

CHAPTER I

INTRODUCTION

1.1. Background of The Study

Semantic is the branch of linguistics that studies meaning. Semantics involves the examination of how various forms, symbols, structures sentences, or even words of representation are interpreted and imbued with meaning. Conversely, the exploration of meaning is commonly recognized as the field of semantics. Furthermore, semantics delves into the investigation of meaning as it is employed to comprehend human communication through language. According to Kreidler (1998), the structured examination of how language constructs and conveys meaning using symbols is generally known as semiotics.

Semiotics is the study of signs and symbol's meaning and their use in communication. According to Roland Barthes (1967), semiotics is the study of how people use signs and symbols to communicate meaning. Semiotics examines how meaning is created and communicated through various systems of symbols, including language, signs, and images. Some of these signs are divided into two namely verbal and visual signs as communication tools.

A verbal sign, often referred to as a linguistic signal, encompasses a wide array of standardized linguistic symbols. These symbols include words, phrases, and sentences that have been conventionally established for the primary purpose of effectively conveying the writer's intended ideas, thoughts, or emotions. In

essence, verbal signs serve as a means of expressing and articulating the rich tapestry of human language and communication through words, slogans, or captions. According to Nelson & Shaw (2002), A verbal signal consists of standardized linguistic symbols, like words, expressions, and sentences, which are employed to communicate the author's thoughts or emotions.

A visual sign is a representation that is primarily comprised of visually perceptible elements, encompassing various symbols, images, and graphical elements. These visual signs are designed and employed to communicate information, ideas, or emotions to an audience through the medium of sight. Whether in the form of signs, logos, or artistic expressions, visual signs play a crucial role in conveying meaning and facilitating visual communication. Visual communication involves expressing ideas or emotions without saying a word. (Rabiah, 2012)

One of the media that is used to convey the messages is a poster. Posters are media or information promotions that aim to convey messages to audiences through visualization. According to Guffey (1993), posters are a form of visual media used to convey messages, information, or promotions to audiences. Posters are often designed attractively to attract attention and convey a clear message. Posters usually promote a particular product, event, or campaign. Verbal signs on posters include text such as headlines, slogans, or descriptions used to convey messages or information to readers. On the other hand, the visual signs in the poster include pictures, illustrations, graphics, or other visual elements that have a function to support or reinforce the message conveyed.

The KitKat on Instagram posts from several accounts were chosen because many advertising posters of the product KitKat were uploaded. On the other hand, KitKat is a snack food that is widespread throughout the world, making it accessible in almost every region. In addition, KitKat enthusiasts cover various age groups, both children and the elderly, who enjoy the delicious taste of this chocolate snack. The large use of interesting verbal and visual forms in KitKat posters is the reason why KitKat was chosen as the data to be analyzed. On the other hand, understanding the analysis of verbal and visual signs (semiotic) in understanding the meaning is a strong reason for choosing this topic with this data source.

1.2.Problems of The Study

Based on the background of the study explained above, the main problems of this study divided into 2 points, such as:

1. What verbal and visual signs are found in the KitKat poster posted on Instagram?
2. What is the meaning of verbal and visual signs found in the KitKat poster posted on Instagram?

1.3. Objectives of The Study

This study aims to help the reader understand the topic of this study and the research problem mentioned above. There are two aims of this study:

1. To find out the verbal and visual signs found in the KitKat poster posted on Instagram.
2. To analyze the meaning of the verbal and visual signs found in the KitKat poster posted on Instagram.

1.4.Limitation of The Study

Related to the problem of this study above, the limitation of this study is to focus on the analysis of verbal and visual signs and also the meaning found in the KitKat poster posted on Instagram. The first theory proposed by Saussure in Chandler (2007) about signifier and signified used to identify the signifier and signified of the verbal and visual sign. The second theory proposed by Barthes (1967) about denotation and connotation meaning is used to find out the denotative and connotative of each verbal and visual sign. Besides the main theory, this study used the supporting theory from Wierzbicka (1996) about the color term to identify the contribution of color on poster in convey the purpose or meaning.

1.5. Signification of The Study

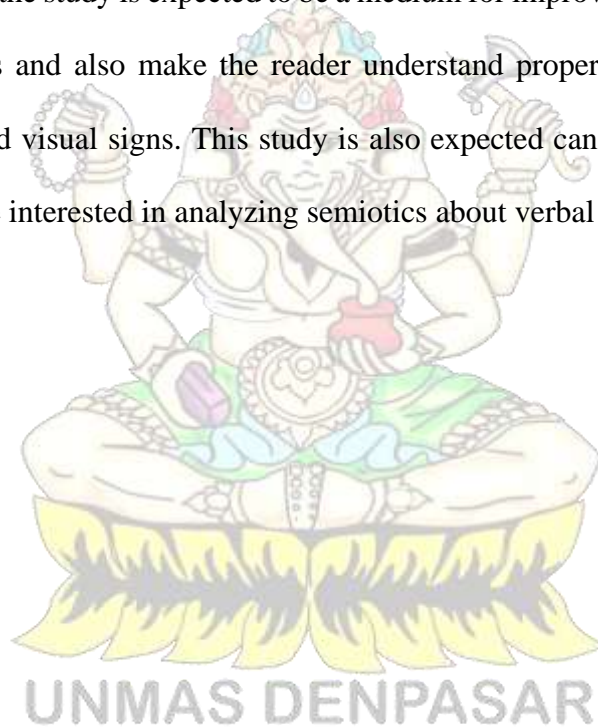
The significance of this study provides some benefits to the reader. The benefits are divided into two kinds, namely theoretical significance and practical significance.

1.5.1. Theoretical Significance

This study provides various benefits for readers in increasing their understanding of linguistics, especially through a deeper exploration of semiotics and a wealth of information regarding verbal and visual signs conveyed through posters.

1.5.2. Practical Significance

Practically the study is expected to be a medium for improving the knowledge about semiotics and also make the reader understand properly the meaning of some verbal and visual signs. This study is also expected can be a reference for readers who are interested in analyzing semiotics about verbal and visual signs.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter described various aspects of semiotic analysis including exploration of relevant literature, concepts, and theoretical frameworks, which are neatly organized into sub-chapters. There are also several review studies related to the topic of this study. The next sub-chapter explores concepts related to semiotics, verbal signs, visual signs, posters, Instagram, and KitKat, all of which have relevance to this study. Furthermore, the theories used in this study in analyzing the data explained in this chapter.

2.1. Review of Related Literature

The first study was from Saputra (2023), entitled “Semiotic Analysis of Hamburger Advertisements”. His study focused on finding out and analyzing the meaning of the verbal and visual signs used in hamburger advertisements taken from the website of the hamburger company. Saputra’s study used three theories proposed by Barthes (1957), Saussure (1959), and the theory of color terms by Wierzbicka (1996). This is in line with or similar to the aim of this study which is to find out what verbal and visual signs are and their meanings. What makes this study different is that this study took KitKat posters, many of which use interesting and attractive colorful images. Saputra found that advertisements use specific phrases to attract readers, while also utilizing food imagery as verbal

cues to entice them to make a purchase. Visual cues, consisting of images and colors, work together with verbal cues to convince potential customers to purchase a product. While this study found the effective use of verbal and visual signs. The signs and the slogan "Have a break, have a KitKat" convey an emotional connection, while visual elements, including hidden meanings, enhance the overall message.

The second study was from Andriani (2022), entitled "Semiotic Analysis Found in COVID-19 Advertisements by National Institutes of Health Websites". Her study focused on finding verbal and visual signs and signifiers and analyzing the meaning of denotative and connotative meanings in COVID-19 advertisements. Her study used three theories proposed by Saussure (1916), the theory of meaning by Barthes (1967), and the supporting theory of the theory of color terms by Cerrato (2012). Her study became the inspiration for this study in analyzing the meaning of verbal and visual signs from KitKat posters on Instagram in terms of signified and signifier as well as connotation and denotation. Although there is a difference in supporting theory from Andriani's study which uses color theory from Cerrato (2012), this study uses color theory by Wierzbicka (1996). Andriani found that signifiers and signified verbal and visual signs will support each other to convey a meaning or message contained in an advertisement. While this study also found the verbal signs convey an emotional connection, while visual elements, enhance and support the overall message.

The third study is from an article by Pradnyanita, et al. (2022) entitled “The Analysis of Semiotic Signs in the Nudes Eye Shadow Palette Advertisements by Maybelline New York”. Their research aims to find out the meaning of the verbal and visual signs contained in the advertisements. The study used the theory by Saussure (1983), the theory by Barthes (1976), and the theory by Cerrato (2012). There is a similarity to this study in the used of three theories from the expert in analyzing the verbal and visual signs. But there is also one different expert in their study with this study on the color theory that was used. It has become a reference in comparing the color theory used in their article with the color theory in this study, to become a benchmark in analyzing source data. Pradnyanita, et al. found that typically, advertisers convey messages discreetly behind signs to arouse people's curiosity. Meanwhile this study found the hidden message through the visual signs which supported by verbal sign.

The fourth study from Claudya and Andri (2022), is entitled “Verbal and Non-Verbal Sign in Stop Bullying Poster: An Educational Posters Analysis”. Their study used the theory from Saussure (1983) with the data source in the form of five posters Stop Bullying posters: an educational poster. The difference between their study with this study is the theory and focus of the study. Claudya and Permana's study used only one theory from Saussure (1983) focused on finding out the implicit meaning of verbal and non-verbal signs used in stop bullying posters: an educational poster. Meanwhile, this study uses three theories from Saussure (2007), Barthes (1967), and Wierzbicka (1996) with two focuses of study in the analysis of what verbal and visual found in KitKat poster and

their meaning. Claudya and Permana's study became an inspiration for this study on analyzing the data source of KitKat posters that have a similar theory from expert Saussure. They found that all data sources use both verbal and non-verbal semiotic signs, with verbal signs explaining and conveying information about the benefits and advantages of posters. Messages on posters are delivered through explicit and implicit textual content, often using concise and clear phrases to convey information. Meanwhile this study found the emotional bond is communicated through the verbal signs and the slogan "Have a break, have a KitKat," while visual signs, encompassing subtle meanings, contribute to the overall message's impact.

The last study focused on analyzing the message contained in the verbal and non-verbal aspects by Mega and Tawami (2022) entitled "Semiotic Analysis on Film Industry: Case Study Suspiria Movie Poster". Mega and Tawami's study used the theory of Barthes in the analysis of the data source in the form of a Suspiria Movie Poster. The difference between their study with this study is the uses of theory and the aim of the study meanwhile, this study uses three theories in the analysis of the data source. Mega and Tawami's study used the theory of Barthes and their study uses the same form of data source as this study in the form of a poster with the theory of Barthes. It has also become an inspiration for this study in using the theory of Barthes. Mega and Tawami found that every symbol and sign, whether in verbal or non-verbal form, employed in the movie effectively conveys its intended meaning through its associated significance.

2.2. Concepts

This part of the subchapter contained an explanation of several concepts that were relevant and relate to the topic of this study. Furthermore, the explanation of the concept was based on a concrete source. Some of these concepts were as follows:

2.2.1. Semiotics

According to Umberto Eco in Chandler (1999), Semiotics is concerned with everything that can be interpreted as a sign. Semiotics is the investigation of signs and symbols and how they convey significance. It examines how signs, which can be words, images, sounds, or gestures, are used to represent and communicate meaning. By studying semiotics, we can understand how signs are understood differently based on culture and context. According to Saussure (1916), semiotics is the study of signs and their role in language. It helps to grasp how meaning is constructed and shared in language, art, advertising, and other forms of communication.

2.2.2. Verbal Sign

Based on Chandler (1999) verbal sign is defined as a thing that deals with words and text. A "verbal sign" refers to a linguistic or language-based symbol that conveys meaning through spoken or written words. In the context of semiotics, linguistics, and communication theory, it represents the basic unit of language used for communication. Verbal signs consist of two important components, namely the signifier and the signified. According to Saussure (2011), signs are divided into two components, namely "signifier" and

"signified". A signifier is the physical component of a sign, such as written words or images, while signified is the meaning or concept associated with the signifier. Concrete examples of verbal signs are written or spoken words that represent certain concepts or objects.

2.2.3. Visual Sign

Chandler (1999) stated that a visual sign is an image or gesture that is not spoken but can convey meaning. Visual signs in the context of semiotics and visual communication, refer to the use of visual elements to convey meaning, messages, or information. These signs can take various forms, including images, symbols, icons, colors, and other visual elements that are used in both everyday communication and various forms of media. According to Saussure (2011), signs are divided into two components, namely "signifier" and "signified". A signifier is the physical component of a sign, such as written words or images, while signified is the meaning or concept associated with the signifier. In a visual context, markers can be images or symbols that represent certain meanings.

2.2.4. Poster

A poster is a visual communication medium designed to convey a clear and captivating message or information. It typically consists of prominent images or illustrations and is commonly displayed in public spaces such as walls, bulletin boards, or high-traffic areas. The primary objective of a poster is to grab attention and influence the audience to take action or adopt a specific viewpoint (Wikipedia). According to O'guinn (2003), posters are often used in the world

of advertising to promote products or services. The goal is to create awareness and interest in the product or service.

Posters find application in various contexts, including product marketing, event promotion, social campaigns, education, and awareness initiatives. Effective poster design considers factors such as efficient layout, appealing color usage, appropriate text selection, and prominent visual elements. The intended message should be communicated clearly and concisely to ensure easy comprehension by viewers (O'guinn, 2003).

2.2.5. Instagram

Instagram has a function as a social networking platform where individuals share images and videos. Users can like, comment, and send messages to each other. It's a popular way to showcase personal moments, connect with others, and discover new things. Instagram serves as a leading social media platform primarily used for sharing visual content in the form of images and videos (Wikipedia). On the other hand, the social media platform Instagram plays an important role in advertising, which can be in the form of poster photos or promotional videos. Aaker (2016), stated that social media can be used to build brand awareness through relevant content and share stories by publishing interesting and useful content, companies can reach more people. In the context of a research proposal that focuses on poster analysis, Instagram can be utilized as a prospective data source for collecting and analyzing posters uploaded by users. By utilizing Instagram's search and filtering features, researchers can identify posters that are relevant to their research topic.

2.2.6. KitKat

KitKat, a globally renowned chocolate brand, was first introduced by the Rowntree's company in the United Kingdom in 1935. The product has captivated chocolate enthusiasts with its unique bar-shaped form, consisting of a milk chocolate coating on the outside and a crispy wafer within. The famous slogan, "Have a Break, have a KitKat," has reinforced the concept of taking a moment to unwind and savor a KitKat. On the other hand, this slogan has become an iconic slogan that always represents KitKat products (KitKat.co.id). According to Kotler (2003), slogans help consumers remember and differentiate brands amidst intense competition. Furthermore, KitKat has introduced various flavor variants, including white chocolate, dark chocolate, and matcha green tea, to cater to consumers' tastes worldwide. Beyond its iconic bar shape, KitKat has expanded its product range to include items such as KitKat Chunky and KitKat Mini. Not only that, the brand is renowned for its involvement in creative promotional campaigns and remains committed to enhancing environmental sustainability by taking steps to ensure that its primary ingredient resources are sustainable by 2025. With its strong global reputation and delicious taste, KitKat continues to be one of the most beloved chocolate brands worldwide (KitKat.co.id).

2.3.Theories

This study used three theories from experts in semiotics to be referenced in analyzing the data. The first theory proposed by Saussure in Chandler (2007)

in the book entitled “Semiotics: The Basics” about signifier and signified used to identify the signifier and signified of the verbal and visual sign. The second theory proposed by Barthes (1967) entitled “Elements of Semiology” about denotation and connotation meaning used to find out the denotative and connotative of each verbal and visual sign. Besides the main theory, this study used the supporting theory from Wierzbicka (1996) entitled “Semantics, Culture, and Cognition” about the color term.

2.3.1. Theory of Semiotic

Semiotics is the study of signs, symbols, and their interpretation in human communication. It is a multidisciplinary field that examines how signs and symbols convey meaning and play a crucial role in various aspects of human culture, language, and thought. According to Saussure in Chandler (2007:15), signs are divided into two main components: "signifier" and "signified". A signifier is the physical or sound form of a sign, such as written or spoken words. A signified is a concept or meaning associated with a signifier. The same signifier (the word ‘open’) could stand for a different signified (and thus be a different sign) if it were on a push-button inside a lift (‘push to open door’). Similarly, many signifiers could stand for the concept ‘open’ (for instance, on top of a packing carton, a small outline of a box with an open flap for ‘open this end’) – again, with each unique pairing constituting a different sign (Saussure (1983) in Chandler, 2007:16).

- a) *Signified* refers to the representation of a concept. This is not something physical. Rather, it is an intangible idea or cognitive

construct that describes the significance or meaning conveyed by the signifier.

- b) *Signifiers* include the tangible and material components of language, which serve as physical representations of communication. It consists of concrete elements such as written or spoken words, audible sounds, visual symbols, and images that a writer or speaker uses to convey an intended message or meaning to his or her audience. In essence, markers are manifestations and symbols used in the communication process, functioning as a medium that presents thoughts, ideas, and intentions expressed and shared with others



Figure 2.1. Saussure's model of the sign

Based on the model above, it can be explained that a sign is the result of the interaction between what it represents (signified) and its physical form (signifier). These dynamics are visually depicted by horizontal arrows on both sides of the diagram. Based on this model, it can be concluded that the representation of signified and signified in a sign cannot be separated; they are intricately interconnected and dependent on each other (Saussure (1983) in Chandler, 2007:15). In simpler terms, they are interdependent components of the semiotic process, each of which contributes to the comprehensive interpretation of meaning and communication.

For Example:

- *Signified*: The word “Open”
- *Signifier concept*: The shop is open for the business.

(Chandler, 2007:15)

2.3.2. Theory of Meaning

According to Barthes (1967:38-43), There are two different forms of meaning, namely connotation and denotation. Furthermore, detailed explanation is bellow:

2.3.2.1. Denotation

Denotation is a term often used in linguistics and semiotics to refer to the initial meaning or literal interpretation of a text or sign. “Meaning only from their opposition to one another (usually in pairs), and that if these oppositions are preserved, the meaning is unambiguous. In particular, signal and index, symbol and sign, are the terms of two different functions, which can themselves be opposed” (Barthes, 1967:38). This concept is very important in understanding language and communication because denotation often refers to meanings that correspond to definitions listed in dictionaries or meanings that are widely recognized as valid in the context of communication and interpretation. In this context, denotation acts as a basis that provides clear and universal understanding, thereby helping to build a strong communication foundation between speaker and listener, writer and reader. Denotation, according to Barthes (1967:42-43), is the first order of signification. It

describes the simple or direct connection between a sign and its references (the signifier and signified). The step in the sign process known as denotation explains the connections between the signifier and signified to produce the obvious meaning. The meaning of a denotation is also widely understood and accepted in society.

2.3.2.4. Connotation

Connotation is a meaning that does not directly refer to general meaning. Connotation is an important element in language analysis and the meaning of words presents an interesting dimension (Barthes, 1967:43). This concept goes beyond the common or standard meanings that we often associate with certain words or phrases. These connotations carry elements of emotion, cultural values, and context that enrich our understanding of the words or phrases. This provides flexibility in speaking and expressing ideas because we can convey a deeper meaning than just the literal meaning of the word. In other words, connotation helps us communicate more richly and understand messages contained in a particular context and culture. Connotation, in the context of Barthes (1967:40), is a sign that developed from the signifier of a denotative sign (denotation leads to a chain of connotations). Connotation is given attention by Barthes, who also emphasizes how difficult it is to separate signifier from signified.

2.3.3. Theory of Color

Color plays an important role in posters, serving to highlight and increase viewer engagement with the content. According to Wierzbicka (1996:303-329), The six primary color terms do not appear to conflict in the same way or to the same degree. The following is a more in-depth explanation of these color terms:

2.3.3.1. Black and White, Dark and Light

Wierzbicka (1996:317) mentions that black and white are said as opposite colors and it is nearest related to dark and light as the opposite also. The contrast between the darkness of the night and the light of the day is associated with the words “dark” and “light” as color descriptors. When people observe dark objects, they often remember them in bright light, giving rise to the presence of someone nearby. In contrast, the semantic structure of the English words “black” and “white” indicates their role as widely taught primary color terms, as well as their relationship to the concepts of darkness and light. According to Wierzbicka (1996:316), Leonardo da Vinci stated in his "Treatise on Painting," it is stipulated that white symbolizes light, an essential element without which no color can be perceived. Black, on the other hand, is associated with strength, grace, formality, mortality, malevolence, and enigma. In contrast, white embodies concepts of illumination, simplicity, benevolence, purity, and innocence, often representing the outset of something successful. White is positioned as the antithesis of black due to its typically positive connotations. In the realm of advertising, white is considered an opaque color,

incompatible with transparency. Furthermore, white is linked to notions of coolness and clarity, inspired by the color of snow.

2.3.3.2.Green

In languages around the world, words denoting grass, herbs, or vegetation usually have a strong association with the English term “green.” The term “green” in English often has connotations related to growth and vitality (Wierzbicka, 1996:11). The color dark green is symbolic of ambition, desire, cupidity, and jealousy. Yellow and green are colors that connote disease, cowardice, and discord. Olive green, the traditional color for serenity, and aqua, which stands for emotional healing and protection (Wierzbicka, 1996:310).

2.3.3.3.Blue

The English word "blue" shows a morphological and etymological connection to the sky. Additionally, people have established a connection between the color blue and large bodies of water, including lakes and seas. In contrast, light blue is often associated with ideas of softness, health, healing, conceptuality, and security (Wierzbicka, 1997:330). According to Wierzbicka (1996:329), state dark blue stood for strength, morality, seriousness, and intelligence.

2.3.3.4.Red

According to Wierzbicka (1996:315), red has the morphological connotation of "a rich warm color". As a result of its connection to fire, the color red symbolizes danger and warning. People will associate the word "tire"

with the color red. When firefighters used red as their symbol, it was important. Light red, according to Wierzbicka (1996:318), stood for passion, sensitivity, gender, love, and gender identity. Pink is linked to love, a warm home, and camaraderie. It also represents feminism. Dark red represents courage, spirit, rage, anger, danger, and leadership.

2.3.3.5.Yellow

Yellow is classified as a “warm” color because of its association with the sun, and the same principle applies to red, which is also considered warm because it is associated with fire. Although yellow is known as a light color, it has differences from red. Yellow is often associated with the notions of friendliness, vulnerability, and sunshine. Interestingly, yellow is also associated with warning, danger, illness, and jealousy. In contrast, light yellow is used to symbolize intelligence, rejuvenation, and happiness (Wierzbicka, 1996:316).

2.3.3.6.Brown

Brown is generally considered a mixed color, which is basically the result of combining yellow and black, with a touch of red. In essence, brown is a combination of orange and black, and basically consists of a dark grayish orange and a grayish or blackish yellow (Hurvich in Wierzbicka, 1996:327). The color brown is used to represent the ground because it might cause people to picture the ground. The surroundings are full of brown materials like soil, leather, and wood (Wierzbicka, 1996: 228).