

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Advertisement is an activity of communication which a product, brand or service is promoted to a viewership in order to attract interest, engagement, and sales. In advertisement there are two important aspect they are verbal and visual sign. The slogan, phrases and all the word in advertisement is including the verbal sign, meanwhile the picture that describing the Company's logo product, models or gestures is the part of Visual Sign. Saussure (1983: 67) explained a language as a system of sign, which has meaning by virtue of their relationship to each other. Saussure divided a sign as being composed of: A "signifier" is being the form that the sign takes. It is a material sign of the language, actual letter, sound and symbol used to present what the speaker or writer wants to communicate. The other part of sign is signified, a "signified" is the concept of represents. It is not the material object, but as an abstract concept of what the signifier means. There are two kinds of messages would deliver while tried to read a signs, for instance, denotation and connotation meaning.

According to Barthes (1977), Denotation is the first order of signification, which consists of a signifier and a signified. In other words, denotation is what we see and think as a literal, permanent and also has a dictionary meaning of a word which is ideally universally agreed. Connotation is the second level of

signification that contains changes in the meaning of words associatively. One of the uses of semiotic could be found in advertisement. In every advertisement meaning has important role in order to make the other people interested into the product, brand or services.

This era, not only through television people also can easily found advertisement in Internet such as Youtube, Twitter, Instagram and many more. Especially Youtube this company has a big role in Advertising product, Laniege make an Interesting and understandable Advertisement Video to make the people interested and wants to buy the product. In this study, the writer analyzed the verbal and visual sign found in Laniege Advertisement Video, entitled “Perfect Renew 3X Signature Serum”, “Perfect Renew 3X Signature Serum, The Perfect Match for Your Youthful Skincare Journey!” to discover the meaning behind the verbal and visual sign.

1.2 Problems of the Study

The main problem of this study is to analyze the meaning behind the sign.

The main problem can be formulated as follows:

1. What verbal and visual signs are found in Laniege video advertisements?
2. What is the meaning of the verbal and visual signs are found in Laniege video advertisements?

1.3 Objectives of the Study

In this study, the objectives of study found in this study as follows:

1. To find out the verbal and visual signs found in Laniege video advertisements.
2. To analyze the meaning of the signs are found in Laniege video advertisements

1.4 Limitations of the Study

This study were focused on the verbal and visual sign in the Laniege video advertisements. The analysis of the study were focused on finding the verbal and visual signs and the meaning of verbal and visual signs found in the Laniege advertisements using two theories. The theories used in this study proposed by Saussure (1983) about the types of sign and Barthes (1977) about meaning.

1.5 Significance of the Study

The finding of this study were expected to be useful for other researcher that having the same theme. Theoretically, this thesis made to enrich the study of semiotic and denotation connotation meaning. Practically, this thesis useful for readers especially all of the reader of this research are hopefully able to know and understand the meaning and functions of the sign are found in the advertisements.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Related Literature

In order to get a deep understanding in analysing this paper, it is important to reconsider several studies and undergraduate thesis, which will conduct, previously correlated with the topic of verbal and visual sign analysis. The first study entitled “A Semiotic Study on Verbal and Visual Signs Found in Revlon Cosmetics Advertisements” by Rika, Suastini, Pratiwi in (2022). The aims of that research are to identify and analyze the meaning of verbal and visual signs found in Revlon cosmetic advertisements. The theory of semiotics by Saussure (cited in Chandler 2007) was used to analyze verbal and visual signs through signifier and signified, while the theory of semiotics by Barthes (1977) was used to describe the meaning of verbal and visual signs, both denotative and connotative meanings. The theory of the meaning of color also supports this analysis by Cerrato (2012) which is applied to analyze color choices in advertisements. The data were analyzed by descriptive qualitative method. The results of that study showed that there were six verbal signs and six visual signs in two Revlon cosmetic advertisements. These verbal and visual signs have denotative and connotative meanings, where denotative meaning focuses on conveying information related to the advertised product and connotative meaning focuses on conveying other meanings and hidden messages from advertisements to be conveyed to customers, especially women. Comparing to the previous study, this study also used cosmetics advertisement as the Data to support the study and use the same theory by Saussure and Barthes in

the study. However, the Brand of the Data that used in the study is different. This study used Laniege while the previous study use Revlon Cosmetics as the data.

The second study entitled “The Analysis of Semiotics Signs in The Nudes Eye Shadow Palette Advertisement by Maybelline New York” by Pradnyanita, Pratiwi and Ayomi in (2022). The purposes of that study are to investigate the verbal and visual signs and the meaning itself in the advertisement. This article utilized the theory of Semiotic by Saussure (1983), the theory of meaning from Barthes (1976), and the supporting theory of colour by Cerrato (2012). That study using a qualitative method to collect the data. The analysis tracked down 8 verbal signs and 9 visual signs. Comparing to the previous study, this study will also use the advertisement as the data and use the same theory that used to support the study. However the, brand of the Cosmetics that used to support the study are different. This study used Laniege while the previous study use Maybeline New York.

The third study entitled “A Semiotic Analysis of Hala Movie” by Murod (2021). The aims of that study are to find what sign performed in Hala Movie, and the meaning of each sign appeared. The data as taken from movie entitled Hala, that study uses two theories Pierce (2001) and Saussure (1974). The writer used the descriptive qualitative method because. That study found that there were many signs found based on its’ types including iconic sign such as poems and social media, indexical sign such as diegetic sound and background picture, and symbol such as hijab and greeting. Comparing to the previous study this study also used the same method and analyze denotation and connotation meaning. The different is on

the data that used in the study, the previous study use movie as the data while this study used Advertisement as the Data.

The fourth study entitled “Semiotic Analysis of L’oreal Advertisement” by Syahdini (2019). The aims of this study are to analyze the connotation inside the video of L’oreal Paris advertisement. The data was taken from L’oreal Paris video advertisement. Using the theory proposed by Saussure (1916) and Barthes (1964). The writer uses the descriptive qualitative research by describing the collected signs. That study has some results that beauty will shaped by society, the aspects of beauty that attached to French women, and also the preference of French women about makeup and the products they prefer. Comparing to the previous study, there are similarity and difference. That study will also collect the data are from the advertisement and will use the same theory as the previous study. However, the result on the previous study only analyze the connotative meaning but this study analyzed denotative and connotative meaning.

The fifth study entitled “The Analysis of Verbal and Visual Sign of Adidas Advertisement” by Mulyawan in (2016). The aims of this study are to analyze the verbal and visual signs that support advertisements adidas, and the function and meaning of verbal and visual signs on Adidas advertisement. Using the theory proposed by Pierce (2001) and Saussure (1947). That study use qualitative analysis based on semiotic theory. Comparing to the previous study this study will also choose Advertisement as the data. However, on this study used the proposed theory by Saussure and Barthes, while on the previous study use the theory by Pierce and Saussure.

2.2 Concepts

In providing a better understanding of the types and characteristic of the meaning on sign in this semiotic study, the concept needs to be explained as:

2.2.1 Semiotic

Sign for semiotics is firstly defined by Saussure in 1950. He defined the sign is in the form of something concrete such as sounds, letters, gestures, also the image which have the role to be the signifiers. Those signs produce the concept of signified, which the signifier refers to. Another definition about sign is from Marcel Danesi. Based on his perspective, a sign is anything that stands for something than itself. It is included as an object, a gesture, a colour, a wink, a mathematical equation, and etc.

2.2.2 Video Advertisement

Video advertisement is a video content distributed via the internet to be streamed or downloaded onto compatible device. Dyer (1982:2) indicates that the word advertising means drawing attention to something, or notifying or informing somebody of something. However, advertisements must also take into account the way in which they can make the qualities and attributes of the products.

2.2.3 Laniege

Laniege is a South Korean cosmetics brand launched by Amore Pacific in 1994. Its name comes from the French "la neige", which translates to "the snow". The brand's flagship products include its Water Bank skin care line, Water Sleeping Mask, BB Cushion foundation and two-tone lipsticks. The brand's central concept is based on its Advanced Water Science technology, an emphasis on skin hydration. Laneige is noted by its parent company as one of their first brands to be launched and find popularity outside Korea.

2.2.4 Verbal Sign

Text and words are deal with through verbal signals. A sign, according to Chandler (2007: 36), is the culmination of the interaction between the signifier and signified. A sign must have both a signifier and a signified since both are significant to humans. According to the definition, a verbal component of an advertisement is a text-based message that is displayed in some fashion, like writing. The product and other terms used to promote it are defined in the advertisement's text. For instance, the product's name and advantages are important aspects of advertising.

2.2.5 Visual Signs

A sign type without any text is known as a visual sign. This hint relates to the overall composition of the picture. Images of the corporate logo, models, or products are frequently utilized in advertising as visual cues. A picture is comparable to advertising in that it entices viewers to linger over it in order to read more about the details of the item. Additionally, since photographs are real-world visualizations, customers may comprehend them more readily than they can phrases (Dyer, 1982: 69).

2.3 Theories

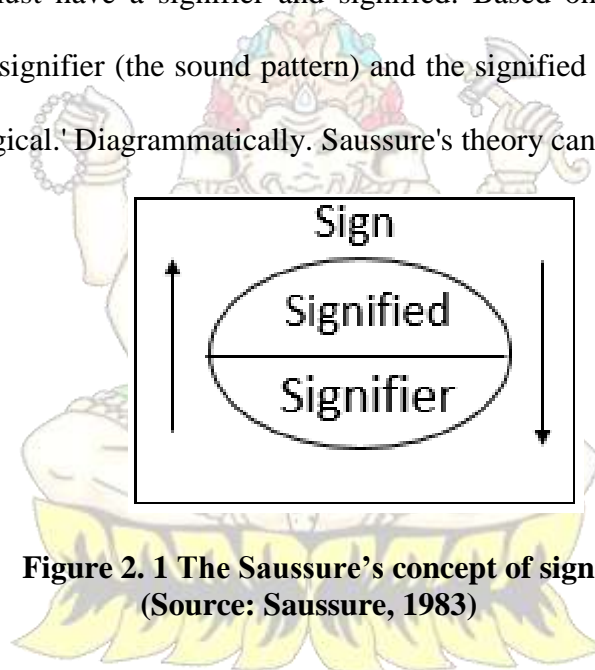
In order to help in analyzing the problem and achieving the research objectives, two theories and one supporting theory are used in this study. The first theory is Saussure's (1983) theory of semiotics taken from a book entitled Theory of Signified and Signifier, and the second is theory of meaning by Barthes's based on the book entitled Elements of Semiology (1967).

2.3.1 Theory of Semiotic

The term semiotics is derived from the Greek word for sign, semeion or seme. According to Saussure (1983), a language is nothing more than a collection of signs that are connected and convey meaning. Without a sign, people are unable to communicate with one another, hence the sign is an integral aspect of communication. Every human language in the world is a spectacular synthesis of

the connections between linguistic indicators that have been found at different levels of language structure. A signifier is specifically a sign's component elements. A signifier is a sign that is used to represent a single concept or message that is intended to be conveyed. Signifiers include images, symbols, sounds, and phrases. Meanwhile, the signified describes the meaning or can be in the form of concepts carried by the signifier.

A sign must have a signifier and signified. Based on Saussure's theory (1983), both the signifier (the sound pattern) and the signified (the concept) were purely 'psychological.' Diagrammatically, Saussure's theory can be seen as follow:



**Figure 2. 1 The Saussure's concept of sign
(Source: Saussure, 1983)**

Signification refers to the link between the signifier and the signified. The preceding figure shows that the sign is the totality formed by the association or conjunction of the signifier and the signified.

For instance, the word 'open' is a signifier. It is a sign consisting of:

1. A signifier: the word 'open.'
2. A signified concept: the word 'open' represents that the store is open for business.

Since a sign is a combination of a signifier and a specific signified, it must contain both a signifier and a signified. Saussure mentioned that a linguistic sign is not a relation between a thing and a name but between a concept and a sound pattern.

2.3.1.1 Signifier

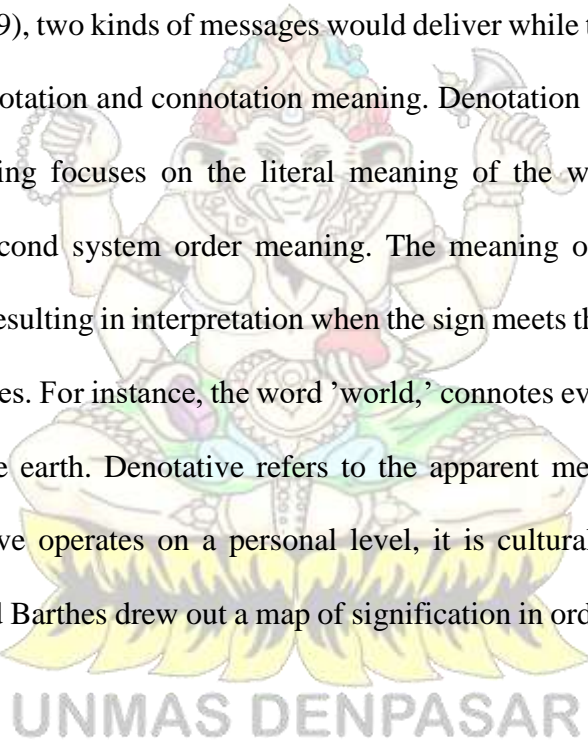
A sign's form, tone, or picture is referred to as a "signifier" (signifiant) (Saussure, 1983: 70). They describe what they want to say using the real letters, sounds, and symbols. It is a material sign of the language, actual letter, sound and symbol used to present what the speaker or writer wants to communicate. The spoken word can be replaced by the written word, or vice versa. The psychological imprint, or the impression it makes on our senses, is the sound's signifier.

2.3.1.2 Signified

A "Signified" (*signifie*), signified describes the meaning or can be in the form of concepts carried by the signifier (Saussure, 1983: 67). A "signified" is the concept of represents. It is not the material object, but as an abstract concept of what the signifier means. The sign is composed of the signifier and the signified, because the signifier and signified are inextricably linked, they cannot be distinguished from one another.

2.3.2 Theory of Meaning

The word "meaning" refers to the broad concept of what a word means while it is used in speech or writing. Roland Barthes, a French expert on semiotics, thinks that the idea of connotation is necessary to build a semiotics approach to contemporary culture, as signified language alone is insufficient. According to Barthes (1967: 89), two kinds of messages would deliver while tried to read a sign, for instance, denotation and connotation meaning. Denotation is the first system, and order meaning focuses on the literal meaning of the words. Connotation meaning is a second system order meaning. The meaning of connotation is a subjective one, resulting in interpretation when the sign meets the reader's feelings and cultural values. For instance, the word 'world,' connotes everyone or a person who lives on the earth. Denotative refers to the apparent meaning of the sign. While connotative operates on a personal level, it is culturally distinctive and arbitrary. Roland Barthes drew out a map of signification in order to make it more understandable.



1. Signifier	2. Signified
3. Denotative Sign	
4. CONNOTATIVE SIGNIFIER	5. CONNOTATIVE SIGNIFIED
6. CONNOTATIVE SIGN	

Figure 2. 2 Roland Barthes's Map of signification
(Source: Barthes, 1967: 93)

The figure shows that connotation (6) consists of signified (5) and signifier (4) or usually known as “connotator”. Connotator comprises signified (2) and signifier (1) of denotative meaning. The first three boxes (1, 2, 3) are the denotation, and the last three boxes (4, 5, 6) are the connotation.

2.3.2.1 Denotation

Barthes (1967: 89) states that denotation is the first-order meaning. It refers to the straightforward or direct connection between a sign and its reference; signifier and signified. Denotation is the sign that clarifies the relationship between signifier and signified, so generating the explicit meaning. Denotation itself is the most common sign in our society since it was based on the literal meaning. The denotative can also be used to refer to what the dictionary seeks to define in the case of linguistics. Based on Barthes’ viewpoint, the denotation can be seen on all things considered. For example, the photographic language is not unlike certain languages which mix analogical and specifying units, the difference being that the ideogram is experienced as a sign where as the photographic 'copy' is taken as the pure and simple denotation of reality within communication. In addition, the product of denotation can be called as a denotative meaning

2.3.2.2 Connotation

According to Barthes (1967: 90) defines, connotations are the second order of signification comprising signifiers, signified. In Barthes's theory, a connotation is a sign that comes from a denotative sign's signifier (so denotation leads to a chain of connotations). The connotation is a sign level which correlate the idea of connection between signifier and signified that did not have explicit meaning. The meaning of a word under the influence of connotation typically did not have a literal meaning which has many layers of factors on how that could possibly happened at the very first place. Here, an image's meaning is not dependent on its creator; rather, it can have a variety of interpretations depending on the audience, each of which refers to the sign's societal and individual connotations. The interpreter's class, age, gender, ethnicity, and other factors are frequently involved. It means that, when it comes to interpret something, it is most likely a human subjectivity of seeing something. Continuing on the example from the denotation segmen, in order to find this code of connotation of the word language, the example would be structured all the 'historical' elements of the photograph, all the parts of the photographic surface which derive their very discontinuity from a certain knowledge on the reader's part, or, if one prefers, from the reader's cultural situation. Just like denotation that produce denotative meaning, the product of connotation can also be called connotative meaning.