ABSTRACT

Arinata, I Made Tobi Arinata 2022. **An Analysis of Verbal and Non Verbal Signs in Selected Unilever Product Advertisements.** English Study Program, Faculty of Foreign Languages Mahasaraswati Denpasar University. Supervisor: Desak Putu Eka Pratiwi, S.S., M.Hum. ; Co-Supervisor: I Komang Sulatra, S.S., M.Hum.

This study concerns with the verbal and non-verbal of Unilever product advertisements. Advertisement is one of media of communication between people, companies, organizations, or government to their addresses. Unilever product advertisements contains pictures, sentence and also the color that implicitly represent unknowing meaning. The aims of this study are to find out the verbal and non-verbal signs in Unilever product advertisements and are to analyze the meanings of verbal and non-verbal signs that used in Unilever product advertisements. The data of this study were taken from the internet with the keyword Unilever product advertisement. The study was conducted by observation method in order to obtain detail information. The method used in analyzing this study was descriptive qualitative method. The analysis was done by applying the theory proposed by Saussure (1983) to analyze and describe verbal and non-verbal signs and to analyze the meaning of verbal and non-verbal signs of the advertisements this study used theory from Barthes (1967) about the denotative and connotative meaning supported by theory of color by Wierbicka (1996). The denotative meaning in this research consists of the name of products, ingredients, also functions of each product. On the other hand, the connotative meaning consists of the statement in the advertisement, the color, the background, and also the model used in each advertisement that has hidden meaning.

Keywords: *verbal sign, non-verbal sign, advertisement, Unilever*

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