

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Sign language which created meaningful messages and significant to human communication is covered in a study of linguistics known as the study of semiotics. This field of study, according to Peirce (1966), is the study that comprises the nature of signs and its involvement that enriches communication. Basically, semiotics learns how humans interpret things around them, where humans perceive various signs together with how they comprehend the meaning behind those signs. By and large, there are two natures of the signs, which give rise to two classifications, namely verbal and visual signs. The first one is commonly related to words that carry their respective meaning. The latter one is referred to forms such as pictures or visuals. In addition to other areas of life, signs may be found in the media, such as advertisements. Some linguists have their own thoughts about this linguistic phenomenon. According to Chandler (2001: 27), the verbal signs are studied through words present in passages. In short, verbal signs refer to a text, either words or phrases, while visual signs refer to images. Halliday (1985: 43) claims a text is basically “a language in operation”, a work done from its environment and functions based on the essential that need to be fulfilled in that environment. Moreover, the visual sign according to Chandler (2001: 10) defines a visual sign as a visual product such as picture or symbols, giving such nowadays products like the logo of the company a power to deliver powerful messages to its addressees.

Both verbal and visual signs are co-existent in the advertisement and other media, influence a visual output of a message into a complete and meaningful form. Verbal and visual sign are used in advertisements to help viewers understand the items that the creators are promoting. According to Chandler (2001), the signs can be present in the forms such as of words, pictures, sounds, smells, scents, actions, or objects. True signs can be interpreted by their readers or viewers if they inherit meanings from its creators. Nevertheless, nothing can be interpreted as a sign unless it actually is one with a meaning. Anything may serve as a symbol as long as someone perceives it to refer to or stand for anything other from itself. This meaningful use of signs is central to semiotic concerns. An advertiser uses an attractive image and a good text, as well as the artist as the model for their advertisement, in order to encourage the reader to purchase their items. According to Dyer (1982), the term advertising is tied to an activity to attract the attention of the masses, along with the way to tell or inform people about something.

Regarding the explanation above, this study was conducted to explore both the verbal and visual signs as natures of signs that exist in an advertisement, together with their meaning. The study will explore the PUMA video advertisement "She Moves Us." The PUMA video is one of the brands that has interesting advertising videos on various social media. The PUMA video proves that this advertisement focuses mainly on emotions to address the viewer's feelings. It is chosen to investigate a harmony of signs and their meaning created by PUMA on its advertisement. From the general overview of this advertisement, the writer found diverse form of signs used in this advertisement that hold various meanings.

The PUMA has persistently pushed sport and culture forward by developing quick items for the world's fastest athletes

PUMA SE is a German-based manufacturer which located in Herzogenaurach, Bavaria, Germany, which is known as a titan of its field that produces a world-renown sport and athletic attires. The PUMA video is the world's third largest sportswear company. The PUMA video used to create a lotof eye-catching advertising with a message. The target of their message is to show the way product gives comfort and functional yet affordable while maintaining a charming style to its bearers. It advertises the product in order to win their potential customers" heart in a way that they can have personal wear in form of footwear, t-shirts, and many more while addressing mostly their emotions.

1.2 Problems of the Study

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

1. What are the verbal and visual signs found in PUMA video advertisement "She Moves Us"?
2. What are the meanings of verbal and visual signs in PUMA video advertisement "She Moves Us"?

1.3 Objectives of the Study

This research is purposed to achieve two objectives which are derived from the problem of the study. Those two goals are described as below.

- 1.3.1 To analyze the verbal and visual signs used in PUMA video advertisement "She Moves Us"
- 1.3.2 To analyze the meanings of verbal and visual signs in PUMA video advertisement "She Moves Us"

1.4 Limitations of the Study

This study was explored and analyzed signs in their verbal and visual form that present in the PUMA video advertisement "She Moves Us." The data was limited in analysis verbal and visual sign based on the model of semiotics by Saussure (2011) to investigate those verbal and visual signs. The study also within the scope and the theory of meaning by Barthes (1967) for the analysis regarding the meaning entailed in the data source.

1.5 Significance of the Study

The result of this study is hopefully able to give significance to the readers. There are two kinds of significances that the writer tries to fulfill: theoretical and practical significances.

1.5.1 Theoretical Significance

Theoretically, the result of this study was able to provide further information and enrich the study on verbal and visual signs in the advertisement together with its meaning for language learners and can be used to increase the knowledge of the reader's comprehension of the advertisement that has messages conveyed by verbal and visual signs. In this study was help bridge a knowledge gap by confirming of refuting a theory modifying existing theories, or clarifying a controversial issue or enriching our understanding of the phenomenon.

1.5.2 Practical Significance

The result of this study hopefully can be used as a reference to make the reader understand about verbal and visual signs in the advertisement. The study comprises practical uses of signs which useful to avoid confusion in understanding the meaning in advertisements, as a sign might be carry different meanings. Furthermore, it is as well expected to be able to give a better understand about the importance semiotics. The writer hopes it able to solve some issues through some practical uses of the study for future use for making advertisement.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter is divided into three subchapters: literature review, concepts, and theories. The first subchapter is a review of related literature in which two theses and three journal articles used in the current study are presented. The second subchapter introduces a concept. It discussed the relevant ideas related to the topic matter employed in this study. The last section discusses theories used in current study.

2.1 Review of Related Literature

There are some previous studies conducted in the literature review two previous studies done by undergraduate students and three journal articles related to this current study. The writer found five research paper that closely related to the field of the study covered in this paper.

The first article was written by Angela (2019) entitled “Semiotic Verbal and Visual Signs Found in Kuta Five Star Hotels Advertisement”. The paper investigates the messages entailed by the both verbal and nonverbal signs in Kuta five-star hotel advertisements. The data were collected from the source of internet through observation method. The gathered data then interpreted by the use of qualitative method based on the model of semiotics theory from Saussure (cited in Chandler 2001), from the model by Barthes (1967) to investigate its meaning, and Cerrato (2012) to explore the color term. The previous study used both formal and

informal ways. The previous study found out that the verbal signs that appear have tendency to have connotative and denotative meanings, providing meaningful messages to the reader. Second, various meanings with context are discovered through the use of these signs. There are the similarities and differences between the previous study and the current study. The similarity mainly comprises the use of the theory of semiotics of Saussure. The difference is the field of both studies gathered its data; the data in previous study came from picture advertisement while the current study is from YouTube advertisement.

The second research which is reviewed by Putri (2020) entitled “*Semiotika Tanda Verbal dan Visual Pada Iklan Kampanye Pencegahan Penyebaran Covid-19*”, The study was purposed to examine the various signs and their meanings through use of advertisement, so that it could be determined whether or not the signs were designed to influence viewers' perceptions. The data came from a public service advertisement regarding the effort to stop the spread of Covid-19. This study employed information from brochures, photographs, posters, billboards, and website download advertising. Semiotics of verbal and visual communication was the analytical method taken. The collected data was analyzed qualitatively using Barthes' theory (1967). The study was designed by using the theory proposed by Wierzbicka (1996) in order to analyze the occurrent colors that appeared in the signs. Three main findings were taken as the results of this study. First, every advertisement contains verbal signs with connotational and denotational meanings. Second, the visual signs reveal diverse meanings that heavily depends on the context of the advertising, even though there was lack of text in the content but

still able to hold complete meaning to the viewers. Third, both form of signs able to stand alone to give meaning without support of each other to create a whole meaning. There are some similarities and differences between the previous study and the current study. The similarity is the qualitative method used in the data analysis. Meanwhile for the difference, the data source in previous study used public service advertisement while this current study will use product advertisement.

The third review is the article published by Suardani (2022) entitled “An Analysis of Verbal and Visual Signs Found in The Posters of Korean Pop Idol”. This study tries to identify signs and their significances of those verbal and visual signs present in posters of Korean pop star. The source is gathered from 10 printed posters of Korean pop idols found on the internet. The previous study uses Saussure's (1983) theory of semiotics to investigate the form of the signs, and Barthes' (1968) theory as the scope to find the meaning of the signs in collected from the source. The approach of descriptive qualitative is used as the design of the study. The finding reveals the ability of signs for contributing the successful effort of agencies to advertise the idols. Most of signs are dominated with connotative meaning. The main attraction of the posters possesses the show of an idol as a model, with the nonverbal indications of the advertising indicating that the adverts intended to catch people's attention by employing a great visual of the idol. There are some similarities and differences between the previous and the current study. Both studies have same approach toward how the data is analyzed. On the other hand, the studies show difference in theoretical framework, where the previous one

is based on theory of Semiotic by Barthes (1968) to find out nature form of the signs, while the current study uses by Barthes (1967) to find out the meaning the meaning behind the signs.

The following review is a thesis from Mariani (2020) entitled “A Semiotics Analysis of Verbal and Nonverbal Signs in Covid-19 Advertisement”. The study like the others tries to explore the application of signs and their meanings from Covid-19 advertisement. This previous study suggested that verbal and nonverbal signs in the advertisement often communicate the idea that during a pandemic, individuals must stay at home, wear proper masks, maintain social distance, and wash their hands. It used the qualitative method in the analysis by applying the model of semiotics of Saussure (1983), exploring the meaning in scope of Barthes’ theory (1977), and determine the color term through the theory of Wierzbicka (1996). This previous study reveals the existence of twenty verbal form and twenty-seven non-verbal forms of signs from eight Covid-19 advertisements in this analysis. Both studies follow the model of color by Wierzbicka (1996). The difference is both study use the theory of Saussure, but previous study used theory of the Semiotics theory proposed by Saussure (1983), while the current study will use the newer proposed model of Saussure (2011).

The last review thesis from Simarmata (2022), entitled “Visual and Verbal Signs in Selected Movie Posters”. The study is purposed to look up for visual and verbal signs together with the entailed meaning of those signs found in Disney movie posters. This research used a qualitative method and used the theory of Semiotic Saussure in Chandler (2007:14) and the theory of meaning by Barthes

(1977:89-91), and also as the supporting theory of Colors Meaning by Cerrato (2012:4). There are the similarities and differences between the previous study and the current study. The similarity in this both are used the qualitative method to analyse. The differences in both of study is the data source, the previous study analyse Disney movie posters, while the current study will analyse YouTube advertisement

2.2 Concepts

This study provided several concepts gathered from experts and linguists in the field of the research in order to give more detailed picture regarding the definition of the study that used in order to make a good framework on the analysis. The concepts of this study are divided into some concepts, which are semiotics, PUMA video, and advertisement.

2.2.1 Semiotics

The study of semiotics analyses how any sign system, such as words, pictures, music, and myths, creates meanings and evokes emotions (Harvey & Evans, 2001). It deals with signs exist in human life. Basically, semiotics learn show humans interpret thing around them. Everything that consider as a sign along with its meaning become the scope of semiotic study. In general, the natures or forms of signs are separated into two main types, namely verbal and visual signs. The verbal sign relates to words, phrases on a passage that hold meanings. Meanwhile, visual products like picture become the example the latter type, the visual signs. This

linguistic phenomenon resides in every aspect of life, in nowadays easily found in mass media, such as advertisements.

2.2.2 PUMA Video

PUMA SE is a German-based manufacturer which located in Herzogenaurach, Bavaria, Germany, which is known as a titan of its field that produces a world-renown sport and athletic attires. According to PUMA website on <https://us.puma.com>, it is famed as the third largest sportswear company in the globe. It regularly creates a lot of eye-catching advertising with a message. The branding of this company relies on who stylish and good attires can be affordable while hold the comfort and practical use of the products. Through advertisements, it tries to sway public opinion that they can have beautiful shoes, t-shirts, and many more while addressing mostly their emotions.

2.2.3 Advertisement

According to the Cambridge Dictionary, an advertisement is "an image, short video, or song that attempts to convince people to purchase a something or service." An advertisement is anything that attempts to convince you to make a purchase, informs you about an event or job opening, or is displayed in a newspaper, on television, online, or in a public setting. According to Dyer (1982: 2), advertising refers to a way to attract attention to alert and tell someone of something in order to get people's attention.

2.3 Theories

Theory is a framework used to analyze data. To be able to achieve the objectives of this research, there are three theories used in this research to assist in analyzing the problem of this research. The first is the semiotic theory proposed by Saussure (2011), the second is the model of meaning according to Barthes (1967), and the theory by Wierzbicka regarding color (1996).

2.3.1 Semiotics

Semiotics is the study of the science of the signs that exist in human life and the meaning behind the sign. There are several opinions regarding the origin of the semiotic word which are both from Greek, the first is "*seme*" meaning "interpretation of signs", while the second is "*semeion*" meaning "sign". In its development, there were several experts who studied semiotics in their studies and created semiotic theories, one of which was Ferdinand de Saussure. Saussure (1983) describe a language as a system of sign, which has meaning by virtue of their relationship to each other. Signs can be described as an object or quality that holds a significant presence of other, especially meaning. A sign must have signifier and signified. Based on Saussure theory (2011), the signifier and its signified is mainly considered as "psychological". Diagrammatically, Saussure's theory can be seen as follow:

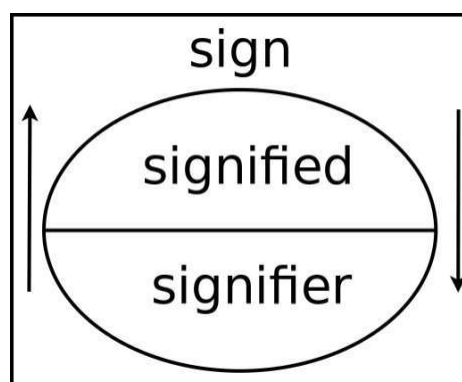


Figure 2. 1 The Saussure's (2011)

The link between the signifier and the signified is known as signification. The figure above presents that the combination of signifier and signified gives result to a sign as its product.

For instance, when the sign „open“ on the door of a store is examined, it is a sign consisting of:

- The signifier: the word “open”.
- The signified correlation: the shop accept trade and open for business.

A complete sign must have both signifier and signified. The product of the sign is determined through the combination of its signifier with its certain signified based on its context.

2.3.2 Signified

A "Signified" (*signifie*) is known as an idea of which of what is represented or described by a sign. It is simply the targeted point of a signifier. A linguistic sign combines a concept and a sound picture, rather than a thing and a name (Saussure,

2011). Based on the Saussure's theory of semiotics, the signifier can be found in form the sound, while the signified is the thought from the process. However, linguistic signs are not the concepts, not the sounds, not the phonics or the thoughts. Eventually, the unity of the signifiers and the signified is define what a sign really is. The nature of the signs is abstract. Saussure also adds that the true correlation of a sign does not lies in the link between a thing and its name, but between a concepts produces by its sound pattern.

2.3.3 Signifier

A "signifier" (*significant*), is the container of the signs which hold form of the signs. It creates signs through use of language units like alphabetical letters, sound, or symbols used to form the purpose of human message. The written word can stand in for the spoken word, or the other way around. The sound's signifier's psychological imprint, the impression it leaves on our sense (Saussure, 2011). Based on the Saussure's theory of semiotics, the signifier can be found in form the sound, while the signified is the thought from the process. However, linguistic signs are not the concepts, not the sounds, not the phonics or the thoughts. Eventually, the unity of the signifiers and the signified is define what a sign really is. The nature of the signs is abstract. Saussure also adds that the true correlation of a sign does not lies in the link between a thing and its name, but between a concepts produces by its sound pattern.

2.3.4 Verbal Sign

Verbal signs are words, phrases, noises, or other utterances spoken aloud to share information with other people. According to Chandler (2007), sign is produced through a harmony and the whole result from the combination of the signifier with the signified. A sign is named complete if it has signifier and signified because both are important for human. Based on the explanation, a verbal aspect mainly comprises in scope of text that carries message which is presented in diverse way like written letters.

2.3.5 Visual Sign

The visual sign refers to the application of visual objects like pictures or symbols to create ideas as meanings. There are various forms used to include this type of sign into a content, such as films, graphic designs and typography. In general, this sign is referring to the image. The brand logo, a model, or a product image typically serve as visual sign in advertisements. For instance, a picture represents visual object or idea that correlates to a person, an object, or a situation. The signs contribute to the capability of people to perceive what is being tell. The pictures bring more impact than words, because picture are the visualization that we can see in real (Dyer, 1993: 103).

2.3.6 Color Terms

All languages have a word for see, but not all language have a word for color Wierzbicka (1996: 287). Wierzbicka suggests six basic colors, including:

2.3.6.1 Black and White, Dark and Light

The black is known as the opposite of the white and vice versa. Black is often associated with dark, while white is light. It is a contradiction when the features are switched, like dark white or light black. Whereas light-white and dark-black does not create any sense.

The existence of black is a product of a complete absorption of visible light spectrum. The color is achromatic and does not possess hue, like white and gray. In millennia, the color is a symbolic and figurative relation to darkness, while its opposite white comes with positive connotation. White can be described clean, holy, and peacefully.

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2.3.6.2 Green

It is a color that closely ties to grass or vegetation. The color of green is well known with its identical to nature and its surroundings. Green symbolizes spring, where spring has a positive meaning. Green means healing, trust, and longevity. As a color between yellow and blue in the visible spectrum, green easily found in things such as grass or emerald.

2.3.6.3 Blue

It is the color of the vast sky above the Earth. Blue has the calming and relaxing effect and make us feel secure and confident. Blue is symbolized as the quality of security, responsibility; a color for a symbol for trust, loyalty and honest. Light blue is identical to healing and calmness, while the dark blue describes the strength, and integrity.

2.3.6.4 Red

Red is the color of passion and drama and has a strong emotion. Etymologically the color is the sole representation of blood. Weirzbicka (1996: 315) stated that red is “a rich warm color”. To many civilizations, red is the symbols of excitement and energy. Light red is symbols of joy. Pink signifier romance, it signifies feminine qualities and passiveness, proposed by Weirzbicka (1996: 318). Dark red is related with rage, danger, power, and strength.

2.3.6.5 Yellow

Yellow as the color of the sun is often associated with warm, similar to red which got warm quality as it's the color of fire. The color of fire might not be seen as red, yet people continue to illustrate fire in the color red. Similarly, they do not have to think the same way like the sun as yellow, and yet they do they use yellow, to the whole extent people already associated the color as a sunny

color. The color of light yellow is a close association to intelligence, energy, and freshness.

2.3.6.6 Brown

Brown is the color of stability and reliability. A composite color like purple, orange or pink, this color is created through a combination of red, yellow and black. According to Wierzbicka (1996: 327) stated that “brown” is mainly dark-grayish orange or yellow colors. The brown color can be seen everywhere in life. It is a color that represents organic feature of Earth such as the soil, wood, human skin, and many others.

2.3.7 Theory of Meaning

The study used the theory of meaning which proposed by Roland Gerard Barthes (1967). Meaning is what a word, action, or concept is all about its purpose, significance, or definition. Roland Gerard Barthes was a French philosopher and literary critic who researched the influence of symbols on society through social theory, anthropology, and semiotics. His work influenced the intellectual movements Structuralism and Post-Structuralism. There are two kinds of messages that would deliver while we tried to read a sign for instance denotation and connotation meaning Barthes (1967: 89). The first system and order meaning focus on the literal meanings of the words. Denotation is a signification that occurs when the signified resulted in the literal or obvious meaning of a sign. People usually search this denotative meaning by using dictionary to help to get the meaning. The

second one is connotation. It is a meaning that associated signification to relate with socio-cultural value in the society or related to idea and emotion. Connotation offers the denotative sign (signifier and signified) as its signifier while contributes to add extra signified to it. It is the second order signifying system that Barthes refers to as 'myth,' an illustration by him imagining a young negro soldier saluting the French flag covered in a Parisian magazine. Denotative meaning of this signs is militaristic of the French, and the second order signification, which is the connotative, is the vast of the French Empire that comprises diversity of race while considered as the child of the nation without discrimination.

Roland Barthes created his map of sign meaning to make it more clear, a follows:

1. Signifier	2. Signified
3. Denotative Sign	
4. CONNOTATIVE SIGNIFIER	5. CONNOTATIVE SIGNIFIED
6. CONNOTATIVE SIGN	

Figure 2. 2 the Barthes's (1967) concept signification

The figure indicates that connotation (6) is made up of signified (5) and signifier (4), also known as "connotator." Connotator is made up of denotative meaning signified (2) and signifier (1). The first three boxes (1, 2, 3.) represent the denotation, whereas the latter three (4, 5, 6.) represent the connotation.

2.3.7.1 Denotation

The first order of signification, according to Barthes (1967:91), is the denotation. It describes the straightforward or direct connection between a sign and its references—the signifier and signified. The sign known as the denotation is what produces the explicit meaning by explaining the relationship between the signifier and signified. The first level of signification is denotation, defined as the objective and permanent sense of a word (dictionnaire de la langue Francaise 1993). It focuses on obvious and literal meaning of a sign, thus denotation of the visual image associated to common see of people without touch of their society, ideology or culture. According to Roland Barthes, the analogy given by the denotation support the connotation process in the signification.

2.3.7.2 Connotation

According to Barthes (1967:90), connotation is the second signification process that includes signifier and signified. Connotation is a result gathered from the denotative sign's signifier, thus unlock the lead into several connotations. The concept of connotation by Barthes comprises on how the sign meets the external values in the society such as culture and personal interest. The connotative signification is also influenced by personal view or subjection while interpret the sign. He suggested that 'connotation, as a system, consists of signifiers, signified, and the process that connects the former to the latter