

ABSTRACT

Saragi, Dian Megawati Agnes Putri. 2023. **Verbal and Visual Signs on Samsung X BTS Advertisements**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Ni Made Verayanti Utami, S.S., M.Hum.; Co-supervisor: Dr. I Gusti Agung Sri Rwa Jayantini, S.S., M.Hum.

This study aims to determine the verbal and visual signs and explain the meaning of each verbal and visual signs contained in Samsung X BTS advertisements. An advertisement is a piece of content that informs people about something, such as trying to persuade people to buy a product or service. In general, advertisements are used to introduce a company's product. People can be influenced and persuaded by advertisements. Companies use advertisements to share their product and spread information about it. To analyze the information in advertisements, this study employed the theory of Semiotics by Saussure (1959) that was also used to determine verbal and visual signs. The theory of denotation and connotation by Barthes (1983) was utilized to determine the meaning of verbal and visual found in Samsung X BTS advertisements. This study uses a qualitative method to investigate and analyze verbal signs and visual signs in the advertisements. This study concludes that there are verbal and visual signs in those advertisements that have the function to inform people about the specifications, features, and additional information of the Samsung Galaxy series S22.

Keywords: verbal signs, visual signs, Samsung, BTS, advertisements.