

## ABSTRACT

Artawan, I Made Alit. 2023. **An Analysis of Verbal and Visual Signs Found In The Heinz Ketchup Video Advertisement.** English Study Program. Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M.Hum.; Co-supervisor: I Wayan Juniarta, S.S., M.Hum.

The language used in advertising differs from the language we use in our daily lives. The purpose of this research is to identify and explain the verbal and visual signs utilized in two Heinz ketchup advertisements. The data were obtained from several accounts on Youtube.com. The collected data were analyzed using the observation method. The investigation began with a study of verbal and visual signs using Saussure's semiotic theory (1893). The analysis of the meaning of the verbal and visual signs is based on Barthes' theory of meaning (1977). Furthermore, Wierzbicka's color theory was applied in the examination of color (1996). The findings were presented in both formal and informal methods. The formal method was done using a table, while the informal method was done by describing the interpretation of the verbal and visual signs discovered in the advertisement. The study concludes that there are twenty-eight verbal signs and fifty-three visual signs. After examining the data from two advertisements, it was discovered that the verbal signals in those advertisements had a great choice of words to draw people's attention, but the visual signs offered an appealing scenario to market the product.

Keywords: *verbal sign, visual sign, advertisement, Heinz ketchup*

The logo of UNMAS DENPASAR is a stylized yellow and green emblem with a central circular motif, positioned above the text 'UNMAS DENPASAR' in a bold, sans-serif font.

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