

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Semiotic is one part of branch linguistics. Semiotics study is the study of sign system, codes and symbols. Semiotics make philosophical theory of sign and symbol. It is related to all of the things that can be considered as a sign. For the example images, gesture, sound and objects. According to Saussure (1983:65) Semiotic is a science and symbol that specifically communicate something verbally and unspoken. Semiotic also important to use in interpret the meaning or information of the sign. The example of sign that provide information can be found in advertisement.

According to Leech (1996: 25) Advertisement means communication, which attempts to influence someone or advising someone of a certain product, job, or service, and it can take the shape of notice, image, textual content, film, track, or mixture of all. It means advertisement is a kind of communication used to sell and promote the product or service. Advertisements are usually associated with the signs Dyer (1993:2) states “advertising means drawing attention to something, or notifying or informing someone of something”. Advertisement is not simply about use a unique and brief language but additionally a sign that needed to be deciphered. The sign used in advertisement need to motivate the people. The function of sign is persuading and influences the people. The producer of advertisement does anything to make the people interested. Good advertisement depends on clear text and

creative visual. There are two kinds of signs used in advertisement which are verbal and visual sign.

Verbal sign used to communicate in an advertisement in the form of written. It is related to the text that gives information. Meanwhile visual sign is communication using gestures or without saying a word in advertisement. It is related to a picture, gesture, facial expression, and color.

Sign carries meaning which help the reader to understand the messages of the advertisement. According to Leech (1981) meaning means of word is complex, which they have such component such are an idea, a quality, a relationship, personal feeling and association.

One example of an advertisement which contained verbal and visual sign is in Downy Collection advertisement.

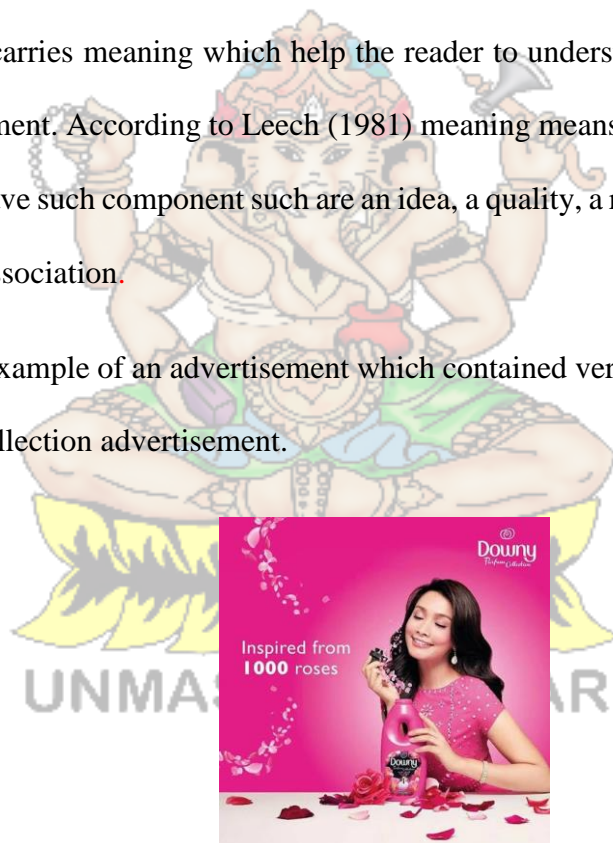


Figure 1.1 Downy Perfume Collection Advertisement

The verbal sign used in advertisement above is the word ‘inspired from 1000 roses’ (the smell based on 1000 roses) and example of visual sign is ‘the picture of roses’ (the product inspired from roses). The application of verbal and visual sign

in advertisement above create the product or branch of Downy advertisement more interesting.

There are lots of signs are found in each Downy Collection advertisement which are interesting to analyzed in approach of semiotic. The purpose will help reader in understanding the meaning and the messages of the signs that contained in advertisement. It will be useful to the reader for preventing misunderstanding of the information which conveyed through in product advertisement to the reader.

1.2 Problems of the Study

Based on the background of the study, there are two problems can be solved in this study as follows:

1. What are Verbal and Visual signs found in Downy Collection advertisement?
2. What is the meaning of Verbal and Visual sign found in Downy Collection advertisement?

1.3 Objectives of the Study

The aims of writing this study or the objectives are basically to answer the research question. There are two specific objectives on this study which are:

1. To find out Verbal and Visual sign used in Downy Collection product advertisement.
2. To analyze the hidden meaning of Verbal and Visual sign used in Downy Collection product advertisement.

1.4 Limitation of the Study

In order to limit the study, the discussion of this study focused on the analysis of Verbal and Visual sign found in product advertisement proposed theory of semiotics by Saussure (1983) and the meaning of those Verbal and Visual sign found in product advertisement proposed theory of meaning by Barthes (1967). The last supported theory proposed by Wierzbicka (1996) about theory the meaning of color terms.

1.5 Significance of the Study

Based on the study there must an aim that expected by the writer for the readers. This research had two kind of significance, there are theoretical significance and practical significance. The significances of this study as follows:

1.5.1 Theoretical Significances

This study expected will be useful and benefits for the readers who are interested about semiotic analysis in advertisement and the outcome of this study get information and improve the reader's knowledge about verbal and visual sign.

1.5.2 Practical Significances

In practically, this study expected to help the reader's understanding in conducting the research about verbal and visual sign deeply. It also can make guidance and references for supporting the next researcher in the fields of linguistics especially in semiotics.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

In this chapter, the point of the sign analysis divided into some points subchapters. There are review of related literature, concepts and theoretical framework in order to this study, will have a good understanding and more information related to the topic.

2.1 Review of Related Literature

In order of this study, there are three theses about verbal and visual sign were taken to get a good understanding about this topic.

The first one is thesis from Wirasana (2021) entitled *The Analysis Of Verbal and Visual Sign Found in Burger King's Official Audiovisual Advertisement*. There were two research problem in this study: What are verbal and visual sign found in in Burger King's Official Audiovisual Advertisement and what are the meaning of verbal and visual sign found in Burger King's Official Audiovisual Advertisement. In collecting the data, this study used qualitative method. In this thesis, the writer used theory semiotics proposed by Saussure (1983). The second were theory of meaning about connotative and denotative proposed by Barthes (1997). The last theory used in this study is theory of color terms proposed by Wierzbicka (1996) about six types of color. The finding of the study show there are 17 verbal and visual sign in both of Burger King's advertisement. In the meaning of verbal and visual sign, there are 17 denotative and 26 connotative meaning. Based on the finding, connotation meaning are more dominant than the denotation meaning. The

difference between the previous study with this study is in the form of data source. Wirasana used audiovisual advertisement from youtube channel as data source to find out sign meanwhile this study use printed advertisement from online product advertisement. The similarity between this study and Wirasana's study is in the term of topic, which is analyzing signs, as well as analyzing the meaning by using theory of Saussure (1983).

The second thesis related this study is take from Wijaya (2020) entitled *An Analysis Verbal and Non Verbal Sign in the Selected Shampoo Advertisement*. In this thesis, there were two research problem which are: what are verbal and non-verbal sign used in shampoo advertisement and what are the meaning of the verbal and non-verbal sign in shampoo advertisement. There are three theory were used in this theses, theory of semiotics proposed by Saussure (1983), theory of semantics by Leech (1981) about seven types of meaning and theory of color terms by Wierzbicka (1996). The method that used to collecting the data was qualitative method. Based on the thesis, the data were taken from internet. The result show there are 27 verbal and 43 non-verbal sign from ten data of shampoo advertisement. The difference between the previous study and this study is in the form of theory. Wijaya used theory of semantics proposed by Leech (1981) about seven types of meaning meanwhile this study use theory of meaning proposed by Barthes (1967) about connotation and denotation. Whereas the similarity between Wijaya's study and this study is in the form data analysis method which is using descriptive qualitative method to analyzing the data, as well as the data source using printed advertisement.

The last review of related with this study is a journal article from *Kulturistik, Jurnal Bahasa dan Budaya* entitled *Semiotic Analysis of Hotel Advertisement* written by Agustina (2021). The data was taken from some hotel advertisement concerning hotel promotions in Bali. This study are analyzing the sign, codes and the sign meaning of advertisement and analyzing the sign that make up the text in advertisement. The data was analyzed based on theory Barthes (1974) to analyze the sign meaning and Saussure (1983) to analyze the sign and codes. In conducting this study, the writer used qualitative method to collecting the data. The result of the study show completed are the relationship among symbols and meanings used in a hotel promotion advertisement. The semiotic science variables may be delivered inside the pattern of a hotel advertisement as it offers a top level view of the suitability among the application of semiotics and hotel advertising in the advertisement. The difference between the previous study with this study is in the term of the study analysis. Agustina study is focusing on analyze the sign that make up the text in advertisement, meanwhile this study focused on analyze the sign and the meaning of the sign in advertisement. The similarity between Agustina's study and this study is in the form of the topics, which is taking semiotics topic.

2.2 Concepts

In conducted this study, this subchapter has relation with research problem. There are several concepts that used in this study: verbal and visual, advertisement, and supported concepts is Downy Perfume Collection. The more complete description will be given below:

2.2.1 Verbal Sign

Verbal sign is a part component of advertisement in the form of text. Text as an important role in supporting advertisement. Mostly, the headline of the advertisement as sentence, phrase, or even words. The goal is to attract and make the audience easier to know the topic or product of advertisement that offered. According to Dyer (1993:131) that word not only represent something, communicate feeling, association and gestures but their also bring idea to our mind. It is mean words in advertisement can bring inspiration to the audience.

2.2.2 Visual Sign

The visual sign used without words, which as picture and color. Visual sign has hidden meaning itself. It will be how delivered the messages without saying. As Dyer (1993:133) states that “images are easier to understand and had more impact than textual and it generally offer greater opportunity for the communication of excitement, mood and imagination”. Its mean by looking at the picture will get imagination.

2.2.3 Advertisement

Advertisement is one of a way to communication tool in the form of promotional messages that will be shown to everyone. According to Dyer (1993:2) “advertising means drawing attention to something, or notifying or informing somebody of something”. Advertisement can be served online or offline. Several example of offline advertisement can be television, magazine, newspaper, or it can be by word of mouth. Online advertisement can be internet, website, or social

media. The messages in advertisement is not only by text or sentence, it also can be the color and picture.

2.2.4 Downy Collection

Downy is a name of branches of fabric softener was produced by Procter & Gamble. This product first was sold in United States. On August, 1960, Downy was established and become respected international name on December, 1961. Downy is one of Procter & Gamble product that have been successful in number one of softener product. It is because Downy made from concentrates which have perfume granules with a higher density level. Downy as the number one of fabric softener product in the world.

2.3 Theories

This study conducted in this study is mainly based on the one particular discipline especially theories. Theoretical framework in order needed to support this research study in analysis. There are two main theories used in analyzing the data, first theory of semiotics proposed by Saussure (1983) with title of book "*Course in General Linguistics*" and the second theory of meaning proposed by Barthes (1967) with book entitled "*Elements of Semiology*". The last supported theory proposed by Wierzbicka (1996) about theory the meaning of color terms.

2.3.1 Theory of Semiotics

According to Saussure (1983:158) a sign must have both of a signifier and signified. A signifier is a component of a sign in the form of presented the idea that

used to deliver the messages to the audience. The signified refers to pictures, color, or even sound. Saussure give defined signifier and signified structured of:

1. A “Signifier” (*signifiant*), is the form which the sign takes. It is the material sign of the language, the actual letters, sound, and symbols used to describe what they want to communicate.
2. A “Signified” (*signifie*), is the idea it describe or represents. It is abstract object of what the signifier means.

Signifier and signified are relation to each other. Meanwhile, there is not to have totally meaningless signifier or absolutely formless signified.

Below can be illustrated in the form of Saussure’s diagram:

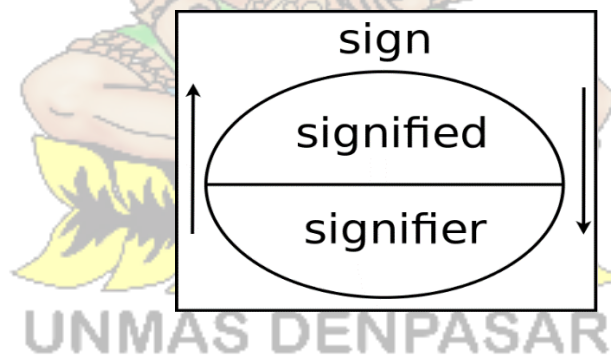


Figure 2.1 Saussure’ Diagram

If we take an example in linguistics, the word “tree” as the signifier, meanwhile it has signified meaning. A sign would be consist of:

- Signifier: The word “tree”
- Signified: The concepts of signifier means (when it is represents in business) that means grow up naturally and many branches.

From data above, we can concluded the diagram based on Saussure theories:

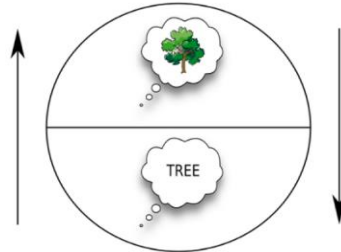


Figure 2.2 Dyadic Diagram

As Saussure, both the signifier and the signified were purely “psychological” signified is a mental concept or reference. As for signified, lot of commentator who are adopt Saussure’s diagram still assume this as a mental construct, ever though they are often not and that it is able to however refer indirectly to things in this world. The signified is not a thing but notion a thing. It means its developed a concept or meaning which signifier refer to.

2.3.2 Theory of Meaning

According to Barthes (1967) there are two types of meaning, connotation and denotation. Further explanation given below:

2.2.2.1 Denotation

Denotation usually describe as initial meaning of the text, sign, etc. As Barthes (1967: 89), stated “denotation is the first order of signification”. It refers to the simple or literal relationship of a sign to the references; signifier and signified. Denotation is the step of the sign which explains the relations between signifier and

signified producing the obvious meaning. Denotation meaning is also a general meaning which is accepted and recognized in community.

2.2.2.2 Connotation

Connotation is a meaning is not directly refers to general meaning. According to Barthes (1967:91) connotation is a sign which originated from the signifier of a denotative sign (denotation leads to chain of connotation). Barthes gives the priority to connotation and he emphasize that is not easy to divorce the signifier from signified.

2.3.3 Theory of Color Terms

Color has important role in advertisement. Color was used to emphasize and added the reader's interest in advertisement. According to Barthes (1996) stated that colors are more important than the actual wording of the advertisement. There are six primary of color terms are appeared incompatible in the same way and to the same degree. Below the further explanation about color terms:

2.3.3.1 Black and White, Dark and Light

Black and white really said as opposite color and it nearest related to the dark and light as opposite also. The words dark and light (as color destination) are connected to darkness of night and the light of the day. Take a look dark objects will remember someone of the atmosphere when the people see something on the light. On the other hand, "the semantic structure of English word black and white" reflect both their status of basic color terms learned by extension and association with the concepts dark and light. Leonardo da Vinci's comment made in this

“treatise on painting” as cited in Wierzbicka (1996:303) states that “We shall set down white for a representative of light, without which no color can be seen. And black for total darkness”.

Black are showed with power, elegance, formality, death, evil and mystery. Whereas white is represented light, simplicity, kindness, purity and virginity. It is considered to be color of a successful beginning. White said as an opposite to black since white usually have a positive meaning. In advertising white as an opaque color incompatible with transparency. White means coolness and clearness because as the color of snow.

2.3.3.2 Green

Grass, herb, or vegetation in general are related to the nearest commensurate of the English word green, in lot of languages of the world. The English word green associated with growth. According to Wierzbicka (1996:310) dark green is represent with ambitiousness, desire, cupidity, and jealousy. Yellow green associated with illness, cowardice and discord. The traditional color which is olive green means peace and aqua represented as emotional healing and protection.

2.3.3.3 Blue

In morphologically and etymologically the English word of Blue is connected to sky. The other hands people also connected the world of blue with big water places for the examples sea and lakes. Wierzbicka (1996:329) stated that light blue is associated with softness, soundness, medication, concept, and safety. Dark Blue represented power, integrity, seriousness and knowledge.

2.3.3.4 Red

The English word of red, in lots of languages associated with blood. As cited in Wierzbicka (1996:315) red has a meaning “a rich warm color” in morphologically. The red color means danger and warning, because it related to fire. The word tire will make the people think the color of red. It is worth when the fire fighter used red as the symbols. According to Wierzbicka (1996:318) light red represented love, gender, sensitivity and passion. Pink associated with romance, hearth and companionship. Its also symbolize as feminism. Dark red is symbol of spirit, bravery, rage, anger, danger and leadership.

2.3.3.5 Yellow

Yellow is associated as a “warm” because it is related with the sun. It same with red color. Red as warm color since it associated with fire, whereas yellow as warm color since connected with the sun. Yellow also assume as a light color, it can be the differences with red. Beside of that, yellow represent as sunlight, weakness, and friendship. Yellow also though as a light color. As cited Wierzbicka (1996:316) stated yellow associated with warning, damage, sickness and jealousy. Intellect, refreshing, and joy as a symbolize with light yellow.

2.3.3.6 Brown

Brown is often assumed as blending color, a variety visual mixture between yellow and black with an admixture of red that is, in effect, a mixture of orange and black. Hurvich in Wierzbicka (1996:327) writes “brown is mainly dark-grayish orange and dark-grayish or blackish yellow colors”. The brown color as

the color of the ground because it can make people will think of the ground. There are many brown things in around environment such as wood, leather and earth.

