

## ABSTRACT

NI KOMANG AYU LESTARI, 2023. **Verbal and Non-Verbal Signs in Nescafe Coffee**. English Study Program, Faculty of Foreign Languages, Mah Saraswati Denpasar University. Supervisor: Dr. Putu Nur Ayomi, S.S., M.Hum, Co-Supervisor: Ni Made Verayanti Utami, S.S., M.Hum.

Advertisement becomes an important role in marketing communication with the purpose of selling the product as many as possible. The advertisement contains hidden meanings through the use of verbal and non-verbal signs. In this research, the writer focuses on two problems: (1) The type of verbal and non-verbal signs found in Nescafe coffee advertisements and (2) The meaning of verbal and non-verbal signs found in Nescafe coffee advertisements. The data were taken from the website internet with 7 Nescafe coffee brands such as Nescafe Black Ice Nescafe Latte, Nescafe 3 in 1, Nescafe gold blend, Nescafe White Coffee, and Nescafe Thai Milk Coffee. This study used the theory proposed by Barthes (1964) as a guide for analyzing signs and used the concept of denotation and connotation. Theory of color by Wierzbicka (1996). This study used the observation method in collecting data through the note-taking technique. In analyzing the data, this study used a descriptive qualitative method and presented informally with detailed explanations. The result of this study showed that verbal signs contained denotative and connotative meanings used to attract the audience. Non-verbal signs described the important role of color, picture, and gesture of the model in the advertisement.

Keywords: *verbal, non-verbal, signs, nescafe coffee advertisements.*

UNMAS DENPASAR