

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Study**

Semiotics is known as the study of sign systems and symbols. This study covered sign meaning, sign interpretation, sign process, symbolism, and communication. The semiotic is used to analyse and interpret signs and symbols as a component of communication. A sign is anything that can be used to significantly substitute for another thing, such as a picture, gesture, musical note, or object. It means that everything in our lives is viewed as a symbol that needs meaning that we may provide to it. According to Saussure (1893:65), A sign is the composition of the signifier and signified. To put it another way, the signifier is the concrete aspect of language, or what is spoken, written, or read, although the signified is a mental image, concept, or thought because the signified is comprehended to be the concept of what the signifier means. In general, the sign has visual and verbal signs.

Verbal signs are employed in both spoken and written language. It has linguistic elements like words, phrases, and sentences that convey ideas and express feeling to other people. Verbal signs in advertising are the words, slogans, or spoken words of the commercial itself. There are numerous word cues in advertisements for semiotics that can be examined. The big company studies communication to create an advertisement that may inform or persuade a large audience. The visual signs can convey the meaning without saying words. Face

expressions, gestures, eye contact, body language, and visual representations are all examples of visual signs. The relations between verbal and visual signs can be interpreted as the verbal signs improving the presentation of the visual signs by providing any additional information. However, by providing an image or presentation of what is being said, visual signs can also support verbal signs meaning. People can now communicate with one another in a variety of ways. They can use technology in addition to spoken communication. Ramey (2017, Para 1.) suggests as time goes on, more emerging technologies will change the way we communicate. Therefore, this change has an impact on advancing people and business industries, such as making product and market launches simple, enabling social connection with customers, and enabling product or service surveys to have a quick answer, saving the business money and time.

There are numerous technologies available now such as television, radio, newspapers, social media, billboards, and online platforms. People frequently use technologies to convey their messages, such as invitations, arguments, exclamations, and persuasions. It seems to look at the electronic or printed advertisement that commercial advertisers used to persuade the reader, listener, and audience as a consumer. Recently, due to sophisticated technology, the use of electronic advertisement is fairly required to present a large range of product specifications within a movement that represents inside the video.

According to Gilson & Berkman (1980), advertisement is persuasive communication media designed to produce a response and help to achieve objectivity or marketing purposes. In electronic media, advertisement is

commonly found in videos that contain a variety of signs both verbal and visual. The use of these signs helps the viewer to be more comprehensive in the meaning of each sign that represents inside video products such as the product information to make the advertisement to be well conveyed. This delivery is followed by informal words, with short and simple sentences that include interactive words and are emphasized with images as visual cues to reinforce the intent of the advertisement itself.

In this study, both the verbal and visual indications of semiotics messages in a particular commercial video advertisement were observed. Semiotics in advertising serves to provide an interpretation of the message, particularly in online advertisements that are meant to influence viewers.

This research analyzes the meaning of the visual and verbal signs found in two videos from the Heinz Ketchup brand advertisement, these commercials were chosen as data sources because they provide a lot of visual and verbal cues to examine. This advertising tends to use signs differently than other promotional advertisements. This study will be useful to individuals or businesses that generate videos for commercials since it will enable them to produce more visually interesting videos that convey important messages.

## **1.2 Problems of the Study**

Based on the background of the study, the problem was conducted into two research question, as follow:

1. What are verbal and visual signs found in the Heinz Ketchup video advertisements?

2. What is the meaning of the verbal and visual signs found in the Heinz Ketchup video advertisements?

### **1.3 Objectives of the Study**

Each scientific has its aims to demonstrate the point of view based on the background and problem study discussed above, they are:

1. To find out verbal and visual signs used in Heinz Ketchup video advertisements.
2. To analyze the meaning of verbal and visual signs used in the Heinz Ketchup video advertisements.

### **1.4 Limitation of the Study**

Based on the research, the verbal and visual signs in the Heinz Ketchup video advertisements will be identified, as well as the significance of each sign.

### **1.5 Significance of the Study**

This study's objectives were to identify the different verbal and visual signs that are used in product advertisements, examine their meanings, and inform the audience about these signs' types and interpretations. The significance of the study is divided into two which are:

#### **1.5.1 Theoretical Significance**

The theoretical significance of this study is to improve the understanding of semiotics to analyze the various verbal and visual signs and the meaning of each sign.

### **1.5.2 Practical Significance**

Practically, the reader should be able to understand the various verbal and visual signs used in product advertisements as a result. Moreover, this research could serve as a reference for future researchers who are interested in studying semiotics.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES**

#### **2.1 Review of Related Literature**

This chapter is presented several related literatures along with the concept and theoretical framework. The related literature provided a comparison of the similarities and differences between the previous study and this study.

The first thesis entitled “The Semiotic Analysis of Restaurant Commercial Advertisement” by Janeshwari (2021). This study aimed to analyze the verbal and visual signs used in restaurant commercial advertisements. The data sources of this study were taken from several Instagram accounts. The theory semiotic proposed by Saussure (1983) was used in this study besides using the supporting theory from Barthes (1964) to uncover the meaning and theory of color proposed by Wierzbicka (1996). The eight advertisements consisting of varied restaurant products promotion such as food, dinner package, and drink were analyzed by using the qualitative method.

This previous study supports in the way of analyzing visual and verbal signs of advertisement in this current study. While the previous study used semiotics to investigate different types of advertisements, there appears to be a lack of research on the application of semiotics to decode the meanings and messages provided through the verbal and visual in advertisements. The current study aims to fill this gap by applying semiotics to the examination of advertisements and investigating the extra meaning through the use of signs.

The second thesis is from Jasmine (2020) entitled “Verbal and Non Verbal Signs in Insidious Film Posters”. This study explores and analyzed the verbal and non verbal signs of the Insidious film poster including their meaning and myth. The researcher used qualitative analysis to analyze the four posters from four chapters of Insidious film. Roland Barthes’s semiotic theory was chosen by the researcher to analyze the verbal and non verbal signs of the posters. The result revealed that eighteen verbal signs and seventeen non verbal signs are found in the four posters of Insidious film.

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The third related literature is from an article by Modok (2021) entitled “An Analysis of Verbal and Visual Sign Found on Grave of The FireFlies Posters”. Her article consists of two posters that had been analyzed. This article aims to find the meaning of the sign using the theory semiotic from Saussure (1983) and the theory of meaning by Barthes (1977) also supporting the theory of color by Wierzbicka (1966). The result revealed that 3 verbal signs and 5 visual signs are found in this article.

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The fourth review is an article entitled “Pierce’s Semiotic Analysis of Icon and Symbol on Perfume Advertisement” by Eriana (2015). The objective of this article is to find out the meaning of the sign and explain more about the semiosis processes in this research. Eriana used the descriptive qualitative method to analyze the advertisement and the theory of semiotics by Charles Sanders Pierce to analyze the icon or symbol found in the advertisement. This article used 29 advertisements that represent 29 brands of perfume. The result revealed that 29 icons and 23 symbols are found in the perfume advertisement. The article concluded that each advertisement had a different sign and also a different meaning.

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applying semiotics to the examination of video advertisements and investigating the extra meaning through the use of signs.

The last review is an article from Sembiring (2021) entitled “Semiotic Meaning in Wardah Advertisement”. The objectives of this study were to determine the types of semiotic signs and the meaning of the types of signs in the Wardah Advertisement poster. The researchers used Pierce’s theory of semiotics to focus on analyzing the icons, indexes, and symbols found in the advertisement. The researchers used a descriptive qualitative design method to analyze 5 posters of Wardah advertisement and the result revealed that 44 types of signs were found in the Wardah advertisement, there were 12 icons, 8 indexes, and 24 symbols.

This previous research contributes to the current study's method of examining advertisements. While the previous study used semiotics to analyze diverse meanings of commercials, it appears that there is a lack of research on the use of semiotics to decode the meanings and messages offered by icon and symbol in advertisements. The current study seeks to fill this void by employing semiotics in the investigation of video advertising and analyzing the additional meaning through the usage of signs.

## **2.2 Concepts**

A few concepts including the opinion of an expert were used to support this study. The key ideas that were clarified to help with a better understanding of the study's subject matter are listed below. Before reading the further discussion to determine the outcome that follows, it is important to understand this concept.

### **2.2.1 Verbal Signs**

According to Dyer (1993: 131), verbal signs are words that do more than just describe things; they also convey feelings, associations, and attitudes. They also encourage us to think of ideas. Verbal signs used in advertising take the form of words, phrases, or sentences that describe the product and are capable of persuading customers to have a positive opinion toward the marketed product. Delivering the verbal message of the advertisement is important because it could decide if the entire course of an advertising campaign is successful or unsuccessful.

### **2.2.2 Visual Signs**

Visual signs typically refer to a picture. According to Dyer (1993:86), pictures are more impactful and simpler to understand than words. Visual signs are employed as a kind of nonverbal communication that typically include gestures, appearance, and facial expressions portrayed as a picture or image. The image is a combination of colored spots that together appear to be another object. An image may draw in an audience or viewers and is also very useful in helping people understand the idea being given.

### **2.2.3 Advertisement**

There are many various components of advertising, including the design, the media, the target audience, and the actual advertising operations. Advertising, as described by Belch (2001, p. 15), is any type of non-personal, paid communication by an identified sponsor about a company, a good, a service, or a

concept. Innovative marketing materials provide a selling concept in an original approach while establishing a meaningful connection between the business and its target audience.

#### **2.2.4 Heinz Ketchup**

Heinz Tomato Ketchup is a brand of ketchup manufactured by The H. J. Heinz Company, a branch of the Kraft Heinz Company. 13 million bottles of ketchup were produced per year when it was initially marketed as "catsup" in 1876. Exporting ketchup to countries all over the world, including India, Australia, South America, Japan, Indonesia, New Zealand, South Korea, South Africa, and the United Kingdom. Glass and plastic bottles of varying sizes are used to package Heinz ketchup. They first made their octagonal glass bottle available in 1889, and it was patented the next year. Although there have been different glass bottle shapes, the octagonal glass bottle is still in use and is regarded as a classic example of package design.

### **2.3 Theories**

Three different types of theory was used in this research to accomplish the study's aims. The theory of sign by Saussure's (1893) is the first main theory utilized to identify verbal and visual signs, and the theory of denotative and connotative meaning by Barthes (1977) used as the second main theory to analyze the meaning of the verbal and visual signs, also a theory of color by Wierzbicka (1996) used as supporting theory to determine the significance of the sign observed in the data source.

### 2.3.1 Semiotics

Every human language is a marvelous synthesis of the relationships developing across linguistic signals at various levels of language organization, according to Saussure (1893: 65), who defines a language as a system of signs that have meaning in their relationship to one another. In a Saussure exposition, a "sign" is not a single entity. Saussure (1893: 65) identified signs such as:

A signifier is a form that signs assume, the actual letters, sounds, and symbols that are used to express what the speaker or writer intends to say. Furthermore, a signified an idea it represents. It is an indeterminate idea of what the signifier means.

It can also be understood as the idea of the meaning that people desire to communicate. Saussure illustrated the idea of a sign in a figure that is known as a dyadic diagram.

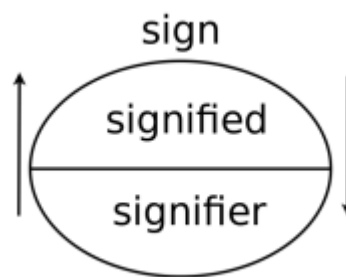
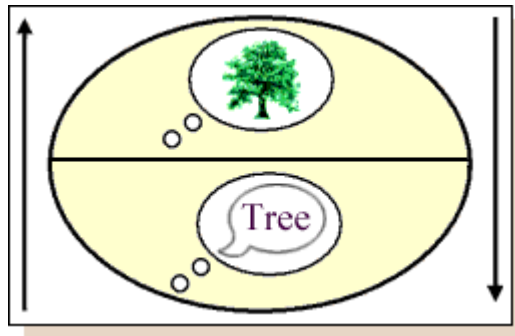


Figure 2.1 Saussure's Dyadic Diagram

If we take an example, the word "closed" (when it referred to the meaning of the open and closed sign at the shop), the sign consists of :

- A signifier, the word "closed"
- A signified, the word "closed" represent that the shop is closed for business



According to Saussure, a sign requires both a signifier and a signified. There cannot be a wholly formless signified or a completely meaningless signifier. A sign is a distinguishable pairing of a signifier and a specific signified. Saussure (1893:101).

### 2.3.2 Theory of Meaning

According to Barthes (1977: 90-91) there are two types of meaning, they are denotative meaning and connotative meaning. It can be elaborate as follows:

#### 2.3.2.1 Denotation

Barthes (1977: 91) stated denotation is the first order of meaning. It refers to the straightforward, literal link between a sign and its. Denotation is another widely used term with social acceptance. For instance, Sometimes, denotation does not relate to society, culture, ideology, or other aspects, and it even lacks other meanings or values. For example, the term "house" has only one denotative meaning: a place where one lives. The 'rose flower' is another example. The denotative meaning of the rose flower is a plant in the flower category with thorns in the stems and petals and typically red, white, and pink colors, and so on. Denotative meaning, also known as conceptual meaning, is concerned with the basic meaning of an expression or literal meaning. We may directly obtain the

meaning of the word through the dictionary and direct meaning makes us automatically comprehend the meaning of the word

#### **2.3.2.2 Connotation**

According to Barthes (1977: 90), a connotation is a sign that is derived from a denotative sign's signifier. It indicates that connotation is a sign's meaning that does not directly refer to a general meaning. Connotation is defined as the additional meaning or sense value contained in a word. It explains the interaction that occurs when the sign meets the feelings or emotions of its users as well as the cultural values. Connotation is the second order meaning that can be assigned to symbols with reference to cultural values, which are thus on the second level. For example, the term "home" has a connotative meaning that indicates security, love, comfort, and family. It means that connotation is considered one of the methods of describing the meanings of words and the cultural background they carry in the text. It expresses the various social undertones, cultural ramifications, and emotional interpretations associated with the sign.

#### **2.3.3 Color Terms**

According to Wierzbicka (1966), color is more essential in advertising than words, and the term "color" relates to how people perceive various colors. There are six basic terms for colors, they are:

##### **2.3.3.1 Black and White, Dark and Light**

Black and white are the opposite colors and are strongly associated with dark and light, according to Wierzbicka (1966: 301). The concepts of darkness and light are related to, respectively, the darkness of night and the light of day.

People who see dark objects are reminded of the experience of seeing things in the dark, and people who see light objects are reminded of things in the light. In contrast, white is linked to light, kindness, innocence, purity, and virginity whereas black is associated with power, elegance, formality, death, evil, and mystery.

#### **2.3.3.2 Green**

According to Wierzbicka (1966: 310), the closest translation of the English word "green" occurs in numerous languages alongside words for grass, verbs, or vegetation in general. Dark green has associations with ambition, greed, and hatred. Yellow-green can be a sign of disease, cowardice, struggle, and jealousy. Aqua is associated with life protection and emotional healing. Green is traditionally thought to be the color of peace.

#### **2.3.3.3 Blue**

According to Wierzbicka (1966: 310), the closest translation of the English term blue is related to the word for sky. In addition to the sky, "large water regions" like the sea or lakes are naturally occurring and are connected with the color blue. Health, healing, tranquility, understanding, and tenderness are all associated with the color light blue. Dark blue is a symbol of seriousness, power, knowledge, and integrity.

#### **2.3.3.4 Red**

According to Wierzbicka (1966: 315), red is perceived as "warm" since it is linked to fire. It is important to note that although people don't always conceive of fire as being a red color, they do identify fire with the color red. Red is

typically used to denote danger or warning. Light red symbolizes happiness, passion, sexuality, sensitivity, and love. Pink represents love, passion, and friendship. It suggests passivity and feminine traits. Dark crimson is a symbol of strength, courage, hatred, anger, wrath, and other negative emotions.

#### **2.3.3.5 Yellow**

According to Wierzbicka (1966: 315), yellow is also regarded as warm because it is linked to the sun. Another distinction between red and yellow is that yellow is perceived as a light color, but red is neither perceived as light nor perceived as dark. The color dull yellow is linked to jealousy, illness, and caution. Light yellow is associated with intelligence, vitality, and joy.

#### **2.3.3.6 Brown**

According to Wierzbicka (1966: 327), brown is mostly composed of dark-grayish orange and dark-grayish or blackish-yellow colors. Varied combinations of yellow and red, as well as different ratios of black and white, appear in the ground, wood, leather, and human skin. Although the English language is conceptualized as a combination of various colors, Brown is associated with the color of the ground, which is likely to cause people to think about the ground.