ABSTRACT

Dwijaya, I Made Andika. 2023. **A SEMIOTICS ANALYSIS OF VERBAL AND NON-VERBAL SIGNS IN DRUG POSTERS**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M.Hum.; Co-supervisor: I Putu Andri Permana, S.S., M.Hum.

The study concerns with the verbal and non-verbal signs that occur in drug posters which were used as the data source. The study aims to analyze how many verbal and non-verbal signs found in the drug posters and what are the meaning of each signs that occur in the posters. The data of this study were taken from Google on different websites. Descrptive qualitative method was used to analyze the data in this study. The analysis started by analyzing the verbal and nonverbal signs based on the theory of semiotics by Saussure (1983). The analysis of meaning the verbal and nonverbal is based on the theory of meaning by Barthes (1977) as the main theory, and supported theory of color from Wierzbicka (1996). This study provides formal by verbal and non-verbal signs using tables and informal methods which describe the meaning of verbal and non-verbal sign contained in this poster. The study concludes that there are seventeen verbal signs and thirty nonverbal signs from eight drug posters in this analysis. The type of verbal sign that often appears is in the form of aa sentence, and the meaning that often appears is denotative meaning. In other hand, the type of nonverbal sign that often appears is picture and the meaning that often appears is connotative meaning.

Keywords: semiotic,verbal sign,non-verbal sign,drug poster