

ABSTRACT

Manjo. Sabinus. 2023. **An Analysis of Verbal and Visual Signs in Head & Shoulders Shampoo.** English study program, Faculty of Foreign Language, Mahasaraswati Denpasar University. Supervisor: Dr. Ni Wayan Suastini, S.S., M.Hum; Co-Supervisor: I Dewa Ayu Devi Maharani Santika , S.S., M.Hum.

The study concerns a semiotic analysis in the Head & Shoulders shampoo advertisement that analyzes the use of verbal and visual signs. There are two objectives of the study; (1) to find out the verbal and visual signs used in Head & Shoulders shampoo. (2) To explained the meaning of verbal and visual signs used in Head & Shoulders shampoo advertisement. This study used qualitative method to conduct a clear and well organized description about the phenomena which is being identified. Description study in textual analysis is applied to analyze the sign used in Head & Shoulders shampoo advertisement. The data on this study were taken from the website. Observation method and note taking technique was applied in collecting data. These collected were analyzed based on the theory that proposed by Saussure (1983) about the verbal and visual signs, theory of meaning by Barthes (1972), and theory of color by Cerrato (2012). The results of this study from head & shoulder advertisement have the same number of verbal and visual signs because in these advertisements verbal sign for to inform the product's usefulness to the readers and visual sign aims to support verbal sign and make advertisement more attractive, and these signs have two meaning, where there is more denotative meaning than connotative meaning, because the statement contained in the advertisement has a direct meaning

Keywords: *Semiotic, Head & Shoulders Shampoo Advertisement, Verbal Sign, Visual Sign.*