

ABSTRACT

I Gede Suardana. 2023. **An Analysis of Semiotics in “Bintang Beer” Advertisements.** English Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S.,M.Hum; Co-Supervisor : Dr. Putu Nur Ayomi, S.S., M.Hum

The study concerns at the signs found in advertisements. The study aims to analyze the verbal and visual sign of the advertisement and also the meaning of each. The data used for this research were taken from Bintang Beer Advertisement. This study used descriptive qualitative method to conduct a clear and well-organized description about the problems which is identified. First analysis was aimed classifying the verbal and visual signs found in advertisement. The second is aimed to determining the meaning of the signs. The theory used in this research is the theory of sign and meaning by Roland Barthes (1964) and also the theory of the color by Eiseman (2000). In each advertisement verbal and visual elements are used. The verbal elements found are in the form of sentence or phrase and they have denotative and connotative meanings. Then, the visual elements found are in the form of pictures, background colors and logos.

Keyword: illocutionary, meaning, movie

