

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of the Study**

Semantics is the study about meaning and sign. According to Culler (2005) Semantics is the study of the connections between words, and analyzing such phrases. It can help individuals easily understand words differently and derive new meanings from them. Semiotics, which it has a specific method for analyzing and creating meaning, which is related to semantics. Jewitt (2012) states as a system of rules for connecting sign and meaning, a semiotics sign system can be understood as a code. Semiotics is the study of signs that can relate to providing information. It can be used especially to communicate something verbally and unspoken. The meaning can give an understanding it can happen smoothly by expressing an idea or feelings.

The purpose of study the meaning is to understand the deep meaning of language or meaning of image what the author wants to express by share the images. Chalder (2007) state sign can be found in environment any aspect of human life not only about image, it can be gesture, colors, clothes, vehicles and also word. In life human can found any aspect in life because human communicate with sign or symbol to share their idea or feeling. According to Barthes (1968) image, gestures, musical sound and object in every single word has different meaning. Meaning can explain the main purpose when communicating each other.

Sign is one of the things used to convey information in writing or spoken. A sign that has an uncommon meaning or the ability to define who it represents only appears

as a sign. The sign that will deliver the message to the reader in order to understand the meaning of the advertisement. Therefore, signs and meanings will always be related to each other. The fact of a behavior, personality, or another an efficient general principle that may be examined in this way (Chandler, 2007). A sign may several specific methods, including movie, song, or poster. Sign can be found anywhere such as movie theaters, hotels and public places.

According to Chalder (2007) there are two kind of signs which are verbal and visual sign. The application of verbal and visual signs also can find in poster. Posters are platforms made up of text and images that communicate to the public an idea or significant information. A poster usually has to be short, clear, and presents the most interesting model. In Sitoresmi, (2021) states that a poster is a visual collaboration of a powerful design that comes with color and message. It aims to grab the audience's interest and keep the idea in their heads. This poster attracted the reader's eyes because each part is effective and has a clear purpose. In addition she stated that a poster's qualities should be immediately attention-grabbing by including illustrations or sketches that are substantial, clear, brief, and simple to grasp. A poster is typically used as tools for social media marketing in an advertising campaign to advertise products to the public. The poster can be set up in a wall or window with a lot of space so that it can be read and seen by many of people. The people can be interested in an effective way by receiving clear information Images are commonly used to support it. Posters are one of the most popular tools for sharing information. Poster is very important for society because of that poster plays a large role in lifestyle of the people. According to

Cambridge dictionary, a poster is a large-sized image printed on a wall or board that is usually for display or advertising something, one of which is a hotel promotional poster.

Paragon hotel seminyak is a building, or a place that provide a service and one of four stars hotel. The hotel located in Seminyak area close to Batu Belig beach. Generally, the services offered by hotels are restaurant, gym and provide a good internet connection. Paragon Hotel Seminyak also usually do promotions with various media such as posters, advertisements so people can see what services and facilities are provided.

The focus of the study is to found the meaning of visual and verbal sign in “Paragon Hotel Seminyak promotion poster”. This study analyzed Paragon Hotel Seminyak promotion poster because promotional posters have various words that contain their own meaning and are also complete with attractive images to attract people's attention. Posters are becoming important as a way to attract the public's attention and interest about the accommodation. It has the meaning of the semiotics sign such as the meaning of color, verbal and visual sign. So, this analysis aims to describe the design aspects contained in the hotel poster so that people can understand the meaning of the poster.

## **1.2 Problem of the study**

Based the information above, the problem can be found in to the following research question:

1. What are the verbal and visual sign that can be found in Hotel promotion poster?

2. What is the meaning of verbal and visual sign found in Hotel promotion poster?

### **1.3 Objective of the Study**

The aims of the study are divided into two point:

1. To find out the verbal and visual sign in Hotel promotion poster.
2. To analyze the meaning of verbal and visual sign that used in the Hotel promotion poster.

### **1.4 Limitation of the Study**

The limitation of study is focused on the analysis of the verbal and visual sign that found in Hotel promotion poster

### **1.5 The Significance of the Study**

There are two purposes to be reached. There are two types of significance: theoretical and practical.

#### **1.5.1 Theoretical Significance**

The semiotics theory of verbal and visual signs are used in this research to help develop methods of interpreting meaning for readers. The purpose of this study is to clarify Saussure's and Barthes' theories for readers. This research may be useful and may motivate readers to conduct related research in the future.

### **1.5.2 Practical Significance**

Students majoring in English should find the research useful in understanding the significance of the hotel posters. The researcher hopes the reader are learn something about the semiotics, particularly those seen in posters, so they can learn more from it and not only judge the poster but also comprehend its meaning before watching by studying it.



## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES**

The main body of the sign analysis is divided into several parts in this chapter. So that this research will have a deeper knowing and more details connected to the topic, there is a literature review, connected concepts, and theories.

#### **2.1 Review of Related Literature**

To find out similarities and differences between this research and previous student and researcher-conducted searches on the same issue, five studies were used.

The first previous study was taken from a thesis titled “Verbal and Visual Signs Found in Downy Collection Advertisements” by Pratami, Santika, and Utami (2022). The analysis of visual and verbal signs in Downy Collection advertisements is the main topic of this study. The goal of previous study was to identify visual and verbal signs and analyze their meanings. Data was collected using the keywords "Downey Advertisement" from <http://google.com>. The denotative and connotative meanings of verbal and visual signs were analyzed and described using the theory proposed by Saussure (1983), and Wierbicka's (1996) theory of color was used to evaluate the advertising's linguistic and visual signs for significance.

The previous study used the qualitative method. The results of the previous study showed that there were 76 pieces of data, which were divided into 39 verbal signs, 37 visual signs, 42 connotative meanings, and 34 denotative meanings. There



are some similarities and differences between these studies. The similarities are that both studies use the same theory from Saussure to find verbal and visual signs, the same theory from Barthes to find denotative and connotative meaning, and the same theory from Wierbicka about the color term. The difference is that a poster will be used in this study compared to the previous study usage of advertisements for the data.

The second study was taken from an undergraduated thesis entitled “Semiotic analysis of disney movie poster” by Mira Amalia & Milal (2022). The goal of the previous study is to identify the icons, indexes, and symbols applied on the movie poster. The researcher conducted this research using semiotic theory by Charles Sanders Peirce to find verbal and visual sign. The data that was used for the previous study was obtained from Pinterest. Using the descriptive-qualitative study method, the researcher found 29 data on 4 Disney movie posters. There are five index signs, thirteen symbol signs, and eleven icon signs. The researcher uses a table to describe all the data. There are some similarities and differences between these studies. The similarities of these studies are that they both decided to find verbal and visual signs.

Meanwhile the different are the theory Mira used is Charles Sanders Pierce to found the data but the researcher only will use one theory to find the data and this study only focused to analyze the meaning of indexes, icon, and symbol. This study did not describe about the meaning of color in poster

The third study is an article entitled “A verbal and non- verbal sign of Walt Disney Poster” by Simartama, Suastini & Pratiwi (2022) the previous study focused to find verbal and non – verbal sign and analyze the meaning in Walt Film Poster. The previous study applied a descriptive qualitative method to find the data, and the data was collected from Pinterest. The previous study used the theories of Saussure in Chalder (2007) to identify nonverbal and verbal signs, Barthes (1977) to identify meaning, and Cerrato (2012) to analyze color. The similarities between these studies are that both collected the data using Saussure and Chalder theory, while the differences between these studies are that the previous study did not use the theory to find the color terms by Wierzbicka.

The fourth study is an article entitled “The analysis of Verbal and visual sign in Annabelle comes home and The curse of La Llorona horror movie poster” by Dewitri & Marantika (2023). The previous study focused to find the meaning of verbal and visual sign used in horror movie poster, the previous study use observation method to collect the data. The previous study used theory by Saussure's theory in Chandler's (2007) to identify verbal and visual signs, another theory from Barthes (1977) about denotative and connotative meaning, the last theory from Cerrato (2012) about color verbal signs, and visual signs. The similarities between both were discussing verbal and visual sign Saussure and Chalder theory while the differences between these studies are the data and did not use the theory to find the color terms by Wierzbicka.



A study by Prabasari, Savitri, and Dewi (2018) titled "Verbal and non-verbal sign in the first episode of webtoon orange marmalade" is the fifth study. The previous study focused on identifying signifiers and signified of the verbal and non-verbal sign. The data for the previous study were gathered using a qualitative method. Saussure's theory was used to analyze the meaning of verbal and non-verbal signs, and McCloud's theory was applied to figure out relationships in comics. The data is gathered from the first episode of webtoon named Orange Marmalade by using documentation approach. The similarities between both studies were use theory by Sussure's to find the data while the differences are the data and thid study did not use any theory to find the color terms.

## **2.2 Concept**

This chapter is related to the research problem in the process of doing this research. This study includes use of a number of concepts, including posters, verbal and visual concepts, and supporting concepts, including promotional posters. Below, a more thorough explanation will be provided:

### **2.2.1 Verbal sign**

Verbal signs are a text-based advertisement's component. Text plays an important part in supporting advertising. The advertisement's title is typically expressed as a sentence, phrase, or simply a few words. The goal is to attract attention to the advertisement and make it simpler for the audience to understand the subject or provided goods. According to Dyer (1993), a word can not only signify something but

also convey emotion, associations, gestures, and ideas. Mean words in advertisements have the power to inspire the audience.

### **2.2.2 Visual sign**

Visual signs are used instead of words, such as pictures and colors. Visual signs have hidden meanings. Without words, it is how the messages are conveyed. Images are more understandable and have a greater impact than words, and generally provide more opportunities to convey enthusiasm, mood, and imagination, argues Dyer (1993). It means that just looking at the image will inspire imagination.

### **2.2.3 Poster**

A poster is simply a rather large printed card or piece of paper that is hung up to promote or publicize something. Usually seen being displayed in crowded areas in order to get attention from everyone. It has clear information so the reader can understand what it says. Posters can now be displayed on public transportation vehicles in addition to being pasted on buildings, billboards, and kiosks as a result of the increasingly rapid growth. Additionally, posters can be widely shared online, which is obviously designed for a variety of purposes. The message is graphic and brief. in order to it simple to see, understand, and remember.

### **2.2.4 Hotel**

A hotel is a building that provides short-term paid lodging. The facilities provided inside a hotel room can range from simple quality mattresses in small rooms to large suites. Almost all hotels do promotion to attract people's attention by making

posters as attractive as possible in terms of colors and words contained therein. The poster has a meaning that can be examined with theories from experts such as denotation, connotation and color to reveal its own meaning.

## **2.3 Theory**

The research conducted for this work depends mainly on one specific discipline, particularly theories. In order to do the analysis for this research, a theoretical framework is required. The semiotic theory proposed by Saussure in his 1983 book "Course in General Linguistics" and the second theory of meaning proposed by Barthes in his 1987 book "Elements of Semiology" are the two main theories that have been applied to analyze the data. The final supporting theory for the definition of "color" was put forth by Wierzbicka (1996).

### **2.3.1 Theory of semiotic**

A sign, in the words of Saussure (1983), must have both a signifier and a signified. A signifier is a part of a sign that represents the notion that is being expressed applied to communicate with the audience. The signified can be in the form of images, colors, or even sounds. Saussure provides a definition of a signifier and an arrangement for a signifier.

1. The form that a sign uses is known as the "Signifier" (signifiant). The actual letters, sounds, and symbols used to convey what people are trying to say are the actual signs of the language.

2. The idea that a "Signified" (signifie) expresses or stands for. It is an abstract representation of the signifier's meaning.

Below can be illustrated in the form of Saussure's diagram:

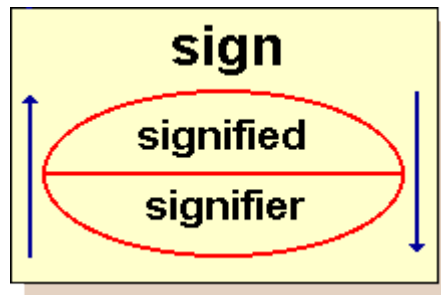


Figure 2.1 Saussure' Diagram

If we use the word "tree" as an example, it performs as a signifier while also having a signified meaning in linguistics. That would make a sign: the following: "Tree" is used. When used in business, the word signifier refers to ideas that develop organically and have several branches. We could deduce the following diagram based on the facts above:

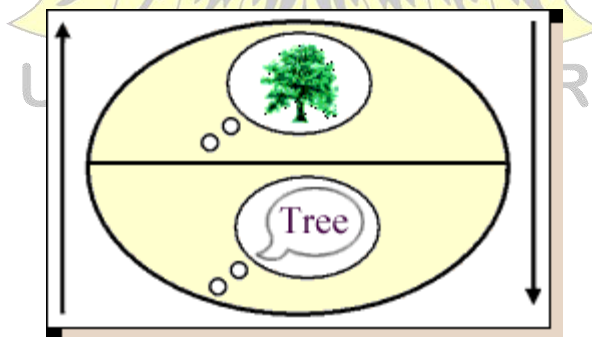


Figure 2.2 Dyadic Diagram

According to Saussure, the signifier and the signified were both basically "psychological" concepts or references. Many commentators who use Saussure's diagram still consider the signified as a mental construct, even if they often aren't and that it is able of making indirect references to things in this reality. The signified is a thought rather than a physical object. It signifies that an idea or meaning has been formed that the signifier refers to.

### **2.3.2 Theory of meaning**

Barthes (1967) claims that there are of two different types of meaning, namely connotation and denotation. More details is provided in the following section:

#### **2.3.2.1 Denotation**

Denotation is typically used to refer to a text's or a sign's initial meaning. According to Barthes (1967), denotation is the most important level of signifying. 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.

#### **2.3.2.1 Connotation**

Connotation refers to a meaning that is not clearly or directly associated with the broad or denotative meaning of a word or phrase. Connotation, in the context of Barthes (1967), is a sign that grown from a denotative sign's signifier (denotation creates a series of connotations). Barthes focuses his attention towards the concept of



connotation, while simultaneously highlighting the basic challenge in separating the signifier from the signified.

### **2.3.3 Theory of color**

Color has a significant part in the composition of a poster. The use of color helped emphasize and improve the reader's connection with the poster. Barthes (1996) stated that colors hold greater significance in advertising compared to the actual textual content. According to Wierzbicka (1996), the six basic color words show a similar degree of incompatibility when used together. The following is an elaboration on the topic of color terminology:

#### **2.3.3.1 Black and White, Dark and Light**

The colors black and white are commonly regarded as opposites, as they are closely associated with darkness and lightness, respectively. The nightly absence of light and daily presence of light are commonly denoted by the terms dark and light, respectively, in relation to their color connotations. Look at dark objects; when people view something on light, they will recall someone from the environment. In comparison, the semantic structure of the English words "black" and "white" shows their classification as fundamental color terms that are obtained by extension, as well as their associations with the concepts of darkness and brightness. According to Wierzbicka (1996:303), Leonardo da Vinci stated in his "treatise on painting" The proposition is made that white should serve as a representation of illumination, as the absence of this quality renders all other colors invisible.

The color black is commonly associated with attributes such as power, elegance, formality, death, evil, and mystery. White is commonly associated with qualities such as brightness, minimalist designs, kindness, chastity, and freshness. The color in issue is widely seen as symbolizing an effective beginning. White is often regarded as the opposite of black, primarily due to its naturally positive connotations. In the context of advertising, the color white is considered to be a transparent color that is illogical with the concept of transparency. The color white is often associated with coolness and clearness due to its similarity to the color of snow.

#### **2.3.3.2 Green**

In many languages around the world, grass, herbs, or vegetation in general are related to the closest equivalent of the English term "green." The English word "green" has a growing connotation. Wierzbicka (1996:310) claims that 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.

#### **2.3.3.3 Blue**

The English word "blue" is related to the sky as morphologically and etymologically. People on the other hand also made connections between the blue world and large bodies of water, such as lakes and the sea. Light blue is related with softness, soundness, medication, notion, and safety, according to Wierzbicka (1996:329). Dark blue stood for strength, morality, seriousness, and intelligence.

#### **2.3.3.4 Red**

The word red, which is used in English, is frequently used in connection with blood. 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 considered as "warm" since it is connected to the sun. It is the same with red. Yellow's association with the sun makes it a warm color, and red is a warm color because it is associated with fire. Yellow is thought to be a light color as well, however it differs from red. In addition, yellow stands for friendliness, weakness, and sunlight. Yellow is regarded as a light color as well. According to Wierzbicka (1996:316), yellow was related to warning, harm, illness, and jealousy. Light yellow is used as a sign for intelligence, renewal, and joy.

#### **2.3.3.6 Brown**

Brown is frequently thought of as a blending color, an A simple combination of orange and black with a red admixture that is actually a mixture of yellow and black. "Brown consists mainly of dark-grayish orange and dark-grayish or blackish yellow

colors," states 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 is full of brown materials like soil, leather, and wood.

