CHAPTER I

INTRODUCTION

1.1 Background of the Study

Human being needs to communicate with each other no matter how they do it in all activity. According to Davis (1968), "Communication is defined as the process of passing information and understanding from one person to another." Nowadays, communication is an effective way to reveal something to someone, one of them is to convey an idea or opinion. Communication is simply done either spoken or written. Human beings need to deliver the idea or opinion to others as the sign in easier to do something. In communicating with others, we spontaneously do a gesture which means the sign of communication. In daily life, people may not convey or simply said just give a sign to state the meaning. However, communication is an important thing to build a good relation with others. It is essential to know every meaning in delivering the ideas, suggestions, or statements that people want to convey as semantics study. In Oxford Dictionary (2010), the linguistics study that concerned with meaning especially words and phrases refers to semantics. Likewise, communication through signs and symbols is needed in how to communicate to others. In addition, a semioticss study is needed to define the meaning itself since it is related to communication.

Semantic is a branch of linguistic that study of meaning which is contained in a language and linguistic semantics is the examination of the that means used to recognize human expression through language. (Charles, 1998: 3). Other forms of

semantics include programming language semantics, formal logic, and semioticss. Semioticss is the study have look at signs and emblems. Chandler (2007: 2) states that semioticss refers to the study of "sign" that is not only found in the daily speech but also stands for another else. The form of words, objects, gestures, images, and sounds can be taken as the form of the semioticss signs. As a result, every sign can be diferrently illustrated based on their contexts.

Saussure (1983) mentioned that a signifier and a signified must be involved in a sign. The signifier is the shape that the sign takes, in the meantime signified is the idea of verbal and non-verbal. The verbal sign is used in communication which is spoken and written language. It contains linguistic symbols such as words, phrases, and sentences that tell us the thought, ideas, and feelings of other people. In advertisements, the verbal sign is the word or the slogan of the advertisement itself.

Verbal communication is shearing information using words. Verbal is used communication, which is spoken or written. In an advertisement, verbal is the word or slogan of the advertisement itself. In advertisement also have non-verbal signs is how conveying the meaning without words. According to Dyer (1982: 120) stated that many advertisements used color as an objective correlative where the color of the product, a packet of cigarettes, a cosmetic ranges, etc., there is much non-verbal sign that can we analyze in an advertisement about semiotics. The big company learns communication study to make an advertisement that can give or influence a lot of people.

Advertisement is the key to the company getting success in selling their product. The company using advertisements to send the message about the product, so the consumers will choose and buy their products. Advertisement has the power to influence and persuade people. A good advertisement is an advertisement that can influence a lot of consumers. It is approaching that advertisement is made to steer human beings to buy the goods or offerings. Advertising is a media as a part of communication. Moreover, the role of advertising and communication has a big impact on the growth of a business.

In this thesis, the writer wants to show how to company influences many people. The company uses a simple advertisement to make the consumer easily remember it, usually making an interesting symbol, color, or make a simple word on their product advertisement. The writer uses Unilever product advertisements as the object of the analysis. Unilever is a multinational corporation that runs its business in the manufacturing industry that sells foods, beverages, body cares, and cleaning brands. This company has its registered office in Rotterdam, Netherlands and London, England with more than 400 brand names in over 190 countries.

The reason why Unilever product advertisements chose as the data source is because it is related to semioticss study and it is very interesting to find out the verbal and non-verbal signs through written text and symbols. Advertisement has a good design, beautiful colours, and good wording to make consumers interest use the product. And, knowing the verbal and non-verbal signs in Unilever product advertisements, we might know the special effects of the advertisement.

1.2 Problem of the study

Based on the background of the study, the researcher proposes the problem as follows:

1. What verbal and non-verbal signs are used in Unilever product advertisements?

2. What are the meaning of verbal and non-verbal signs used in Unilever product advertisements?

1.3 Objective of the study

Based on the problem of the study above, there were two objectives of the study are:

1. To find out the verbal and non-verbal signs in Unilever product advertisements.

2. To analyze the meanings of verbal and non-verbal signs that used in Unilever product advertisements.

1.4 Limitation of the study

To limit this study, the discussions only focused on the verbal and non-verbal signs that explain by Saussure (1983) and the meaning of the verbal and non-verbal signs using theory proposed by Barthes (1967).

1.5 Significance of the study

The significance of this study consists of two basic significances, theoretical and practical which are explained as follows:

1.5.1 Theoretical Significance

The result of this research will be used as one of the references and information in this study is expected to provide further information to the reader above the knowledge of semiotics analysis in advertisement and understand about the meaning of advertisements especially in verbal and non-verbal signs.

1.5.2 Practical Significance

The practical significance of this study is to expect the readers to understand in learning semiotics, especially in analyzing verbal and non-verbal signs. As we can see in daily life, many signs that we found, it is interesting to know the meaning. The data analysis can be used as a reference for the next researchers.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND

THEORITICAL FRAMEWORK

2.1 Review of Related Literature

This chapter presented the related literature and studies after the trough and in-depth search will do by researchers. In deeper was present the concepts and theories to make them easy to understand.

First, Wijaya (2020) wrote his study entitled "An Analysis of Verbal and Non Verbal Signs in the Selected Shampoo Advertisements". This study aimed to conduct the identification of the verbal and and non-verbal message through the selected shampoo advertisements and the meaning analysis. There were ten shampoo advertisements in different brands since those brands have different ways and style in advertising to attract the consumer. The brand were the selected shampoo such as Clear Men (2015), Rejoice, Follow Me Green Tea (2017), Pantene (2016), Head & Shoulder (2015), Sunsilk (2015), Dove Environmental Defence (2018), Fabindia (2018), Tresemme, and Nivea Men. The researcher analyzed and described verbal and non-verbal signs by applying the theory by Saussure (1983) and analyzing the meaning used theory by Leech (1981).

In conclusion in Wijaya's thesis, Each verbal signs especially the advertisements' headline are presented in bold, with capital letters and also bright-colored words. The sentences provide information about the benefit of the product,

and the dominant sentences are declarative. The result showed that in 10 advertisements, almost all of the sentences used the conceptual meaning and there were also some connotative meanings. Meanwhile, in the non-verbal signs, there were some gestures and expressions used in the shampoo advertisement.

The similarity of this thesis is that the writer had the same aims and focused on analyzing the sign on the advertisement. And the difference is the theory that is applied in this thesis. The previous study use the theory of semantic by Saussure (1983: 65). And the theory of meaning by Leech (1981: 9-23). Meanwhile, this study used the theory of semiotics by Saussure (1983) and the second is the theory of semantic by Barthes (1967).

The second thesis was written by Anggraeni (2020) entitled "A Semiotics Analysis found in Oriflame Catalogue". This study focuses to find out the verbal and non-verbal signs and analyses the meaning of the verbal and non-verbal signs in the Oriflame catalogue. The data source was taken from the oriflamme website https://uk.oriflame.com/ and used eight selected pages from an online catalogue. The qualitative method was applied for collecting the data in this study. The research used two concepts of semiotics and the concept of catalogue. This research used two theories, the first theory of semiotics purpose by Saussure (1983) and the theory of meaning by leech (1974).

The related literature that used in this study has similarity and difference. The use of qualitative method was the similarity between this research with the previous study in collecting the data analysis and also the problem research of verbal and non-verbal signs in the advertisements. The difference is the data source of this

study. The thesis by Anggraeni (2020) has a data source from the oriflamme catalogue, meanwhile this thesis used Unilever product advertisement be the data source.

The last review is a an article by Putra et al (2017) entitled "Semiotics Analysis of Four Popular Memes in Memecantre.com". this article used the theory of semiotics by Soussure (1983), to analyze the function and the meaning used the theory by Pierce (1855) and other supporting theories to analyze the description of the memes the researcher used the theory by Hymes about the Speaking Model. A qualitative method is used in this study. The data of this article was taken from the internet on the sites memecanter.com and got four popular memes. Then, the writer classified the memes based on the four memes used in this study, they are; "Oh God" meme, "Poker Face" meme, "Forever Alone" meme and the last is "Fuu" meme. The aim of the study is to analyze the signified and signifier of the memes and also the function and the description of the memes used.

This previous study concluded that the signifier was differently explained from each other, then the signified would be also different from that were found in 4 memes although they have the same signified. These memes have different functions and the current situation might be described through their occurences.

The related literature used in this study has similarities and differences. The similarity between the previous study and this study is used a qualitative method to collect the data. And the difference is the theory that applied, the previous study used the theory of semiotics by Saussure (1983) and theory of function and meaning by Pierce (1885) be the main theory, meanwhile this study applied the

theory of semiotics by Saussure (1985) and the second is the theory of semantic by

Barthes (1964).

2.2 Concepts

The concept here is the several ideas proposed by the experts in the field of
semiotics closely related to this study. The concept of this study is divided into
verbal signs, non-verbal signs, advertisements, and Unilever. A further description
is given below.

2.2.1 Verbal sign

The advertisement that is written in the form of text refers to the verbal sign.
It used the text in terms of words, phrases, or sentences in the product descriptions
for attracting the readers. These describe the product itself and others which related
to the products. According to Dyer (1982: 112) states words not only describe
things, communicate feelings, associations, and attitudes, but they also bring ideas
to our mind. An interesting word is very important in the product advertisement, it
will be remembered by many people or consumers.

2.2.2 Non-verbal Sign

The meaning that is conveyed without word occurrence refers to the non-
verbal sign. It means how to communicate use expression or body language to
communicate. A non-verbal sign can be a picture, also a color that is used in
advertisements to influence or describing their product to consumers. According to
Dyer (1982: 77), facial expressions are of course very important, as are gestures,

poses, body movement, size and the way people group themselves in particular situations. The application non-verbal sign was also found in advertisement. Pictures, colors, and body gestures can make the advertisement more attractive. For instance, green color which associates with nature, growth, harmony, freshness, and environment.

2.2.3 Advertisement

Advertisement refers to a medium that can be used to communicate with people on how it can persuade them about the products, jobs, or services through a picture, film, text, song, notice, or others (Leech, 1966: 25). This communication tool influence the consumers for being interested in their products. On the other hand, Business Dictionary defines advertisement as commercial, public, and non-personal goods and services, people, places, and organizations through means such as direct mail, telephone, print, radio, television, and internet. It means the influence of advertisement is increasing due to getting a benefit by advertising through broadcasting or printing.

2.2.4 Unilever

Unilever is a multinational corporation that runs its business in the manufacturing industry that sells foods, beverages, body cares, and cleaning brands. This company has its registered office in Rotterdam, Netherlands and London, England with more than 400 brand names in over 190 countries. Unilever also has a noble purpose which is handling the global issues and promoting the sustainable

lifestyles or ones that are environmentally friendly and provide social benefits. has more than 400 well-known brands, 81% of Unilever brands are in the top two rankings in the market.

2.3 Theoretical Framework

There are two theories used in this study as the theoretical framework, that are used to analyze and solve the problems. the first is the theory of semiotics by Saussure (1983: 65) and the second is the theory of semantic by Barthes (1967) and supported by the theory of color by Wierzbicka (1996).

2.3.1 Semiotics

Saussure (1983: 65) describe a language as a system of signs, which have meaning by virtue of their relationship to each other, Every human language is a wonderful combination of the relations obtaining across linguistics signs at different levels of language organization A "sign" in Saussure an exposition, is not a single entity. Saussure defined those elements as explained below.

1) *Signifier* may be defined as the material objects for a medium of communication such as language, symbols, sounds, and actual letters.

2) *Signied* may be defined as the abstract objects that reflect the signifier's interpretation.

Based on the explanation above, both signifier and signified must be involved in the construction of a sign. Furthermore, the context will be not possible if the meaningless signifier and formless signified are composed together.

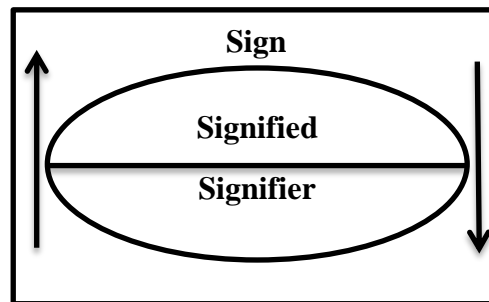Therefore, Saussure classified the dyadic diagram as the concept of sign as explained below.

Figure 2.1 Dyadic Diagram by Saussure

For example, the word open close as the signifier, but it has several signified meaning:

- The word "open" is mentioned as *signifier*.

- The *signified* may be defined as the shop is open for business.

Based on the examples above, Saussure stated that both *signifier* (the pattern of sounds) and *signified* (the concept) will build the psychological construction. *Signified* will build the mental interpretation what the *signifier* wants to describe.

2.3.2 Denotative and Connotative Meaning

Semiotics is the study of sign that is related to sign system in any limitations and substances such as gestures, objects, musical souds, and images in the form of convention, entertainment, and ritual (Barthes, 1967:9). The French structualist and philosopher named Barthes considered a sign into two levels which are *signifier* refers to the first level whereas *signified* is at another one. *Signified level* represents

something literally based on the dictionary. On the other hand, *signifier level* is related to the associative meaning. Therefore, these levels generally described as denotation and connotation in the semiotics study.

According to Barthes (1967: 89), denotative meaning as the first order in the signification refers to the common or literal definition that is related to the sign relationship. The meaning is explicitly produced based on the dictionary or the people's acceptance or approval in the society. Meanwhile, connotative meaning as the second order in the signification refers to the meaning that is based on the personal experience that is associated with everyone who heard and read the expression in the past.

2.3.3 Color Terms

According to Wierzbicka (1996:287), the "concept of color" may be the people's attraction since it is an universal thing that is applicable for every human being. It means that everyone can have their own interpretation about the color after seeing the objects. As a result, color plays a significant role in the written communication. Therefore, the "concept of color" may be classified into 6 types that mentioned as above.

2.3.3.1 Black and White, Dark and Light

Wierzbicka (1996:301) explained that both black and white colors represent the expression of darkness and lightness. These colors completely illustrated the darkness of night and light of day. Furthermore, black color also gives the interpretation of evil, power, mystery, death, and elegance. On the other hand, white

color takes the symbol of goodness, peace, purity, innocence, and virginity. In the context of advertisement, white is associated with the symbol of snow while black is like the symbol of charcoal.

2.3.3.2 Green

Wierzbicka (1996: 310) mentioned that green color is the symbol of nature, transquility, and so on. Dark green is related to the symbol of envy, ambition, and greed. On the other hand, yellow-green refers to cowardness, fear, and conflict. Aqua indicated to protection and healing.

2.3.3.3 Blue

Wierzbicka (1996: 310) mentioned that blue is the color of sky. Furthermore, people usually agreed that blue is related to the sea, ocean, or even lake. On the other hand, light blue refers to healing and softness. Dark blue is the symbol of knowledge and integrity.

2.3.3.4 Red

According to Manning as cited by Wierzbicka (1996: 315), red is metaphorically defined as "a rich, warm color", the words "rich" and "warm". Wierzbicka (1996: 315) defines that red is thought of as "warm" because it is associated with fire. The red color also indicated to the symbol of blood, danger, and warning as well. Meanhwile, the symbol of passion and sexuality may be defined by the color of light red. Pink is the color of romance and love. Dark red is the symbol of wrath, leadership, and bravery.

2.3.3.5 Yellow

Wierzbicka (1996: 315) mentioned that the symbol of sun as "warm" thing refers to the yellow color. The color of red and yellow are different since the first one represents lightness or darkness while the second one only represents lightness. Dull (dingy) yellow is associated with caution and sickness. On the other hand, light yellow represents the freshness and intelligence.

2.3.3.6 Brown

Brown is composed by the mixture of yellow, black, and red as one combination. According to Hurvich cited in Wierzbicka (1996: 327) states "brown are mainly dark-grayish orange and dark-grayish or blackish yellow color. There are many browns in our environment. The earth, wood, leather, and human skin appear to contain different proportions of yellow and red as well as different proportions of black and white.