ignorance, which is a mysterious color (black hole). Black is usually associated with negativity. Black is a sign of sadness in symbolism. Black is a serious color that elicits powerful emotions, as well as increasing self-confidence and strength (Cerrato, 2012: 15).

9) Pink

Pink is a color that conjures up feelings of love, passion, and devotion. In gentler color, it will represent femininity and youth. Pink is a motivating, warm, and inviting color that conveys optimism for the future (Cerrato, 2012: 17). Pink has a physiological connotation of soothing and calming emotional energy, which helps to relieve feelings of wrath, aggressiveness, resentment, abandonment, and neglect. Pink is a color that associated with women's demands, such as cosmetics, fashion, beauty, and romance.

10) Gold

Cerrato (2012: 18) stated the gold color is associated with inner insight, excellence, and prosperity in psychology. This color is associated with grandeur, luxury, and material riches. It also denotes a costly and unique product or service. This color can elicit sentiments of happiness or, conversely, feelings of intense dread and terror. Generosity and passion are shown in the gold color. Because gold is the color of triumph, it is often used as a medal for winners. Purple with gold may imply beauty as well as riches, and is associated with high-end luxury products.

Dark blue represents honesty, trust, and prosperity. When used with black, it conveys a great deal of elegance, richness, and riches.

11) Brown

According to Cerrato (2012: 20) brown is a color that appeals to most men in the workplace because of its strength, dependability, durability, and pragmatism (hides dirt). Women do not like chocolate unless they are interested in outdoor sports or agriculture. Tidiness, openness, approachability, and friendliness are all associated with the light brown color. Nature, healthy food, and agricultural products will all be associated with the color brown. Especially it comes to the meaning of color in business, dark brown, when paired with gold or beige, is ideal for stylish and professional men's items.

