

ABSTRACT

Ardyanti, Putu Dena Risma, 2023. **Semiotic Analysis in the PUMA Video Advertisement "She Moves Us"**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: I Gusti Ayu Vina Widiadnya Putri, S.S, M. Hum. Co-Supervisor: Komang Dian Puspita Candra, S.S, M.Hum.

Advertising is usually seen as a public discourse supporting a brand, service, organization, or event. Some people may see the phrase further than that, which includes any form of sponsored advertising intended to inform or persuade. This study focuses on finding out the message carried by both verbal and visual signs in PUMA Video Advertisement "She Moves Us." The data were taken from the Official PUMA YouTube channel. This data was conducted by applying a qualitative method using the theory of semiotic theory put forth by Saussure (2011) followed by Barthes's (1967) theory of meaning. Based on the theory put forth by Wierzbicka (1996) to analyze the colors that appear in the signs that were represented, the data for visual signs were analyzed. Three findings, or the results of this study, can be drawn from the data analysis: First, every advertisement has verbal signs with connotation and denotation meaning. Second, even advertisements without verbal signs can convey important messages to the reader since the visual signs that appear display a variety of images with different meanings in line with the context of the advertisement.

Keywords: *semiotics, sign, advertisement, puma*