

ABSTRACT

Ni Ketut Tila Ningsih, 2023. **The Analysis of Verbal and Non-Verbal Signs in Cigarette Advertisements.** English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M.Hum, Co-Supervisor: Ida Ayu Putri Gita Ardiantari, S.S., M.Hum.

Advertisement becomes an important role in marketing communication with the purpose of selling the product as many as possible. Advertisement contains hidden meanings through the use of verbal and non-verbal signs. In this research, the writer focuses on two problems, namely: (1) The type of verbal and non-verbal signs found in cigarette advertisements and (2) The meaning of verbal and non-verbal signs found in cigarette advertisements. The data were taken from the website Pinterest with 10 cigarette brands such as Marlboro, Gudang Garam, Surya, GG mild, Camel, and L.A Bold. 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 Cerrato (2012). 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, cigarette, advertisements.*

