

CHAPTER I

INTRODUCTION

1.1 Background of the Study

A sign is a symbol, or indication that communicates certain information or messages. These can be physical signs such as signage, certain symbols used in sign languages, or even abstract signs used in various fields such as semiotics. According to Barthes (1988:41) the semiological sign is like a model, compounded of a signifier and signified but it differs from it at the level of its substances. Semiotics is very important to analyze because they reveal how signs communicate ideas, attitudes and beliefs to us. The connection with semiotics which discusses a study of everything that can be used as a advertisement, such as images, gestures, sounds, and physical items. By analyzing semiotics, the researcher can find out how the feelings and expressions the author wants to convey to the reader through the composition of signs.

Advertisement is a powerful highly visible communication force and one of the most important marketing communications instruments for selling products, services, ideas, and images (Kumar, 2021). Many people feel that advertising reflects current events. Campaign ads are all over the place, whether people like them or not. Advertisements can be found in newspapers, magazines, on television, on the internet, and on the radio. It appears nearly impossible to stay completely unbiased and unaffected by current advertising. The advertisements we see, read, hear, admire, or condemn are the most apparent aspect of the advertising process. Almost everyone can access social media from YouTube, Facebook, and Instagram.

There are tons of photos/videos uploaded on social media every day. The people must be familiar with the advertisement because the most direct and proven way to reach potential customers.

There are two important elements in advertisement, namely verbal and visual signs. Verbal sign is a sign that consists of textual images to express meanings. Verbal signs can be in the form a word, phrases, and a sentence. The verbal signs are the most common sign used in communication, including spoken and written language. Meanwhile, visual signs consist of object, logo, images and colour that make different reaction for every advertisement (Candra, 2019). In advertisements, verbal signs are the words in advertisements that are used to convey a message and visual signs are about pictures.

Each sign has a different meaning such as denotative meaning and connotative meaning. Denotative is the real meaning or the based meaning, while the connotative is the meanings that have been influenced or hidden meaning. According to Barthes (1988) the first level of meaning is denotation. It describes the straightforward or literal connection between a sign and the terms signifier and signified. The connotation is created from the signifier of a denotative sign. Barthes emphasizes the significance of connotation while pointing out that it is challenging to discern between the signifier and the signified.

This study aimed to discover the hidden meaning of verbal and visual signs in iPhone 15 advertisements and to analyze and characterize the hidden meaning of verbal and visual signs in iPhone 15 advertisements. These advertisements were

chosen because these advertisements are interesting and there are many hidden meanings. This study is anticipated to contribute to our understanding of iPhone 15 advertisement, introduce design or features are not yet available on other phones and this advertisement invite you to choose the best phone and maybe own it.

1.2 Problems of the Study

Depending on the background above, the problems that were looked in this study can be stated as follows:

Based on the above context, the focus of this study is on the following issues:

1. What are types of verbal sign and visual sign found in iPhone 15 advertisement?
2. What are meanings of the denotative and connotative meaning used in iPhone 15 advertisement?

1.3 Objectives of the Study

Based on the problems mentioned above, the objectives of this study were formulated, as follow:

1. To describe the types of verbal sign and visual sign in iPhone 15 advertisement.
2. To analyze the meaning of denotative and connotative meaning in iPhone 15 advertisement.

1.4 Limitations of the Study

To limit the scope of this research as narrow as possible, this study focuses on analysing the verbal sign and visual signs in iPhone 15 advertisement and also the denotative and connotative meaning in iPhone 15 advertisement. This study used theory of sign proposed by Saussure (1983), to analysis the meaning used theory proposed by Barthes (1988), and the theory of color proposed by Cerrato (2012). This study will analysis two advertisements there are “*Introducing iPhone 15 / WOW / Apple* and *Introducing iPhone 15 Pro / Apple*”.

1.5 Significances of the Study

This study is expected to provides some benefits to the reader. The benefits are categorized into two kinds, there are theoretical significance and practical significance.

1.5.1 Theoretical Significance

This study is useful for the students or readers to get some information or to learn about semiotic especially about the verbal sign and visual signs through advertisements.

1.5.2 Practical Significance

Practically, the aim of writing this paper is to find out the elements contained in advertising and help us find the meaning of each element in advertising which conveys hidden messages. This data analysis can be used as a reference after watch the YouTube videos discussed in this semiotic study.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter, several topics related to verbal and visual signs are presented and explained. It is divided into literature reviews, concepts, and theories are included.

2.1 Review of Related Literature

This study's literature review was conducted by two previous theses and three articles, including:

The first study is a thesis by Irmayanti (2022) entitled *Semiotic Analysis in Music Video of Katy Perry entitled "Part of Me"*. The research has two goals: to identify the semiotic signs in the music video "Part of Me" and to explain the denotation, connotation, and myth meanings underlying each symbol. This research used theory by Barthes (1983) to analysis the signs and the meanings. The researcher found 47 data consisting of 35 visual signs and 12 verbal signs contained in the music video with the implied meanings consisting of 48 denotations, 51 connotations and 25 myths. The comparison between this study is the data source. The data source used in research by Irmayanti is Music Video. Meanwhile, this study uses data source from advertisements. The similarity this study is result of meaning consisting of denotation and connotation, but the difference in this study does not show meaning of the myths.

The second study is a thesis by Sofiyah (2019) entitled *Semiotic Analysis on Fast Food Restaurant Advertisements*. The purpose of this research is to discuss the deep meaning that is created by the creator in Fast Food Restaurant advertisements.

The research used theory by Barthes concept. The researcher found are 48 verbal signs and 47 non-verbal signs in Fast Food Restaurant advertisements. The comparison this research between this study is the theory used to analyze data only uses concepts from Barthes's. The similarity in this study is the data source used same advertisements. The difference in this study that reviewed does not show the theory of meaning like a denotive and connotative meaning.

The third study is an article titled Verbal and Visual Sign in Valentine's Day Edition Chocolate Advertisements by Sudiartawan and Suastini (2023). The purpose of this study was to explain the verbal and visual signs found in Valentine's Day edition chocolate commercials. This study applied Saussure's (1983) theory to describe verbal and visual signs, Barthes' (1976) theory to explain meaning, and Wierzbicka's (1996) theory to explain color in Valentine Day edition chocolate advertising. This study discovered 9 verbal signs and 15 visual signs from three Valentine's Day edition chocolate advertising, as well as 6 connotative and 14 denotative meanings discovered by the researcher. The theory utilized to analysis the data in this study is compared. Both studies applied the same theory, with the exception of the color theory; the previous study utilized Wierzbicka's theory, but this study used Cerrato's theory.

The fourth study is an article titled A Semiotic Study on Verbal and Visual Signs Found in Revlon Cosmetic Advertisements by Rika et al (2022). Identifying and analyzing the significance of visual and verbal signs in Revlon cosmetic advertisements is the objective of this research. This study applied Saussure's (quoted in Chandler 2007) theory of signifier and signified to examine verbal and

visual signs, as well as Barthes' (1997) theory of meaning and Cerrato's (2012) theory of color. According to the findings of this study, there were six verbal and six visual cues in two Revlon cosmetic advertising. In comparison to this study, the evaluated study focuses on messaging from Revlon cosmetic commercials to be conveyed to customers, particularly women. Meanwhile, this survey is aimed at all clients interested in purchasing a smartphone, which will be explored in this study. Both studies applied the same theory, however the researcher discovered fewer data in two advertising.

And lastly study is an article by Pradnyanita et al (2022) entitled The Analysis of Semiotic Signs In The Nude Eye Shadow Palette Advertisement By Maybelline New York. This study focused on verbal sign and visual signs used in Maybelline Nude Eye Shadow Palette Advertisement. This research used theory of semiotics from Saussure (1983), the theory of meaning from Barthes (1976), and the theory of color support from Cerrato (2012). The results of this research are the researcher found 8 verbal signs and 9 visual signs. The comparison with this study is that the amount of data found is less but the theory used is the same. The difference between the research that reviewed is the target of this advertisements is only for women and the target of this study is for everyone who wants to have a smartphone.

2.2 Concepts

This subchapter aimed to explain the key terms used to give the reader clear understanding of the study. Concept can be defined as the main idea of the research

or study. This study makes use of numerous concepts, including semiotic, verbal sign, visual sign, denotative, connotative, iPhone 15 and advertisement.

2.2.1 Semiotics

According to Saussure (1983) in Chandler (2007:3) semiotic is a science which studies the role of signs as part of social life. Semiotic is the study of how signs function in social interaction. Based on the definition, it can be concluded that semiotic is the study of signs. Semiotics can help us to understand why certain signs. The thought that other people opinion and other outside factor may have impacted how they see particular things is also encouraged. This stimulates individuals to investigate the meaning that is connected to various colors, images, sounds, and events.

2.2.2 Verbal sign

According to Chandler (2007), verbal sign is something that involves text and words. People who communicate their feelings, ideas, and thoughts verbally utilize it to convey their intentions and to achieve their goals. And according to Dyer (1993: 131), verbal signs are words that do more than only describe objects and express sentiments, associations, and attitudes; they also help us bring of ideas.

2.2.3 Visual sign

Visual sign is consist of symbol, gestures, pictures and color that make different reaction for every advertisements. These signs have important role in conveying the purposes of advertiser such as to persuade, command and give some information to public. According to Chandler (2007) the visual signs is generally refer to the picture that are resembling what they depict.

2.2.4 Denotative

The first level of meaning is denotation. It describes the straightforward or literal connection between a sign and the terms signifier and signified. According to Barthes (1988:89) denoted is a single connotator provided the latter has a single signified of connotation in other words, the units of the connoted system do not necessarily have the same size as those of the denoted system large fragments of the denoted.

2.2.5 Connotative

The second tier of signification, which consists of the signifier and signified, is known as connotative. According to Barthes (1988:89) states that a connoted is a system whose plane of expression is itself constituted by a signifying system. Barthes emphasizes the significance of connotation while pointing out that it is challenging to discern between the signifier and the signified.

2.2.6 Advertisement

According to Dyer (1982) advertising is drawing attention to something or notifying and informing someone of something. Meanwhile, according to the Cambridge Dictionary an advertising is a photograph, short film, song, or other form of media that attempts to encourage people to purchase a product or service, or a piece of text that informs people about a job, etc. Advertisement is a type of public communication that promotes a product, service, brand, or event. Some definitions go much farther, encompassing any paid communication intended to enlighten or influence.

2.2.7 iPhone 15

According to Apple (2023) the iPhone 15 Pro is the first iPhone with an aerospace-grade titanium design, using the same metal alloy as spacecraft for missions to Mars. Titanium is a metal with a strong strength to weight ratio, resulting in the lightest Pro model ever. It feels different once you hold it. According to experts from Japanese media, Nikkei, the production price of the new iPhone 15 Pro Max is US\$558 (Rp. 8.8 million), 12% more expensive than last year's iPhone 14 Pro Max.

2.3 Theories

The theoretical frameworks utilized in this research includes Saussure's (1983:14) theory of sign, Barthes's (1988:89) theory of meaning based on Elements of Semiology, and Cerrato's (2012:4) theory of color.

2.3.1 Theory of Signs

According to Saussure (1983:14) in Chandler (2007), linguistic sign is a link between a notion (signified) and a sound pattern (signifier), not between a thing and a name. A sound pattern is not a sound; a sound is something physical. A sound pattern is the hearer's psychological impression of a sound as provided by his senses. This sound pattern is just a material element in the sense that it represents our sensory impressions. Thus, in a linguistic sign, the sound pattern can be differentiated from the other element connected with it.

The graphic may then be used to depict the two-sided psychological entity that is the linguistic sign that can be represented by the drawing:

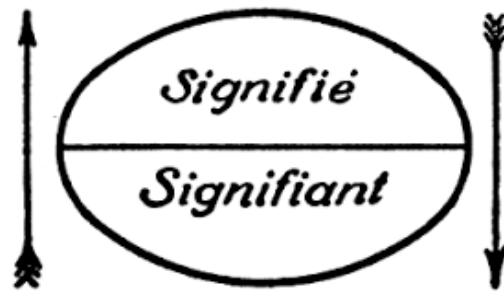


Figure 1.1 Saussure's model of the sign

The linguistic example, of the sign is the word *open* and *close* as the signifier, but it has several signified meanings:

- a. A signifier : The word "Close"
- b. A signified : The word "Close" represents that 'the shop is close for business'

The signifier (the sound pattern) and the signified (the notion) were both simply "psychological" in Saussure's eyes. A mental idea of reference is signified. Regarding signified, most commentators who use Saussure's model continue to view it as a mental construct, even though they frequently do not view it as a thing in and of itself but rather as a part of a thing. It indicates that something has acquired a notion or meaning to which a signifier refers.

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 (1988: 89), two kinds of messages would deliver while tried to read a

signs, 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 signs 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 signs. 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. 1 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.

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).

2.3.3 Theory of Color

Color has many their own differences and it used in every product to make better design and shows it in advertisement. Cerrato (2012: 4) says distinct colors emit distinct wave-length frequencies, and these frequencies have varied affects on us. There are numerous color meanings in Cerrato, including:

1. Red color

It is the color of fire and blood. The resemblance of these things creates red to be the color of power, excitement, danger, and passion. Furthermore, this color is the color associated with love, as well as energy, used to represent bravery. Red is considered in many societies as an extremely 'emotional' color. To the human, it resembles human metabolism, respiration rate, and blood pressure. The high visibility state of this color makes it useful for some things that are vital to be seen,

such as red lights in traffic, danger signs, etc. Many nations adopt this color into their flags. The use of red color in the advertisement is designed to draw the attention of people to a designated area such as texts or images. It is popular to be used in buttons such as 'Buy Now' or 'Click Here' on Internet websites, a color used to make people hurry to decide something. The color is also generally used in safety signs to indicate dangerous things such as high voltage or in the disaster area. This energy-tied color is often used also in commercials for energy drinks, games, cars, and items related to sports and high physical activity (Cerrato, 2012: 6).

2. Orange color

Orange gives off the impression of being a very hot color to human eyes. In orange color, there are positive meanings (adventurous, risk-taking, vibrant flamboyant, affordable, creative flair) and negative meanings (superficial and insincere, cheap, unsociable, and overly proud). Orange's stimulation to social communication and the senses makes it a beneficial color for hotels and resorts. Travel websites should consider orange as one of their color choices for its association with journeys, adventure and exciting fun activities. Sports teams can use orange in their colors to suggest energy, amboyance and adventure. Orange is an appealing color for the youth market as children and teens tend to like its sense of fun and adventure and its suggestion of affordability. It is also a great color to use on toys for young children, along with other bright primary and secondary colors. A softer version of orange, such as peach is favorable in beauty salons, spas and treatment centers' and upperclass restaurants. Dark orange can mean deceit and distrust. Red-orange corresponds to desire, passion, pleasure, domination,

aggression, and thirst for action. Gold evokes the feeling of prestige. The meaning of gold is illumination, wisdom, and wealth. Gold often symbolizes high quality (Cerrato, 2012: 7).

3. Yellow color

It is also the color of the sun, closely tied to joy, energy, and intelligence. The color emulates warmth which is associated with health as the stimulation of mental and muscle activity. The yellow color sometimes covers both honor and cowardice. It is psychologically upbeat, uplifting, and illuminating, lifting people's spirits. Yellow promotes mental clarity and the logical side of the brain. To some nations, it is a color of wisdom and excellence, a symbol of ideas and creativity. The color is used to create analytical processes and logical reasoning that can make decision making, for example, used in yellow light in traffic (Cerrato, 2012: 8).

4. Green color

The green color is considered nature's color. The qualities or states entitled to the color are growth and fertility. Furthermore, the color is generally perceived as the color of safety, for instance, used in green lights for traffic. It is a color that creates calming and relaxing sensation for humans and is a symbol of stability. In negative quality, green is a color for inexperience; for example, a 'greenhorn' is a word for a newbie. To the human body, green represents a balance and harmony of mind, body, and soul. As color is associated with safety, advertisements of products such as drugs create the condition of safe to use. For its link with nature, the color is used to promote a green or vegan product (Cerrato, 2012: 9).

5. Turquoise

It is a color that is associated with clarity and flow. In human communication, color links to clear thought and psychology. The quality of the color attracts people to be aware of their own needs. Turquoise is a calm color, which is often tied with revival energy and positive energy. The color is used by some fields of business, such as computer technology and mass media. Many healthcare businesses also used color as it promotes calmness and tranquility. It is also associated with clean thus used by many in sterile or cleaning products (Cerrato, 2012: 10).

6. Blue

The sky and the sea are blue. The color is commonly associated with calmness, stability, royalty, depth, and trust. To the human body, this color is the opposite of red where the body becomes relaxed when in this state. Human becomes calm and relaxed. To nations, the color is the color of peace and is used to express sincerity because of its quality in reducing tension and anger. The color is linked with coolness thus emulating spaces, and creating unity. Communication is in a state of stability as illustrated in this color (Cerrato, 2012: 11).

7. Indigo

Indigo is a deeper version of blue. In the human body, it is associated with the human's right-brain. Thus, color is linked with new ways and creative thinking. Psychologically, the color represents integrity and intuition. Sometimes it is tied with tradition and ceremony and while also used to express development, fresh insights, and a spirit of pioneering. It also addresses messages of responsibility.

Indigo supports the free-mind state and is fearless. While indigo is found to be comforting, people also see the color as boring or dull (Cerrato, 2012: 12).

8. Purple

The color is created through the combination of blue and red, stability, and power. That is why nobility is linked to this color. Purple presents the quality of ambition and luxury, as well as wealth. The color is hard to find in nature. To some nations, the color is linked with mystery and magic. This color is also associated with children. Purple in the advertisement is linked with high quality products, often used to promote beauty and class. In academic life, purple is used to denote achievement (Cerrato, 2012: 13).

9. White

The color is linked with purity and faith. The white color promotes cleanliness, innocence light, and goodness. It is considered a perfect color because it is a representation of all colors of the spectrum. In society, the color is often a symbol of a priest or religion. In advertising, the color is a link to cold or cool, as the color of the snow. It is a simple color used to promote simplicity. Charity and neutral states also use this color. Like the color of the milk, dairy products used this color for promotion. Nevertheless, the white color in some countries is a symbol of mourning (Cerrato, 2012: 15).

10. Black

The opposite of white, black is associated with death, the unknown, fear, etc. The color is represented in negative ways, such as 'blacklist' and 'black-death'. To society, it is a formal and elegant color, often used in a formal situation or for

authority. Black is also the color of mourning. The black color is used to create perspective, and depth to designs, yet also sometimes reduces vision. In psychology, black means control and power, thus can be used to intimidate people, be unfriendly, and become untouchable in some cases. Furthermore, it is a serious color that represents dignity (Cerrato, 2012: 16).

11. Magenta

Magenta is linked to the harmony of the universe. It is a color to promote emotional balance. It also combines the spiritual and practical state of mind. The color is used to express kindness, compassion, voluntariness, and the feeling of mutual or self-respect with content. Magenta is tied with the dream which comes true. It helps to promote new ideas while letting go of obsolete ones. While the color promotes inspiration through imagination, the color on the other hand is seen as shocking or outrageous (Cerrato, 2012: 17).

12. Pink

In psychology, pink color is associated with love and nurture. It is used to promote femininity and youth, linked to female humans. The pink color is a comforting color and a hope for the future. It is not an aggressive color. It helps to release anger, tension, and many negative states of mind through way of reassuring and calmness to emotional condition. As it is closely tied to women, companies used this color to promote beauty and women's products like fashion or cosmetics (Cerrato, 2012: 18).

13. Gold

The color gold is often associated with wealth. Thus, in advertisements, this color is used to promote luxury and special items and, is often used to create a limited and exclusive original product or service. As wealth is associated with happiness, it is also sometimes representing fear and anxiety. Time is gold, so gold represents the spirit of dedication and generosity. In sports, this is the color of victory, which will be always awarded a gold medal. This color can be found in everyday life such as in jewelry which resemblance of a rich, luxurious, and extravagant life (Cerrato, 2012: 18).

14. Silver

Color is linked with prestige and wealth. The silver color promotes a modern perspective and prosperity. It is considered a calming color because it is a representation of intuition, soothing and purifying. In society, this color can be found on jewelry or other silverware. It is a color of change, like the color of the moon. It creates mysteries when used. The color silver is associated with patience, reflection, perseverance, dignity, calmness, self-control, organization, and responsibility. In advertisements, the silver color is used to create a product that looks modern and futuristic (Cerrato, 2012: 19).

15. Gray

Gray is a traditional color that represents neutrality, indifference, and reserve. Gray can drain your energy, and be depressing or uplifting depending on how much lightness and white there is in the gray. Dark gray is less uplifting than light gray. Gray is an excellent background color because it does not draw attention to itself,

allowing the other colors to stand out. Gray connotes safety, dependability, modesty, maturity, and dullness. It may imply that you are unable to make decisions, that you are a "fence-sitter," and that you do not have an opinion on anything. Gray is devoid of energy; it is neither reassuring nor soothing, stimulating nor exciting, pleasing nor inviting. It requires the addition of other colors to give it passion, energy, and life (Cerrato, 2012: 20).

16. Brown

Most men like brown because of its strength, dependability, durability, and practicality. Women are less accepting of it unless they are involved in outdoor activities or farming. Brown is appropriate for businesses promoting outdoor products and services because of its connection to the outdoors and down-to-earth activities. The use of brown inspires earthmoving, landscaping, and farming businesses, as well as anyone marketing wholesome and organic products. Brown conveys positive messages of durability and credibility, as well as being homely and comfortable. The color light brown conveys neatness, openness, approachability, and friendliness. When it comes to color meanings in business, medium brown is associated with nature, wholesome food, and agricultural products. Dark brown is connected with sophistication and professionalism (Cerrato, 2012: 21).