CHAPTER I

INTRODUCTION

1.2   Background of The Study

Communication is one of a very important thing in life because everyone definitely communicates in daily life. Communication is a process of delivering or receiving verbal and non-verbal messages (Murphy, et al., 1997). The messages can be in the form of information, opinion, and even promotion or advertisements. An advertisement is a sort of paid marketing that is used to draw attention to a product or a brand. It can appear on TV, radio, newspapers, or social media platforms and is supported by a specific sponsor (Pahwa, 2023). Moreover, according to Carpena (2022), advertising is a form of paid advertising that seeks to persuade a certain audience to purchase a good or service.

On this globalization era, advertisement can be done anywhere and advertising can be done in many ways. Producers can use the power of social media to promote their product, since social media has a worldwide network. Producer can promote their product on the social media with a lot of signs that convey a rich meaning. People are expected to analyze the sign and have their own perception. In advertising something, producers use verbal or visual signs in promoting goods or services because it makes the audience or customers interested in buying the advertised product or service. Verbal communication here refers to both written and spoken words (Merrell, 2023), whilst visual Sign or also known as Non-Verbal is deal with picture, logo, geometric figure, photograph, traffic sign, or color.

In line with the signs, there is a linguistic concept focusing on investigating verbal or visual signs namely semiotics. Nordquist (2020) stated that semiotics is the theory and study of signs and symbols, particularly as they relate to language and other forms of communication. To describe the surrounding, people tend to use sign, picture, emoticon, or logo to deliver in-direct and rich information. With this semiotic approach the reader was expected to understand the message or the meaning convey on the advertisement that was found on the advertisement.

The decision to discuss verbal and visual signs as a topic is driven by their fundamental role in human communication and the increasingly complex ways in which they intersect in our modern world. Understanding the interplay between verbal and visual signs is crucial in a world where digital media, advertising, and social platforms merge these two forms of communication in unprecedented ways. Exploring this topic allows us to delve into the nuances of how we convey meaning, interpret messages, and navigate the evolving landscape of communication. Moreover, the researcher's reason to choose this data is because nowadays all genders are starting to use skin care because many of them are aware of how important it is to care for their skin. *Cosrx* is a skin care product from Korea, which is one of the countries with guaranteed quality beauty products. Especially in Indonesia, the *Cosrx* brand is very popular. Based on the results of the author's research, the *Cosrx* Indonesia Instagram account @cosrx_indonesia has 245k followers, while the number of followers of *Cosrx* accounts in other countries such as Thailand, Vietnam, the Philippines, Singapore and Malaysia is no more than 12k followers. This proves that in Indonesia it is more popular and has more fans of

Cosrx care products. Furthermore, observing semiotics analysis in ads is interesting as well as challenging to do for revealing the purpose of using certain colors, verbal context and the implicated meaning created by the brand.

1.2 Problems of the Study

The researcher proposed two problems of the study as follows:

1) What are verbal and visual signs found on *Cosrx* Ads?

2) What is the meaning of verbal and visual signs found on *Cosrx* Ads?

1.3 Objectives of the Study

The researcher proposed two objectives of the study in order to answer the problems of the study:

1) To find out verbal and visual signs used on *Cosrx* Ads.

2) To analyze the meanings of verbal and visual signs used on *Cosrx* Ads.

1.4 Limitation of the Study

This study focused on discussing about verbal and visual signs by Chandler's (2007) theory along with their meanings by Barthes' (1968) theory that can be found on *Cosrx* YouTube video advertisement. However, the researcher analyzed the selected advertisements only. The researcher also used Wierzbicka's (1996) theory in order to explain the theory of colors found in the advertisement.

1.5 Significance of The Study

In conducting this study there are to significances of study namely theoretical significance and practical significance as follows:

1.5.1   Theoretical Significance

This study is expected to give the knowledge and understanding for the readers about how verbal and visual sign used on *Cosrx* Ads and contribute the easiest way in understanding the concept of semiotics as well as visual and verbal signs.

1.5.2 Practical Significance

This study is expected can help the readers to understand about verbal and visual signs, also the meaning of verbal and visual used on *Cosrx* Ads. This study is also expected to give references, especially for individuals or researcher who will be willing to conduct the similar study in the future.
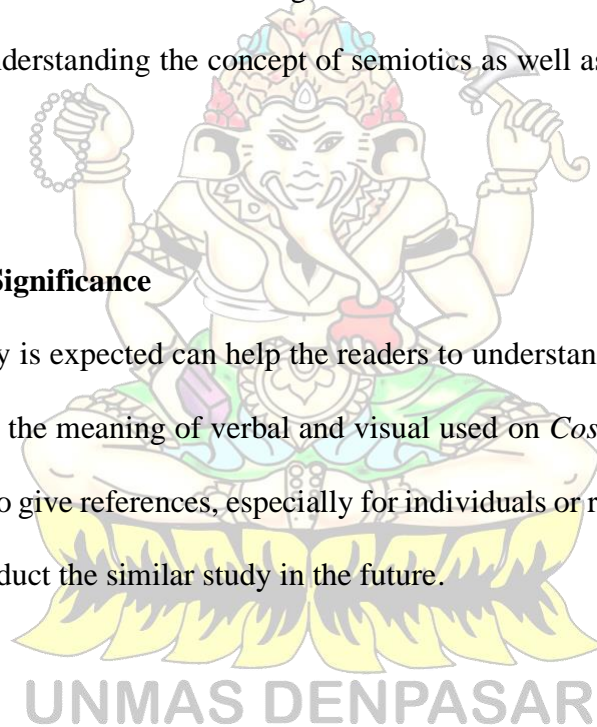
CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

The researcher described the previous study that discuss about verbal and visual signs as references. This chapter also consist the concepts and theories that is used in analyzing this study.

2.1 Review of Related Literature

In order to complete this study, the researcher used five studies in analyzing the data. The first study is a thesis entitled *An Analysis of Verbal and Visual signs in Revlon cosmetics selected advertisements* written by Rika (2022). Rika's study defines the verbal and visual signs along with the meanings found in Revlon cosmetics selected advertisements. Chandler's (2007) theory was applied to classify verbal and visual sign, while Barthes' (1977) theory was applied to define the meaning and the last is supporting theory by Cerrato (2012) to define the meaning of colors found in this previous study. Further, the likenesses in this study are the aims of the research which are identifying the verbal and visual signs and explaining the meaning. The difference between Rika's study and this study is the data source and the theory of color. Rika's study used the theory by Cerrato (2012) as a supporting theory, whether in this study used the theory that is proposed by Wierzbicka (1996). The last difference is Rika's study used Revlon cosmetic advertisement and this study used *Cosrx* advertisement, Revlon runs for cosmetics, while *Cosrx* focuses on skin care products.

The second study is a thesis entitled *A Semiotic Analysis of Verbal and Visual Sign in Ulta Beauty Advertisement* written by Astari (2021). This study discussed the verbal and visual sign along with the meanings of the signs. Astari employed several theories, first one is proposed by Saussure (1893) to classify the verbal and visual signs. Moreover, Barthes' (1977) theory was employed to interpret the meaning and the supporting theory by Wierzbicka (1996) applied to describe the meaning of color. In addition, both studies similarity is the purpose of the study. The purpose covered to find out types of verbal and visual signs and to describe the meanings found in advertisement. The second similarity is the theory that is used in analyzing this research. Barthes' (1977) theory was applied to describe the meaning of each sign and the supporting theory proposed by Wierzbicka (1996) to describe the colors meaning. Meanwhile, the differences between Astari's study and this study are the theory that is used to define the meaning of color and the theory of semiotics. In Astari's study, Saussure's (1977) theory was employed to define the verbal and visual sign, whilst this study used Chandler's (2007) theory. The last thing that differs Astari's study with this study is the data source. Astari used *Ulta Beauty* advertisements and this research used *Cosrx* advertisement.

The third study is an article entitled *Discovering the Meaning of Verbal and Visual Signs in L'oreal Paris Video* written by Andina et al., (2021). The purpose of this research is to classify and interpret verbal and visual signs. This research applied Saussure's (1983: 67) theory to classify the signs, and applied Barthes's (1977) theory to interpret the signs. The supporting theory by Wierzbicka (1996) applied to analyse the colors. The researcher used observation method and

descriptive qualitative method in analysing the data. Furthermore, the similarities between Andina's studies with this study are the purpose. This research identifies the verbal and visual sign and interprets the meaning. The second similarity is the theories applied in analysing the study. Barthes' (1977) theory was applied to interpret the meaning of the signs. The last similarity is the supporting theory of color by Wierzbicka (1996), and the differences between Andina's studies with this study are the last theory and the data source. In analysing the verbal and visual sign, Andina's study applied Saussure's theory, while this study applied Chandler's (2007) theory. The data source used in Andina's study is *L'oreal Paris* advertisement, whether this study used *Cosrx* advertisement.

The fourth study is an article entitled *The Verbal and Non-Verbal Signs of "for Women by Women: IDÔLE Lancôme" Advertisement* written by Dewi et al., (2022). This study identified the verbal and visual signs. The researcher used 3 theories, they were Saussure's (2011) theory applied to define the verbal and visual sign while Barthes's (1977) theory applied to interpret the meaning. The last supporting theory is Cerrato's (2012) theory applied to explain the meaning of color. In presenting the data, the researcher used descriptive qualitative method. Further, the similarities between Dewi's studies with this study are the aim of the study and the theory. Dewi's study identified the verbal and non-verbal signs used in the advertisement. Both of the study applied Barthes' (1977) theory to define the meaning of the signs, whilst, the differences are the theories and the data source. Dewi's study used Saussure's (2011) theory to analyse the verbal and visual sign and Cerrato's (2012) theory as a supporting theory to define the color meaning,

while this study used Chandler's (2002) and Wierzbicka (1996) theory. The last difference is the data source of Dewi's study which is used *Lancôme* advertisement and this research used *Cosrx* advertisement.

The last study is an article entitled *An Analysis of Verbal and Visual Signs in Adidas Advertisement "Ready for Sport"* written by Dewi, (2021). This study classified the verbal and visual signs along with interpreting the meaning of each sign. Chandler's (2007) theory applied to classify verbal and visual sign. Moreover, Barthes' (1977) theory employed to interpret the meaning of each sign. The last supporting theory is Wierzbicka's (1996) applied to explain the definition of colors. This study used descriptive qualitative method in analysing the data. The previous studies and this study have similarities; they are the aims and the theory. Dewi's study classified the verbal and visual signs along with interpreting the meanings found in the advertisement showed combination between colours, picture and words. The second similarity is Dewi's study applied Chandler's (2007) theory to classify verbal and visual signs. Furthermore, Barthes' (1977) theory was applied to interpret the meaning of each sign. The last theory is proposed by Wierzbicka (1996) to define the meaning of colors. The difference between previous studies with this study is the data source. In the previous study the researcher used Adidas' advertisement whether this study used *Cosrx* advertisement.

2.2 Concepts

In order to avoid misunderstanding, the researcher gives an explanation about the key terms. There are some concepts explained below namely verbal sign, visual sign, and advertisements:

2.2.1 Verbal Sign

According to Merrell (2023),verbal communication refers to both written and spoken words (i.e. SMS messages). Verbal signs also can be found in advertisement. Mostly, advertisements include text in the form of the sentence or phrase. The text is written on advertisements to describe and define the product in order to persuade the customer to purchase the product, for example:
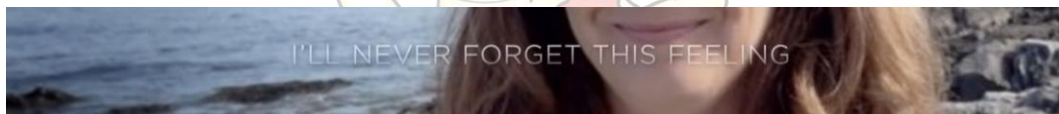

Figure 2.1 Verbal Sign

The sign above stated "I'll never forget this feeling". It is the example of verbal signs. The verbal sign above uttered by the speaker to tell that the speaker will never forget the feelings the difficulties in battling breast cancer (Astari, 2021: 21).

2.2.2 Visual Sign

According to Attié (2021), visual sign is used to visually represent concepts and ideas. Visual sign is commonly found in advertisements in order to provide picture and idea of the advertised product. There are various animated visual signs use to get the customers attention. A picture in advertisement depicts the type of

the product also the colour of the product. Signs are visual representations of concepts or ideas. Drawing, illustrations, and letters/fonts are the examples of signs. (Attié, 2021)

Figure 2.2 Visual Sign

The picture of a woman smiling is the example of visual sign. The visual sign above appeared in order to express how happy and grateful the speaker to be able to go through the struggle against breast cancer (Astari, 2021).
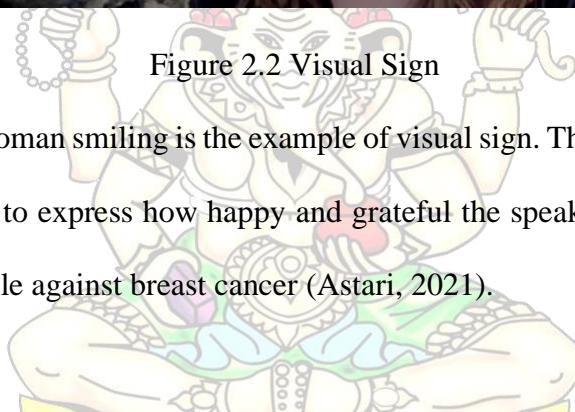
2.2.3 Advertisement

According to Pahwa (2023), stated that an advertisement is a sort of paid marketing that is used to draw attention to a product or a brand. Advertisement can be found in many media such as television, radio, internet, and magazine. Advertisement used to persuade the costumer. Therefore, the advertisement must be persuasive and interesting. Also, advertisement must contain the important message of the advertised products.

2.3 Theories

To assess this investigation, numerous theories has been applied. The first hypothesis is put out by Chandler (2007) to analyze the verbal and visual sign. The second theory is proposed by Barthes (1968) to classify the denotation and connotation meaning. The supporting theory is by Wierzbicka (1996) used to explain the meaning of color.

2.3.1 The Theory of Semiotics

In defining the theory of semiotics, the researcher used the theory that proposed by Chandler (2007),who stated that linguistic sign is a link between concepts or called as signified and a sound pattern or called as signifier. There are distinctions in these terms that will be explained below:

1) A signifier is in the form of a sign. Signifier the material presentation of language that is used to represent what the speaker wants to convey.

2) A signified is the concepts or the meaning of the sign. Signified shows how the signifier interpreted by the viewer. It is the abstract idea of the signifier's meaning.

2.3.2 The Theory of Meaning

In advertisement, the goal of advertising the product is to convey messages to the customer either in the form of verbal or visual delivery. In defining the meaning of the verbal and visual sign, the researcher used the theory that proposed by Barthes (1968). Barthes stated that one of the elements of semiology consist of the signifier and signified. Barthes' statement about signifier and signified is similar

to Saussure's statement in 1964. However, in this theory, Barthes focuses on discussing about signifier and signified into their meaning. According to Barthes, there are two meanings namely connotative and denotative clearly elaborated on his books entitled Elements of Semiology as follows:

1) **Denotation**

According to Barthes (1968), denotation is the first order or signification. On the other words, denotation usually used to describe or define the literal meaning of a sign or a text. This has a core propositional meaning that corresponds to the principal dictionary term. Denotation is the meaning derived from the word itself. For example, most of people agree that the act of chewing and swallowing is called as "eating" which means that "chewing" and "swallowing" has a denotative meaning that is "eating".

2) **Connotation**

According to Barthes (1968), the signifiers of connotation or called connotations are made up of signs, both signifiers and signified united of the denoted system. Connotation is the second category of signifying, following signifier and signified. On the other words, connotation is s secondary meaning of something that has an implicit or hidden meaning behind the definition from the dictionary. For example, the word "home" in dictionary meaning is a building that lived by human, but connotatively, "home" refers to comfort feelings.

2.3.3 Theory of Colors

In advertisements, color has a significant impact to the brand because the colors can draw attention to the customer. Therefore, the researcher will analyze about meaning of the colors. In defining the definition of colors, the researcher applied supporting theory that was proposed by Wierzbicka (1996) entitled *Semantics: Primes and Universals.* Wierzbicka (1996: 28) stated that there are six basic colors terms that will be explained below:

1) "Black" and "White", "Dark" and "Light"

According to Wierzbicka (1996), black and white are frequently mistaken for different hues of color. One can create meaning using colors like light or dark blue, but not using colors like light black or dark white. Dark white and light black appear contradictory, whereas light white and dark black appear foolish.

2) Green

Wierzbicka (1996) stated that the closest counterparts of the English word *green* are either morphologically or etymologically related word of grass, herbs, or vegetation in general. Native English speaker typically mention grass, leaves, or fresh vegetation if asked to give some examples of green color. Everyone seems to have associated the concept of the term green with vegetation or things that grow out of the ground. However, the interpretation with the item sprouting out of the earth is not limited to the English term green. This word is also used to refer to the

closest semantic equivalent of green in languages that do not have exact semantic counterparts.

3) Blue

According to Wierzbicka (1996), the closest equivalent to English in many other languages around the world of blue is morphologically or etymologically, related to the word of sky. Although the English word blue and the Japanese word *aoi* are not linked, there is a significant connection between the color designations and the concept of sky. When asked to give an example of anything blue or *aoi*, informants will mention the sky.

4) "Red" and "yellow"

Wierzbicka (1996) stated that the closest interpretation of English term of *red* in many languages etymologically related to the word of blood. Blood's connection to the concept of red can be likened to milk's relevance to the concept of white. According to Wierzbicka (1996), "a rich, warm color" is red. The terms "rich" and "warm" are used metaphorically in this context to provide useful insights regarding the meaning of *red*. *Red, yellow, green, and blue* are interpreted as "warm color". As a result, *yellow* is believed to be a "warm" color because it is linked with the sun, but *red* is considered to be a "warm" color because it is associated with fire.

5) **Names of Mixed Colors**

Wierzbicka (1996), proposed that there are four names of mixed colors namely, *orange* is a mix of *yellow* and *red* color, *pink* is a mix between *red* and *white* color, *purple* is a mix between *blue* and *red* color, and the last one is *grey* is a mix between *black* and *white* color. One frequent method for expanding the collection of basic color concepts is to use mixed colors.

6) **Brown**

Wierzbicka (1996) stated that the level of simple introspection, a composite formula for *brown* is problematic. When asked to breakdown pink, grey, orange, and purple into two underlying colors, the informants' responses are consistent and predictable. However, it is not the same with brown. The other components of brown are more difficult to distinguish.