

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Semiotics is the study of signs and symbols, particularly how they express spoken and unspoken messages. The sign's marker is the form it takes. Signification is both a verbal and nonverbal concept. Nonverbal signs are used to communicate with people who cannot communicate verbally or in writing. Traditional language markers include words, phrases, and sentences that convey ideas or emotions to others. A verbal sign in advertising is the advertisement's word or slogan nonverbal sign, on the other hand, is an image.

A verbal sign is one that is denoted by a linguistic symbol, such as words, sentences, phrases, or letters, in both spoken and written language. A verbal sign is something that deals with text and words. Word as one of the text forms plays an important role. It usually refers to messages that can help give certain information directly, for example, the title of the advertisements and the purpose of the advertisements themselves. The non-verbal sign is a symbol that is indicated indirectly and deals with the sign's meaning. It usually refers to an image in general. The image used in the educational posters can convince people for doing the message in the advertisement. Besides verbal and non-verbal signs, there are also signified and signifier terms.

Chandler (2002: 14) stated that a linguistic sign is a link between a concept (signified) and a sound pattern (signifier), not between a thing and a name signifier

is the physical form of the signs it could be verbal or non-verbal. Meanwhile, signified is the hidden meaning of signifiers which can be interpreted differently by people based on their horizon, their own sensitiveness, the experiences they have as well the context they face. An adequate example to depict the relation between signifiers and signified is the ambulance car's siren. The sound of an ambulance car's siren indicates the signifier, and it aims to warn people, particularly riders on the same road as the ambulance, that an emergency situation is occurring. As a result, the concept or symbol is that people must move aside and make room for the ambulance car to arrive at the destination as soon as possible. Another example of the relation between signifier and signified in daily life is in advertisements. The primary goal of advertising is to persuade the consumer that if he or she used the advertised product, he or she would have a better life. An advertisement, also known as an advertisement, is a type of public communication that promotes a product, service, brand, or event.

The data of this study is taken from advertisements in tourism places in Gianyar, since Bali is a tourism area, especially Gianyar. Besides that, tourist attractions in Gianyar always have attractive advertisements when marketing or promoting what the company offers. This study uses advertisements of tourism places in Gianyar which are found on the Facebook accounts of tourism objects. This study examines the advertisements of Bali Bird Park, Bali Zoo, Real Bali Swing, Monkey Forest Ubud, Cretya Ubud, Mason Adventures Bali, Kokat Bali Adventure, and D'Tukad RIVER Club found on the company's Facebook account.

This study is interesting to be done because Bali is a tourism area where most of the areas have tourist objects or companies related to tourism.

1.2 Problems of the Study

According to the background of the study, the research problems can be formulated as below:

- 1) What are the verbal and non-verbal signs found in Gianyar Tourism advertisements?
- 2) What is the meaning of verbal and non-verbal signs realized in Gianyar Tourism advertisement?

1.3 Objectives of the study

According to the research problems, the objectives of the study are to answer the research problem, those are:

- 1) To find out verbal and non-verbal signs found in Gianyar tourism advertisement
- 2) To analyze the meaning of verbal and non-verbal signs found Gianyar tourism advertisement

1.4 Limitations of the study

This study will focuses the discussion on the Gianyar tourism advertisement found on facebook. The study will focuses on the analysis of signs and meaning which in verbal and non-verbal signs in Gianyar tourism advertisement. This study limited on analyzing the advertisements which are including Bali Bird Park, Bali

Zoo, Real Bali Swing, Monkey Forest Ubud, Cretya Ubud, Mason Adventures Bali, Kokat Bali Adventure, and Kemenuh Butterfly Park. The data will be analyzed based on the theory of Dyer (1993)

1.5 Significance of the study

This study aims to provide benefits and understanding of semiotics through the signs in the Balinese tourism advertisement that can be seen or read. Through this verbal and non-verbal semiotic research, it can understand the meaning contain the sign in Gianyar tourism advertisement. There are two basic significances in this study, there is theoretical and practical significance.

1.5.1 Theoretical Significance

Theoretically, the findings of this study are intended to benefit those who are interested in learning Semiotics. It can also benefit those who want to increase their knowledge in analyzing signs by recognizing, and understanding. This study is expected to provide the readers with further knowledge of semiotics and how verbal and nonverbal signs used in the Gianyar tourism advertisement and the meanings contained in the advertisement. In other words, this research is also expected to provide a better understanding of the context in which a sign is communicated in order to understand its true meaning.

1.5.2 Practical Significance

Practically, this study can help the students understanding the sign in depth. This study is intended to serve as a resource for students and those interested in doing research on verbal and nonverbal indicators used in advertisement. In

addition, it is also hoped that it can provide a better understanding in ensuring the clarity of the meaning of linguistic expressions apart from a semantic point of view for people who pay attention to Gianyar tourism advertisements.



CHAPTER II

REVIEW OF RELATED REVIEW CONCEPTS AND THEORIES

This chapter examines several related literatures. This study's literature review will be taken from five previous studies done by undergraduate students, as well as a publication related to the subject. These reviews intend to compare themselves to the current study in order to determine the similarities and differences between the linked literature and this investigation. Besides, the important information provided by those reviews are used to support and be guidance for the writer in conducting this research.

2.1 Review of Related Literature

First previous study is a thesis entitled “A semiotic Analysis in Downy Collection Advertisement” by Pratami (2022). There were two research problems that identified, such as; what are Verbal and Visual signs found in Downy Collection advertisement and what is the meaning of Verbal and Visual signs found in Downy Collection advertisement. The results show there are 9 verbal and 11 non-verbal sign from Downy Collection advertisement based on the theory of Dyer (1993). The previous study and this current study have the same purpose of analyzing the intended meaning included in advertising so readers may readily comprehend the contents of each meaning provided in the advertisement. Besides that, both study use theory proposed by Dyer (1993). The difference from the previous study and this current study is in data source, the previous study

advertisement from the Downy Collection as data source while the current study used Gianyar tourism advertisements obtained from Facebook as data source.

The second previous study is a thesis by Virdayanti (2019) entitled "Semiotic Analysis in the Body Soap Printed Advertisement". In that previous study focuses on evaluating the verbal and nonverbal signs used in body Soap printed advertisements. The findings of previous study include the situational context of verbal and nonverbal sign in advertising, which are used to pique the attention of clients through print advertisements and explain verbal and nonverbal recommendations. The data was gathered via internet. The theories used to examine were the data by Pierce (1902) and Leech (1996). the current study will focus on determining the verbal and nonverbal signs in Gianyar tourism advertisements, as well as the meaning of the verbal and nonverbal signs contained in Gianyar tourism advertisements, whereas the previous study focused on analyzing the verbal and nonverbal signs used in Body Soap Printed Advertisement. The previous study and this current study are similar in analyzing verbal and nonverbal signs in advertisements.

The third previous study is an article written by Modok (2021) entitled "An Analysis of Verbal and Visual Sign Found on Grave of The Fireflies Posters". The previous study examined the interpretation of verbal and visual signs discovered on the Grave of the Fireflies poster. The data were obtained from the internet. The data was analyzed utilizing a descriptive qualitative technique. The previous study used Saussure's (1983) semiotic theory to analyze the verbal and visual sign, and Barthes' (1977) theory of meaning to explain the meaning of the verbal and visual sign in

the poster. The type of data sources used in previous studies differs from those used in this current study. The previous study use Grave of The Fireflies Posters, meanwhile this current study will use Gianyar tourism advertisement object as a data sources. The similarities with this current study is both study use the theory of semiotic by Saussure (1983). This previous study had a similar purpose to this current study to examine the same issue, which is about verbal and nonverbal signs and the meaning of the signs, and it also employed the same theory of meaning given by Barthes (1977).

The fourth of previous study is a thesis written by Devi (2017) and the title is “Verbal and Non-Verbal Signs of “Zootopia” Movie Poster”. This previous study focused on the verbal and non-verbal signs found in Zootopia Movie Posters and the meanings of the verbal and non-verbal signs in Zootopia Movie Posters. The data sources of the previous study are from websites. The data were gathered by the documentation method, as well as the recording and note-taking method. The previous study applied the descriptive qualitative method to find out the verbal and non-verbal signs in the movie posters. The similarities from both study is the same topic which is analyse verbal and non verbal sign in the first problem of the study. The difference from the previous study and this current study is the kinds of data source, the previous study used “Zootopia” Movie Poster”, meanwhile this current study will use Gianyar tourism advertisement on Facebook post.

The last previous study is from Suciyanto (2016) entitled “Semiotic Analysis of Greenpeace Campaign Posters in Climate Change Series”. The goal of this study is to find out the meaning of linguistic signs of Greenpeace campaign

posters in the climate change series. This previous study also uses Peirce's (1860) theory about the semiotic sign. The main data was taken from downloading all of the Climate Change series posters from January to December 2014 on Greenpeace's official website www.greenpeace.org. The technique of data collecting was a qualitative descriptive method using the semiotics approach of Peirce's theory. The campaign posters are made up of two signs, They are icons and symbols in the relationship between the representamen and its object. The interpretant is produced by the relationship of the representamen and the object. The similarities of both study can be seen in the use of the Descriptive Qualitative method. While the difference can be seen in the problem of the study. The previous study focused on the semiotics proses meanwhile this current study focused on what is the meaning of verbal and non-verbal signs found in the Gianyar tourism advertisement, and other differences are also found in the method of collecting data. The difference from the previous study and this current study is the previous study used Greenpeace campaign posters as the data source, meanwhile this current study will use Gianyar tourism advertisement as data source.

2.2 Concepts

There are some concepts describe in this research which include expert's idea for each concept. The concepts of this study also refers to general idea related about the topic being studied in order to give better understanding towards subject matter in this paper. The first concept is verbal sign, the second is non verbal sign the third is tourism and the last concept is facebook.

2.2.1 Verbal Signs

According to Chandler (2001: 5), the linguistic part of an advertisement is the phrase text, which typically refers to conveying a message that is documented in some fashion, such as writing. A verbal sign is something that has to do with text and words. The text is the spoken component of an advertisement. Almost every advertisement has text in the form of a phrase. Phrases or even words. These forms describe the product and those that are linked to it. For example, the brand name and the benefits of the product are significant aspects of advertising. Words as one form of text that have an important role. According to Dyer (1993:102), the word does more than just represent objects, communication, feelings, associations, and attitudes; it also brings concepts to our minds.

2.2.2 Non-Verbal Signs

Chandler (2001:10) stated that non-verbal is something that represents as pictures which describing company logo, product etc. According to Dyer (1993:103), pictures are easier to grasp and have greater effect than words, and they frequently provide opportunities for communication, excitement, mood, and creativity. In other words, images play a significant part in making it simpler for the target audience to visualize the product.

2.2.3 Tourism Advertisement

Tourism advertising is a commercial field that involves luring visitors to a given location, which might be a state, a city, a specific historical monument or tourist attraction point, a hotel or a conference center, or anything else. Tourism is

a transient movement undertaken by individuals to refresh themselves from their everyday activities and to refresh themselves from their home, Marpaung (2012). According to Spillane in Rahmat (2011), "tourism is an activity to travel with the intention of receiving pleasure, finding satisfaction, knowing something, improving health, enjoying sports or rest, performing a task, a pilgrimage, and other similar purposes."

2.2.4 Facebook

Facebook is one of the most popular in being used as a promotional media. Therefore, Facebook is used as an effective salesperson in helping to promote the products and services offered (Madcoms, 2010:1). Because Facebook has a wide reach and can be accessed from anywhere, at any time, using computers and cellphones. Several businesses utilize Facebook as a marketing or promotional channel.

2.3 Theories

This study were employs three primary theories and one supporting theory. The first theory is semiotics proposed by Saussure (1996: 9) which use to analyze the verbal and non-verbal signs. The second theory is the theory of verbal and visual by Dyer (1993) that used to analyze verbal and non-verbal signs in Gianyar tourism advertisement. The third theory is theory of meaning proposed by Barthes (1977). The supporting theory is theory of color term proposed by Birren (1950). The explanation of these theories are mentioned below.

2.3.1 Semiotics

Semiotics is the study of the sign process. It looked at how meaning is formed and conveyed. Saussure (1996: 9) described language as a system of signs constructed by convention. He offered sign in the dyadic tradition or twopart model of the sign. Prior proponents of dyadic theories, in which the two pieces of a sign are a "sign vehicle" and its meaning. According to contemporary interpreters, the signifier is the shape that the sign takes, and the signified is the thought to which it refers. In other words, a signifier is the material of a sign. Signifier refers to the use of a sign that aims to represent one's ideas or messages that are desired to be communicated or delivered. It can be in the form of pictures, colors, words, sound, symbols or even a drop of water. Meanwhile, the signified represent the meaning carried by the signifier.

Chandler (2002: 14) According to Saussure, the signifier (the'sound pattern') and the signified (the notion) were both entirely 'psychological'. Saussure's theory can be represented diagrammatically as follows.:

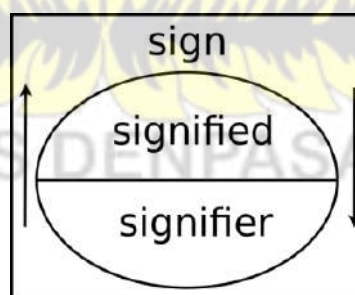


Figure 2. 1 Sign Diagram by Saussure in Chandler Book (2002: 14)

The figure above shows that a sign is the totality that comes from the association or conjunction of the signifier and the signified. Thus, cannot be separated each exists to compliment the other, and cannot exist without the other.

The following explanation would give a better understanding about the relation between signifier and signified. For example, the word open is the signifier, yet it has numerous signified meanings. - Signifier: the term "open" – Signified : if it was on the other side of the door in shop, open mean the shop is ready to serve the customer. According to Saussure, a sign is a combination of a signifier and a certain signified. The same signifier "open" might stand for a different signified. If the word “open” is in the door of the shop, It indicates that the store is ready to service the consumer. In this study's data analysis, signifier and signified are strongly tied to verbal and nonverbal. There is a verbal component theory that is connected to texts in the form of sentence, phrase, and word. According to Dyer (1993:32), words not only describe objects, express thoughts, connections, and attitudes, but they also call to mind images. According to Dyer, there are numerous types of visual aspects theories (1993). There are several types, including look, manner, activities, props, settings, and evaluating pictures or images. The visual component is employed as a way of communication that is generally transmitted without words through gestures, appearance, and facial emotions displayed in the form of pictures. According to Dyer (1993: 86), visuals are easier to grasp and have a greater effect than words.

2.3.2 Theory of Meaning by Ronald Barthes

Based on Barthes (1977: 90-91), there are two kinds of meaning. It can be as follows:

1) Connotation Meaning

Based on Barthes (1977: 90), the connotation is a sign which derives from the signifier of a denotative sign. It means connotation meaning is a meaning of a sign which not directly refers to the general meaning. For example, Blue is a colour, but it is also a phrase that describes a sorrowful mood, as in "She's feeling blue".

2) Denotation Meaning

Based on Barthes (1977: 91). The first order of signifying is denotation. It refers to a sign's straightforward or direct connection to its references; signifier and signified. Denotation is another established and authorized meaning in society. For example, the meaning of hot is to have or emit heat.

2.3.3 Color Term

According to Birren (1950: 171) stated color choice may be used to predict personality. When a group of people are polled to determine their color preferences, it is discovered that extroverts prefer red, whereas introverts prefer blue. Birren stated, there are seven colors that represent personality.

1. Red

According to Birren (1950: 172) red ("gules") means courage and zeal. This is the color of fire and blood, and it represents kindness and noble sacrifice. It is allotted to saints and sinners, patriots and anarchists, love and hatred, compassion and conflict.

2. Blue

According to Birren (1950: 173) Blue ("azure") signifies piety and sincerity. Blue color also having its own meaning, as represented in "feeling blue" or "blue music,"

the hue first related to the mad, then to general mental sadness. It's chilly, damp, clear, and heavenly.

3. Yellow

According to Birren (1950: 174) Yellow or Gold, stands for honor and loyalty. Yellow is despised hue. It is the most visible color in the spectrum and so acute and sharp. It previously denoted a heathen, but it today denotes a rascal or a coward.

4. Green

According to Birren (1950: 175) Green (“vert”) means growth and hope, it is the symbol of nature. Green also has another meaning “color of jealousy”. Greeners are novice employees, and greenhorns are country rustics.

5. White

According to Birren (1950: 176) white or silver (“argent”) is the symbol of lights and signifies innocence, faith, purity, joy and glory. White also expresses the vanity of the Caucasian race.

6. Black

According to Birren (1950: 176) black (“sable”) signifies grief and penitence. Black represents sadness and a wicked conscience.. This color is symbolic of death's anguish and the solemnity of the grave.

7. Purple

According to Birren (1950: 177) purple (“murrey”) represents royalty or rank. Purple, the dismal tint of the humiliated, signifies anguish and melancholy.