

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of Study

Semiotics is the study of meaning-making, the philosophical theory of signs and symbols. This includes the study of signs and sign processes, indication, designation, likeness, analogy, metaphor, symbolism, signification, and communication. Semiotics is concerned with everything that can be taken as a sign. Semiotic aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, objects, and the complex associations of all of these, which form the content of ritual, convention or public entertainment: these constitute, if not languages, at least systems of signification. Semiotics is often employed in the analysis of texts although it is far more than just a mode of textual analysis. Here it should perhaps be noted that a text can exist in any medium and may be verbal, non-verbal, or both, despite the logo centric bias of this distinction. The term text usually refers to a message which has been recorded in some way e.g. writing, audio and video-recording so that it is physically independent of its sender or receiver. A text is an assemblage of signs such as words, images, sounds, and/or gestures constructed, and interpreted with reference to the conventions associated with a genre and in a particular medium of communication (Saussure 1974): semiotic is a science which studies the role of signs as part of social life.

Advertisement contains two signs, visual and verbal signs. Visual signs are about picture and verbal signs are about text, either words or sentences. The use of these two signs in an advertisement is meant to make people understand about the product advertised by the producers. Peirce stated in Chandler (2001:16) Signs more specifically take the form of words, images, sounds, flavours, acts or objects, however such things have no intrinsic meaning and become signs only when we imbue them with meaning. Nothing is a sign unless it is interpreted as a sign. Anything can be a sign as long as someone interprets it as signifying something - referring to or standing for something other than itself. It is this meaningful use of signs which is at the heart of the concerns of semiotics. The advertiser making a good picture, a good sentence, also artist as the model to their advertisement to persuade the reader buys their product. Dyer (1982) indicates that the word advertising means drawing attention to something, or notifying or informing somebody of something. However, advertisements must also take into account the way in which they can make the qualities and attributes of the products mean something to us.

This research analysed verbal and visual elements in advertisements. The advertisement chosen to be analysed as a case study is Bintang Beer. Bintang Beer has a competing price with the other and then able to make people satisfied when consume it. Then people can get the selection of the product with a better price. Besides that, Bintang Beer advertisement usually uses unique sentence and has implicit meaning in the sentence to promote their product so people will be interested to buy it. As a form of communication or message for a product,

advertising can be a tool to attract attention. Therefore, the language in advertisements must be concise, short and interesting, so that the words conveyed are easy to digest, remember on the reader's mind. Besides of the word, the advertiser uses attractive visual design in Bintang Beer because the advertiser wants to get the reader's attention, so if they have good visual design it can be an eye catcher for the reader.

## **1.2 Problems of study**

Based on the background given above, the problem of the study can be formulated as follows:

1. What are the verbal and nonverbal signs presented in “Bintang Beer” advertisements?
2. What are the meanings of verbal and nonverbal signs in “Bintang Beer” advertisement?

## **1.3 Objectives of the study**

Based on the problems above, the objectives of this study are as follows:

1. To identify the kinds of verbal and nonverbal signs founds in “Bintang Beer” advertisement.
2. To explain the meaning of verbal and nonverbal signs in “Bintang Beer” advertisements.

#### **1.4 Limitation of the study**

Related to the problems mentioned above, the analysis of this study focuses on the discussion of meaning and function of verbal and visual sign. The meaning of signs that supported the product in Bintang Beer advertisement is analysed based on the theories applied in this study. The discussion in this study are limited to:

1. The analysis of sign in the selected “Bintang Beer” advertisement.
2. The description of meaning of verbal and visual sign in the “Bintang Beer” advertisement.

#### **1.5 Significance of The Study**

Regarding the topic discussed in this study, there is the theoretical and practical significance for the readers, primarily the following researchers, English teachers, and English students.

##### **1.5.1 Theoretical Significance**

This research generally aims to develop semiotics theory focusing to analyze verbal and visual signs found in Bintang Beer Advertisement by using the theory the meaning of sign by Roland Barthes (1991) and the theory of color by Eimann (2000). This research explains about semiotic especially the meaning of the verbal and visual elements that found in the advertisements. It also provides a contribution for further research in the field of marketing and also provides additional literature in the research of marketing strategy.

### 1.5.2 Practical Significance

This study can be used as an illustration, reference, source of understanding, and study of semiotic that directed to the readers and for further researchers and anyone else learning about verbal and visual sign with different objects and theories. The writer also expected if this study could be expanded by those people who are interested to analyze about sign in advertisement as the field of study in semiotic



## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

#### 2.1 Review of Related Literature

The prior studies may presents a similar subject of study about verbal and nonverbal advertisement. It is used as a research reference. There are five previous studies that is used in this study. The first thesis entitled “Verbal And Non-Verbal Sign In Insidious Film Poster” by Jasmine (2020). The aims of her study to identify of verbal and non-verbal signs found in “Insidious” film poster and to explain the meaning of verbal and non-verbal signs by Dyer (1983). In analysing data in his study used qualitative analysis, the data of his study in film posters taken from the components in the Insidious film posters containing texts and pictures. Those film are Insidious (2011), Insidious chapter 2 (2013), Insidious chapter 3 (2015), and Insidious The Last Key (2018). This research found seven verbal signs and five non-verbal signs in Insidious Poster, three verbal signs and four non-verbal signs in Insidious Chapter 2 Poster, four verbal signs and four non-verbal signs in Insidious Chapter Poster and four verbal signs and four non-verbal signs in Insidious The Last Key Poster. The meanings found is denotative meanings from verbal and non-verbal signs represent the real meanings of film posters such as title, name of actors and actresses, tagline, the character, setting, and all elements shown in film posters.

The second thesis entitled “The Analysis of Verbal And Visual Signs of Adidas Advertisement” by Sena (2016). This study describes the verbal and visual signs in the advertisement and analyses the verbal and visual signs supporting the Adidas advertisement, and function and meaning of verbal and visual signs. In his study there are four theories used. They are the theory of visual and verbal signs proposed by Dyer (1993), the theory of meaning and function proposed by Leech (1974), the theory of sign that is elaborated by Chandler (2001), and the theory of colours proposed by Chapman (2010). The result of that research is found verbal and visual signs, in the verbal signs there is some important purposes such as to give some information to people about signs in order to know the messages of signs in the advertisement. In the visual sign found a model in Adidas Advertisement is used for delivering the verbal and visual signs to make people interested in the product; there is also hidden message behind it. The information is used to attract the reader’s attention to catch the message of the advertisement.

The third is an article entitled “Verbal and Non-Verbal Sign in Facial Wash Advertisements: A Semiotics Analysis” by Andriani 2021. Her study used the semiotic hypothesis provided by Saussure (1983:65) to find out the verbal and non-verbal signs and the theoretical meaning provided by Barthes (1977) to find out the meaning of verbal and non-verbal signs in facial wash ads. The analysis used a descriptive qualitative approach to analyse the results. The result of that research is found verbal and non-verbal signs. In the verbal signs of the advertising, most of them contain denotative meaning and non-verbal signs which is in part, contain connotative meaning in certain advertisements. Two advertisements used a female

as a model, one advertisement used a male as a model. The purpose is to get any attention through the use of pretty females, popular figures and natural extracts or ingredients.

The fourth is an article written by Meriandari (2022) entitled *Connotative Meaning of Verbal and Visual Sign in “What Can’t Milk Do?” Advertisement*. That research is focused to analyse the connotative meaning of verbal and visual signs in that advertisement. The data was taken from Youtube and it was collected by observation method. The method used was descriptive method. For analysing the verbal and visual sign is used the theory of semiotic by Saussure and for analysing the meaning of the verbal and visual signs is used the theory of meaning proposed by Barthes. The result of that research is found verbal sign in the form of spoken and written language and found visual signs in the form of picture or illustrations. The presence of verbal sign and visual sign in the advertisement are to reinforce the message given by the advertiser to the audiences, to educate, giving knowledge, and also to persuade the audiences.

The last is an article written by Merlina (2020) entitled *“Verbal and Visual Signs of Brand Logo Designs in Some Fast Food’s Advertisements : A Semiotic Study”*. The data was taken from the advertisement in internet. That research aims are to identify the verbal and visual signs of brand logo designs and to analyse the meaning of it. That research is using fast food advertisement like Mc Donald’s, KFC, Subway, Burger King, etc. That research is qualitative research, it used the theory of signs by Ekman (2003) and also theory of color by Eiseman (200). The result of research is, found the verbal and visual signs of each ads such as in Mc



Donal's ads found verbal signs in its logo and it's represents joyful. In Burger King's ads found a logo design that represent excitement and professional. In Subway ads found logo design that represents enjoyable, purity, and refreshment. And the last in KFC ads found a logo that represent enjoyable, purity and passionate.

Based on previous studies, the difference in this study is the object of study and the scope of discussion. The object of this research is Beer Bintang Advertisement and the scope of discussion of this research is to analyze verbal and visual signs to discover the hidden meaning in the advertisements on Beer Bintang. The similarities between the previous researchers are the writer used the same theory of the previous study.

## **2.2 Concepts**

The concepts part present the concepts used in this study. There are three concepts that will be explained in this part, namely; advertisement, semiotic, and Beer Bintang.

### **2.2.1 Advertisement**

Advertisement is something (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement. Dyer (1993) states that the word "advertising" means drawing attention to something, or notifying or informing somebody or something. In more specific definition he states: Advertising is one of the means used by manufacturing and service industries to ensure the distribution of commodities to people in society, at

large and is designed to create demands for such goods and services. It helps the manufacturer or business to secure a section of the market by organizing and controlling people's state and behaviour in the interests of company profit and capital growth.

### **2.2.2 Semiotic**

Anything in the universe is a sign. Every time we are, there are signs. Everything happens because this world decorates with a sign (A'la, 2011). To interpret the signs, we need the semiotics to study the signs. Semiotics is from the Greek language derived from the word seme or semeion, as in semiotikos, it is the symbol or meaning of the sign. A semiotic is a way to find a deeper meaning. As a discipline, semiotics is necessarily an analysis of the sign system, are of considerable importance, and easy to grasp. However, (A'la, 2011) stated that recognition of the need to research the sign system is a very new phenomenon. 8 Chandler (2002:1) stated that semiotics is the study of signs, while, Eco (1976:7) claimed that Semiotics concerns with anything that could be perceived as a sign. Semiotics is not only a study of a symbol in everyday speech but also something that stands for something more. The form of the signs is such as pictures, sounds, movements, and objects. Semioticians are learning signs not in isolation, but as part of semiotic sign systems. Semiotic examines semiotics practices, specific to culture and community, to produce the different types of texts and meanings in contexts of culturally meaningful activities. As an approach to textual study, semiotics view the text's vocabulary as a collection of signs and symbols that communicate meaning to the reader.

### **2.2.3 Bintang Beer**

Bintang Beer is brand of beer from Indonesia and is produced by PT Multi Bintang Indonesian Tbk, part of Heineken. The beer is styled as a pale lager, gold in colour with ideal serving temperature of 7 Celsius. Beer Bintang has a malt and hop flavour, because it is a localized version of Heineken, its taste is similar and comparable to Heineken. Beer Bintang bottle is reminiscent of a Heineken bottle. The red star on the bottle is the same as Heineken. Bintang makes a malt based beverage called Bintang Zero 0.0%, a low alcohol Radler called Bintang Radler (in both lemon and grapefruit flavours) 2.0%, a soft drink product called Green Sands. Construction of the brewery began in Surabaya in 1929 during Dutch colonial rule of Indonesia. In 1949, following Indonesian independence, the brewery was renamed Heineken's Indonesia Brewery Company. In 1957 the Indonesian government appropriated the brewery and retained control for the next ten years. In 1967 Heineken resumed operations of the brewery which was later renamed "Multi Bintang Indonesia". In 2011, Bintang Beer won a gold medal for lager (class 2) and champion beer for the lager category at the brewery industry international awards (BIIA 2011) In London. Beer Bintang brand was awarded as top 50 most valuable Indonesian brand 2013 by Brand Finance.

### **2.3 Theories**

This part presents the theories used in this study. The main theory that used in this study is the theory which proposed by Roland Barthes (1964) semiotic theory

to analyze the verbal and nonverbal sign in beer bintang, and to analyze the meaning in beer bintang advertisement.

### **2.3.1 Verbal Elements**

Verbal elements are about words or text. In the book *“Discourse Analysis”* by Brown and Yule (1983), there are two kinds of texts:

#### **a) Written Text**

Written text includes printed form, bills, newspaper, poster or any other piece of written language. A ‘text’ may be differently presented in different editions, which different type-face, on different size of paper, in one or two columns, and we still assume, from one edition to the next, that the different presentations all represent the same ‘text’ It is important to consider just what it is that is ‘the same’. Minimally, the words should be the same words, presented in the same order.

The idea of ‘text’ reaches beyond the reproduction of printed material in one further printed form. In many cases of written texts, like handwritten of grocery list, slogans and even public notices, the ‘text’ will be held to have been reproduced if the words, the punctuation and, where relevant, the lineation are reproduced accurately.

#### **b) Spoken Text**

The problems encountered with the notion of ‘text’ as the verbal record of a communicative act become a good deal more complex when we consider what is meant by spoken ‘text’. The simplest view to assume is that a tape-recording of a

communicative act will preserve the 'text'. The tape recording may also preserve a good deal that may be extraneous to the text – coughing, chairs creaking, buses going past, the starch of a match lighting a cigarette. We shall insist that these events do not constitute part of text. (Brown and Yule, 1983: 9).

### 2.3.2 Visual Elements

Visual element refers to all other aspects of the communication process. Visual message can be defined as the pictures, which present the kinds of the product; logo of company, color, etc. Pictures are easier to understand than and have more impact than words, and they generally offer greater opportunity for communication of excitement, mode, and imagination. A picture is used to lead eye to the written copy in magazine ads and in commercials (Dyer, 1983:86). In order to understand the meanings of ads featuring human subjects we need to delineate the principles non-verbal means by which people communicate.

### 2.3.3 Semiotic

According to Barthes (1964), there are three main points, denotative, connotative, and the myth.

1. Signifier	2. Signified
I. Sign (Denotative Sign) I SIGNIFIER	II SIGNIFIED (Connotative Sign)
II. SIGN (Myth)	

This idea is known as the 'order of signification' which includes the disclosure of denotative and connotative meanings. The meaning of denotation is direct, meaning the meaning contained in a sign or the actual description of a signified. The meaning of denotation is the level of signification that explains the relationship between the signifier and the signified in reality, resulting in an explicit and definite meaning. From the table above, it can be concluded that myth is actually associated with a system of signs, markers, and signs (sign, signified, and signifier). According to the language, a branch of science that studies the relationship of sign form such as code, language, signals, etc. Ferdinand de Saussure introduced semiotics using the form of markings: signified and signifier in the form of atomistic. The relationship is an association between "to be marked" and "to mark". A sign is an idea or signified and a wholeness of a signifier. That is, the marker is a 'sound or scribble that has meaning. Thus, a marker is a material aspect of language, that is, something that can be said or heard, and something that can be written or read, if the sign is a description of mental, mind, and concept. Connotative and denotative words have different meanings. In Roland Barthes 's theory, denotative is the first sign, and connotative is a secondary sign. From this theory, Barthes explains that the first sign (denotative) is the relationship between the signifier (expression) and signified (content) in the sign of external reality.

**a. Denotative**

Denotative is generally defined as the literal or dictionary meaning of a word, as opposed to its connotative or associated meaning. The denotative meaning of the visual image refers to what all people see without being associated with their

culture, ideology, or society. Denotative is the real meaning and refers to the real word that we can find the meaning of the word in the dictionary (or sometimes it is called the word in the dictionary (or sometimes called the dictionary meaning). In other words, denotative is the primary sense of visual signs. It is the first level of meaning. In simple language, denotative has an immediate meaning or a specific meaning. Denotative is the meaning that is understood as being, whether word or explicit. Denotative is the first significant level. In general terms, denotative can interpret as being "real." Denotative usually refers to the use of a language that has meaning to what is said. However, in Semiology, the denotative of Roland Barthes is a first-level system of significance. Denotative is even more associated with the closure of meaning and, therefore, censorship or political repression.

**b. Connotative**

The connotative is placed on the second level of the system of semiotics. The factors of culture and myth can influence connotative meaning. In Barthes's context, the connotative is the same as the operation of the ideology that he calls 'myth.' It is intended to give expression and justification to the dominant values that apply in a certain period. Barthes' connotative signs have additional meaning and contain denotative part marks that underlie their existence. The connotative is a secondary meaning that can be implicitly known from the text. The connotative is the sign's dimension that defines the relationship between the sign and the symbol in which the context is not clear, vague, or unclear. Roland Barthes (1964) concluded that the connotative is not automatically imaginable at the level of the message itself (it is, one may say, at once invisible and engaged, explicit and

implicit). However, it can be inferred from certain phenomena that occur at the production and reception of the message. On the one side, the press's picture is an object that has been focused on, selected, written, designed, view in keeping with technical, artistic, or moral standards.

### **2.3.4 The Meaning of Colors**

Eiseman (2000:9) categorized the colors based on the meaning. Here are the colors and their general meaning:

#### **1. Red**

Red in its various incarnations has more personal associations than any other color. It can typify the lowly stop sign, or the inference of a bordello. Recognized as a stimulant, red is inherently exciting, and can be useful in restaurants and other high-power settings. The volume of red is directly related to the amount of energy perceived. Red is the color of energy, passion, action, love, courage, excitement, warmth, boldness, hot, ambition, aggressive, strength and determination. It is also the color of anger and sexual passion (Eiseman 2000).

#### **2. Orange**

Orange is a close relative to red, sparks more controversial than any other hue. There is usually a strong positive or negative association ranging from juvenile plastic toys, the fruit of the same name, or the radiant colors of a sunset. Some common words associated with orange: radiant, bold, warm, flamboyant, vibrant,



happy, harvest, autumn, fruity, friendly, garish, juvenile. From a negative color meaning it is also a sign of pessimism and superficiality. It also the color of cheerfulness, enthusiasm, stimulation, creativity (Eiseman 2000).

### **3. Yellow**

Yellow is traditionally associated with enlightenment, and its close associate, gold, with wealth and success. The color of the sun, yellow will warm and lift spirits, raise expectations and is appropriate to areas that require this related mood or where attention is needed. Some words associated with yellow: friendly, joyful, light, free, open, vigorous, sunny, stimulating, cheery, fun, luminous, and exuberant, energy and optimism (Eiseman 2000). Yellow is the color of the mind and the intellect. However it can also suggest impatience, happiness, joy, criticism, summer and cowardice.

### **4. Green**

Green requires two discussions. As green occupies more space in the spectrum visible to the human eye, it can cover a lot of territory of perception. Some words associated with green is restful, tranquil, soothing, cool, refreshing, traditional, stable, conservative, calm, spacious, and relaxing. Green is the color of balance, environmental, honesty, safety, harmony, growth, spring, nature and relaxation (Eiseman 2000). It can mean both self-reliance as a positive and possessiveness as a negative, among many other meanings.

### **5. Blue**

Blue is favorite color. The collective color of the spirit, blue invokes the qualities of rest. The distant receding character makes blue ideal for small spaces,

or places for study and reflection. The calming qualities of blue inherently slow down activity and cool down hot surroundings. It can suggest loyalty and integrity as well as conservatism and frigidity. Some common words associated with blue: clean, relaxing, serene, refreshing, classic, conservative, traditional, hospitable, professional, dependable, confident, and nautical (Eiseman 2000).

## **6. Purple**

Purple embodies the balance of red stimulation and blue calm. This is a sense of exclusivity and the mystic and royal qualities associated with purple come from its early rarity and expense. Some words associated with purple: regal, sophisticated, rich, dignified, magic, spiritual, mysterious, exotic, and melancholy (Eiseman 2000). Purple is the color of the imagination royalty elegance magic luxury nobility. It can be creative and individual or immature and impractical.

## **7. White**

White is color at its most complete and pure, the color of perfection. White in both English and Chinese, whites denote purity and innocence. This is why the brides are dressed in white in western countries. It is also associated with meaning of invalidation and terror the color meaning of white is purity, cleanliness, innocence, peace, wholeness, simplicity and completion (Eiseman 2000).

## **8. Black**

Black is the color of the hidden, the secretive and the unknown, creating an air of mystery. It keeps things bottled up inside, hidden from the world. It also the color of elegance, sophistication, formality, power, strength, illegality, depression,

morbidity, night, death hardship, and sadness (Eiseman 2000). For instance, black market. In other words, black is associated to the eternity and the strength.

## 9. Pink

Pink is unconditional love caring and nurturing. Pink can also be immature, silly feminine, and girlish. Pink usually signifies women and its sort of things related to them. Sensitive is also signified by pink (Eiseman 2000).

