

CHAPTER I

INTRODUCTION

1.1 Background of the Study

As humans, we communicate through various means, including language and signs, to express ourselves. Semiotics, the study of signs and their meanings, examines words, sounds, images, and objects in our social lives. Ferdinand de Saussure (1985:28) views semiotics as the study of signs within society, he also said language is an instrument of communication using signs in culture to communicate meaning. Chandler (2007:14) categorizes signs into verbal and visual types: verbal signs are words with hidden meanings, while visual signs include pictures and gestures with significance.

According to Chandler (2017:13), language is a sign system, and linguistic signs make meaning only as part of the language sign system. We utilize language and signs in diverse ways to convey our thoughts and emotions, often expressing ourselves through art forms like painting, poetry and music. According to Transatlantic Group (2023, para.1) said that art in various forms, has long been recognized as a means of personal expression and form of communication. Across different eras, people of all ages and genders share a common love for music. Concerts serve as gatherings where music enthusiasts come together to enjoy performances by musicians or singers. These events provide opportunities for individuals to meet and connect in one place, fostering a sense of community.

One way to promote these concerts and attract attendees is through concert posters. These posters play a crucial role in introducing and promoting the event

to the wider public. Based on online blog, Venngage (2023) visual elements and symbolic on the posters representations that capture the essence of the concert, enticing people to attend. From communication to the creation of concert posters, various forms of expression contribute to the shared love and appreciation for music across different generations.

Every concert needs media to let people know about it, like videos or posters. Posters aren't just for sharing event details; they can also show off culture. Concert posters have unique styles depending on the theme, music type, and where the event is. This includes things like colors, icons, and words chosen by the promoters.

This thesis uses six total data from two difference year in 2013 and 2023 for the comparison. Three posters in 2013 were selected from www.infoeventbali.wordpress.com, there are Ubud Village Jazz Festival 2013, Konser Amal Sejuta Tunas Kelapa and “Summer Paradise” Kuta Beach Festival IV. Another data source for music concert posters in 2023 was selected from official Instagram @konserbali, three selected posters there are Kura-Kura Bali International CubMu Jazz Festival 2023, PICA Fest 2023, and Thank God It’s Festival 2023. These six chosen posters were selected due to their abundance of visual and verbal signs, serving as valuable data sources that encompass cultural elements. Despite a decade separating their creation, these posters share similar concepts.

The Kuta Beach Festival 2013, TGIF 2023, and PICA Fest all share a unique twist by focusing their events on clothing themes while presenting them as

music concerts. This innovative approach not only captures the attention of the youthful audience but also resonates with modern trends and tastes. By infusing clothing activities into the music concert, these events offer a fresh and contemporary experience for attendees. Moreover, their fusion of fashion and music not only enhances their appeal but also contributes positively to Small and Mediumsized Enterprises (SMEs) and local sellers, providing them with opportunities for exposure and growth within a modern and dynamic context. Additionally, events like the Konser Amal Sejuta Tunas Kelapa 2013, Ubud Village Jazz Festival 2013, and the Kura-Kura Jazz Festival 2023 are aligned in their commitment to environmental conservation and to showcase the island culture and heritage, these concerts aiming to improve the natural ecosystem and embrace eco-conscious themes. By studying these posters, researchers aim to understand the tastes and the colors of each generation and how they express themselves through music and visual communication in Bali's vibrant music scene, especially in 2013 and 2023.

1.2 Problems of the Study

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

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

1. What are the comparisons of verbal and visual signs used on music concert digital posters in two different years (2013 and 2023)?
2. What are the meanings of verbal and visual signs found on music concert digital posters in two different years (2013 and 2023)?

1.3 Objectives of the Study

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

1. To compare the verbal and visual signs used on music concert digital posters in two different years (2013 and 2023)
2. To examine the meanings of verbal and visual signs found on music concert digital posters in two different years (2013 and 2023)?

1.4 Limitations of the Study

This study is limited to analyse the verbal and visual signs found music concert digital posters in two different years (2013 and 2023) ten years gap. The data were analysed using Saussure's theory from Chandler (2007) for verbal and nonverbal sign analysis, Barthes (1977) for denotative and connotative meaning analysis and supporting theory from Cerrato (2012) about the meanings of colors.

1.5 Significances of the Study

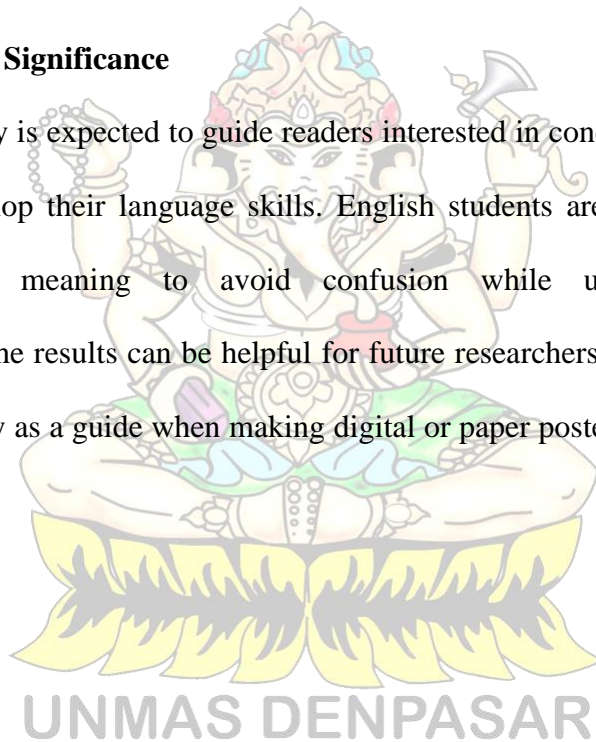
Based on the study, there must be an aim that the writer for the readers expects. The significance of this study can be divided into two. They are significant, not only in a theoretical sense but also in a practical one. The following are some that illustrate the importance of this study:

1.5.1 Theoretical Significance

This study is expected to provide further information about semiotics, especially verbal and visual signs on posters and people can read this paper study to learn more about semiotics especially on digital posters and use it as a reference if they want to study something similar. This study can help them with their own research.

1.5.2 Practical Significance

This study is expected to guide readers interested in conducting a Semiotic analysis to develop their language skills. English students are also expected to understand the meaning to avoid confusion while understanding the advertisement. The results can be helpful for future researchers in this area. They can use this study as a guide when making digital or paper posters with a focus on signs.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter is divided into three sub chapters: a review of related literature, concepts, and theories. The first sub chapter is a review of related literature, and it shows two theses and three articles used in this study to provide the difference and how similar with the current study. The second sub chapter is a concept elaborating the general idea about the short definition of the title in this study, such as semiotics, to knowing verbal and visual signs, poster, and music concert. The last sub chapter is theory defining the essential foundation to support the analysis in this study and it describes the theory of Semiotics, theory of meaning and supporting theory of colors.

2.1 Review of Related Literature

This sub chapter are derived from two previous thesis and three journal articles that relevant to this study. This sub chapter have a function to provide the study's differences and compare them with other studies on similar topics. There are five related literatures as follow:

The first study taken from a thesis entitled "*An Analysis of Verbal and Non-Verbal Signs in Scream Movie Posters*" by Handayani (2022). In comparison, the previous study aimed to identify and analyse the verbal and non-verbal signs in 5 (five) "Scream" the movie posters, used semiotic theory by Ferdinand de Saussure (1983), Roland Barthes' theory of meanings (1964), and Cerrato's theory of colors (2012). Through the application of these theories, the

previous study explored the verbal and visual signs and knowing denotative and connotative meanings conveyed through the signs in the “Scream” the movie posters. Besides that, the current study focuses on analysing 6 (six) selected music concert digital posters from Bali in 2013 and 2023, employing semiotic theory by Chandler (2007), Roland Barthes' theory of meanings (1977), and Cerrato's theory of colors (2012). The current study explored the verbal and visual signs, denotative and connotative meanings and also identify the meaning of colors used in the posters itself.

The second is a thesis entitled *"The Semiotics Analysis of Verbal and Visual Signs Found in three COVID-19 posters taken from Facebook Account of World Health Organization Southeast Asia Region – (WHO SEARO)"* presented by Astiti (2023). examined the messages conveyed by verbal and visual signs in three *COVID-19* posters from Facebook account of *World Health Organization Southeast Asia Region – WHO SEARO*. Astiti's research, employs theories proposed by Barthes (1964, 1977) to analyse the verbal and visual signs, and theory the meaning of colors by Wierzbicka (1996). The current study used semiotic theory by Chandler (2007), Cerrato's theory of colors (2012) and used theory from Roland Barthes (1977) for analysis the meanings. The previous study used *COVID-19* posters from *WHO* as data sources that contain of persuasive context, similarities with music concert posters that used in the current study aiming for persuade many people. The results that have been obtained are the posters contain more declarative sentences that provide information on the verbal signs, like how to stay safe from the virus and visual signs are also used to support

the ideas of these verbal signs. The data from previous study have a same purposed with the data source from the current study on music concert posters, aims to persuade a wide audience through persuasive content. The current study aiming to persuade a wide audience to attend these events and primarily serve promotional purposes, encouraging people to participate in concerts and enjoy musical performances. On the other hand, the previous study has a persuasive function here is more related to public health communication, there is to inform and educate the audience about safety measures, promoting behaviours that contribute to public health, such as staying safe from the virus.

The third study is an article “*An Analysis of Verbal and Visual Sign Found on Grave of The Fireflies Posters*” by Modok, Santika, and Pratiwi (2021). Both studies used semiotics theory, with the current study used theory from Saussure (1983), Barthes (1977) for analysing the meanings, and Cerrato ‘theory (2012) for the meaning of colors. While the previous study by Modok, Santika, and Pratiwi employs the theories of Saussure (1983), Barthes (1977), and Wierzbicka (1996) to interpret verbal and visual signs. The similarities with the current study in the data source of analysing verbal and visual signs from digital posters. However, while the current study focuses on music concert posters from Bali in 2013 and 2023, the study by Modok, Santika, and Pratiwi delves into posters of the film “Grave of The Fireflies”. Both studies also aim to uncover the layers of meanings conveyed through verbal and visual elements in digital posters.

The fourth study is an article “*An Analysis Semiotics Sing of Rewind Indonesia 2021 Video Poster*” by Widiadnya and Bellina (2022). The previous

study was to analyse the meaning of visual illustration signs “*Rewind Indonesia*” video poster, focus on Saussure’s semiotics theory (1996) for analyse the verbal and nonverbal signs, signifier and signified. As the result, the “*Rewind Indonesia*” poster was good at displaying visual illustrations of the messages to be conveyed both in signifier and signified meaning. The study found that the “*Rewind Indonesia*” poster effectively communicated its message through visuals, capturing both the surface level and deeper meanings. Both of studies have a similarity while the previous study focuses on summarizing events in Indonesia in 2021 through a video poster, the current study examines the visual and verbal signs on music concert posters from Bali. Despite differences in the data sources and specific contexts, both studies underscore the significance of visual communication and creativity across generations in conveying meaningful messages.

The fifth article reviewed is from Simarmata, et al (2022), entitled “*A Verbal and Non-Verbal Signs of Walt Disney Posters*”. The study conducted by Simarmata et al. (2022) titled “A Verbal and Non-Verbal Signs of Walt Disney Posters” shares similarities with the current investigation in terms of its theoretical framework. Both studies utilize Saussure's theory as interpreted by Chandler (2007) to analyse verbal and non-verbal signs. Additionally, Barthes' theory (1977) is employed to decipher the meaning conveyed by these signs, and Cerrato's theory (2012) is referenced to understand the significance of colors. However, the divergence lies in the choice of data sources. While Simarmata et al. (2022) examine digital posters from Walt Disney sourced from the internet, the

current study focuses on six selected music concert posters from 2013 and 2023, which encapsulate elements of culture. Despite this disparity, both studies aim to uncover the intricacies of verbal and visual cues within their respective datasets. However, some of the literature's studies on the reviews above already have a several similarities with the current study such as the theories and kinds of data source used.

2.2 Concepts

The concepts that used in this research are definitions of terms and relating to the subject. There are 3 (three) concepts in this sub chapter. The first is the concept of semiotics, poster and the last of concert, which further description is given below:

2.2.1 Semiotics

Semiotics is all about understanding how different signs work together to create meaning and stir up feelings. Think of signs as anything that can convey a message, like words, pictures, music, and stories. Saussure, Barthes, and Bakhtin (2014) study semiotics to figure out how people find meaning in both words and things that aren't words, like images or gestures. When we dive into semiotics, we can start to see how humans interpret the world around them by understanding the hidden messages in all kinds of signs. In the world of semiotics, art is seen as a bunch of signs put together to convey a message. This is most obvious in simple forms of art. To understand these signs, we must use language to make sense of

them. This shows how connected language and signs are when we are studying semiotics.

2.2.2 Poster

When running an event such as a concert, the event organizer carries out the promotions. Promotions can be carried out through printed media or electronic media; it can create new communication channels, explained by Jenkins (2006: 1-20). For the example: magazines, newspapers, posters, brochures, flyers, billboards, television advertisements, or even from mouth to mouth. Posters can be in digital and paper form, but nowadays digital posters are more popular, they can be distributed via social media. Using social media nowadays is the right choice, promotion and dissemination of information can be done without limits and to a greater extent. Cambridge Dictionary defines *“poster is a large, printed picture, photograph, or notice that you stick or pin to a wall or board, usually for decoration or to advertise something”*. Posters are one of the publication media consisting of writing, images, or a combination of to provide information to the public. Information on the poster is generally persuasive to the public.

2.2.3 Concert

“A concert is a performance of music by one or more musicians or singers”, definition of concert from Cambridge Dictionary. Concerts always relate to music performances or activities, but there are many aspects contained in a concert, such as a forum for introduction a culture, any community activities and

even as a marker or illustration of an era which is packaged in the concert. Each type of concert will always have their specific target market. In the 21st century, concert enthusiasts have increasingly high interest, even from various generations. Moreover, the word “concert” is always identical with happiness or excitement things. This is what makes many people prefer to create a concert to convey their messages and goals in a great way. Providing any activities such a concert, always needs and wants messages to convey. The concept and packaging for the concert is a serious thing to prepare. So, a piece or all the messages of the concert can be conveyed well to audiences.

2.3 Theories

The first theory, explained by Chandler (2007) is Saussure's theory for Semiotics theory. Second, Barthes (1977) for theory of meanings and last study from Cerrato (2012), as a supporting theory for the meaning of colors.

2.3.1 Semiotics

Semiotics is all about understanding how signs, like words, pictures, music, and stories, create meanings and emotions. De Saussure, Barthes, and Bakhtin (2014) agree that Semiotics is about figuring out how people find meaning through both words and other ways. It helps us grasp how humans see and understand the world. When bring art into Semiotics, it is saying that art is like a special language made of signs.

Ferdinand de Saussure had a theory, and it's talked about in a book by the author named Daniel Chandler called "The Basic Semiotics" (2007). It's like a map for understanding how all the world's languages work. It shows us how words connect in different languages. People often call this study semiotics or semiology. Saussure divided signs into two parts: the signifier and the signified. The link between them is call "*meaning*".

According to Saussure (1983), a sign has two parts: a signifier (what we see or hear, also called signifiant) and a signified (what it means, also called signifies). For a sign to work, it needs both parts. Saussure explained that in language, a sign isn't just a name for a thing. It's a connection between an idea and a sound pattern. This means there's a difference between what we think of and the sounds we use to talk about it. This idea is clarified by Saussure (1983) in Daniel Chandler's book "The Basic Semiotics" (2007:56):

1. A signifier (*signifiant*) is how a sign looks or sounds. It's the actual stuff like letters, sounds, or symbols that we use to show what we want to say in language.
2. A signified (*signifie*) is the idea that the sign shows. It's the thought behind what the signifier represents, not the physical thing itself.

On Saussure's theory, the whole of sign results described on the diagram which is called as Dyadic Diagram that source from Chandler 's book entitled "*The Basic Semiotics*" (2007:14) can be seen below:

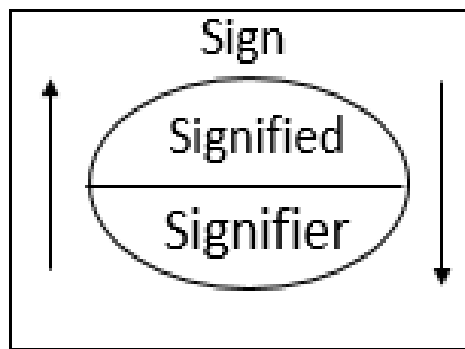


Figure 1. The Saussure's Dyadic, Concept of Sign
 (Source: *The Basic Semiotics by Chandler's Book*, 2007:14)

The interaction in Figure 1, is represented by the two arrows in the diagram. The signified is a "*nation of things*" rather than a thing itself. It means the signified has become a concept or meaning that the signifier refers to. Any individual sign is a distinguishable combination of a signifier and a specific signified. For linguistic example, the word "*Open*" when invested with meaning by someone who passing through a shop doorway are a sign that consists of:

- A Signifierconcept: The word "*Open*"
- A Signified concept: The shop is open for business.

Therefore, a sign must have both a signifier and a signified. We cannot have a meaningless signifier or a meaningless signified. According to Saussure, both the signifier and the signified are purely psychological, united in the mind by an associative link. Here is the further explanation of both signs:

2.3.1.1 Verbal Signs

Verbal signs are sometimes known as readable signs because it was written words. However, based on Chandler' theory (2007:149), verbal signs were

not just about text and words, verbal signs also relate to spoken communication. Verbal signs consists of spoken and written language, both use special symbols, like words, phrases, and sentences, that everyone understand to share our thoughts and feelings. Verbal signs are commonly can find in many different spots, such as malls, airports, markets, and other places. The form of verbal signs in these various places are different. The form of verbal signs in oral is anything related to words that come directly from our mouth and the form of verbal signs in writing can be in the form of information boards, brochures, and posters. For the example, in a study titled *"An Analysis of Verbal and Non-Verbal Signs in Scream Movie Posters"* by Handayani (2022), a verbal sign was discovered. On the *"Scream"* movie poster, there was a sentence that says, *"Someone has taken their love of sequels one step too far"*. This sentence is a kind of written verbal sign. It was a way of saying "This mystery is solved with a murder" as signified.

2.3.1.2 Visual Signs

Visual signs are like messages made of pictures, not by words. It can be gestures, how we move, the faces we make, and of course the pictures themselves. Visual signs are often used for logos or products of a company or business. They use images, shapes, symbols, colors, and other things. Based on Chandler' theory (2007:149), visual symbol represents something. It usually shows real things and can be like a metaphor. On the other hand, a visual sign is signified something. Its format is not naturally connected and it must to be learned. Visual signs are also called a signs that you see, not read. For the example on the previous study, there

from article by Bellina (2022), there are a big keyhole on the “*Rewind Indonesia 2021*” Video Poster. It is a visual sign that suggests we might see a better world soon or looking into a brighter future.

2.3.2 Theory of Meaning

Barthes (1977:91) talks about two parts of meaning: denotative and connotative. On Barthes’s book “*Element of Semiology*” denotative meaning is the straightforward and clear meaning directly connected to what we see. Then connotative meaning is like the style and decoration of the text. It is about how the message is presented. Denotative refers to the apparent meaning of the signs. While connotative operates on a personal level, it is culturally distinctive and arbitrary.

2.3.2.1 Connotative Meaning

According to Barthes (1977:91), a connotation is like the decoration or style of a text. He said a “*connotation sign*” means the idea behind an ideology. This idea connects back to a big system through special language. In this system, there's no real difference between the message and the sign of the message. For Barthes, anything that gives meaning becomes a sign.

2.3.2.2 Denotative Meaning

According to Barthes (1977:93), denotative meaning is what we immediately grasp from what we see or from reality. It's a clear, direct, and

specific meaning that stands out. It's like the main message conveyed by the visual sign. The denotative level is the most fundamental type of meaning in society, and it's generally accepted by everyone. Denotative means words that convey information without any emotional connotation.

2.3.3 Color

According to Cerrato (2012:4), colors hold a wide range of meanings.

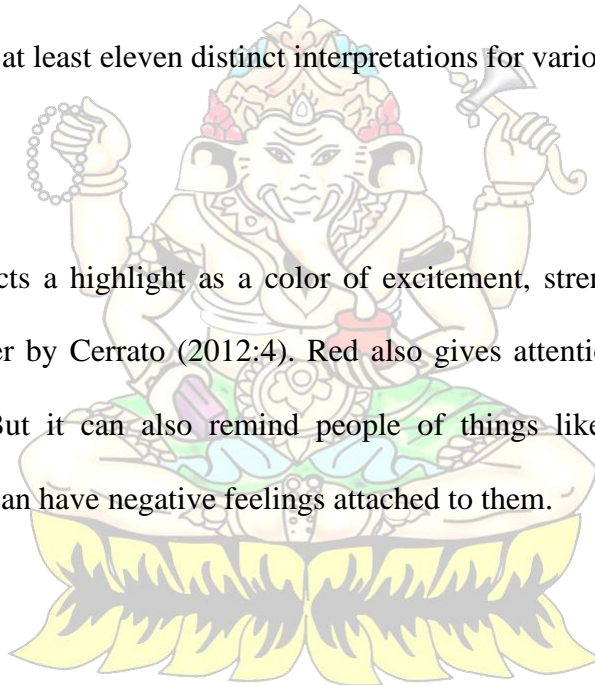
Cerrato proposes at least eleven distinct interpretations for various colors:

1. Red

Red reflects a highlight as a color of excitement, strength, sex, passion, speed, and danger by Cerrato (2012:4). Red also gives attention, noticeable and strong energy. But it can also remind people of things like blood, war, and violence, which can have negative feelings attached to them.

2. Orange

Orange color stands out with its playful, warm, and lively feel. It blends the lively energy of red with the cheerful vibes of yellow. According from Cerrato (2012:6), orange recalls feelings of joy, sunshine, and tropical places. It's also a warm color, that creates a unique sensation for our eyes. This vibrant shade is not only refreshing and invigorating but also sparks enthusiasm.



3. Yellow

Yellow is a bright and warm color, like sunshine, that brings happiness and cheer by Cerrato (2012:7). It's the color of sunlight. Yellow is connected to feeling good, content, and steady. In terms of our bodies, it makes our minds active and helps us think logically. It also helps with making decisions.

4. Green

Green is a color that reminds us of nature, freshness, coolness, growth, and having plenty of things. It stands for growth, peace, freshness, and being able to create a new life by Cerrato (2012:9). Green also represents having a balanced and calm feeling in our thoughts, body, and feelings. Physiologically, green is linked to having a balanced and calm feeling in our thoughts, body, and feelings. It helps us make decisions by letting us see all perspectives clearly.

5. Blue

Blue is often seen as a color that represents trust, reliability, and a sense of belonging. It's the most associated color with trust. Blue also brings a feeling of calmness, lowering feelings of excitement and fear. However, according from Cerrato (2012:11), blue color also lead to feelings of boredom, manipulation, or inflexibility in thinking. In terms of our bodies, blue has a calming effect, helping to reduce feelings of tension and fear. It can slow down our heart rate and decrease our appetite.

6. Purple

Based on Cerrato (2012:13), purple stands out for being associated with qualities like being kind-hearted, selfless, and boundless. It's considered a royal color, representing authority, opulence, and a strong drive to succeed. On a physical level, looking at purple tends to enhance people's appreciation for beauty and makes them more receptive to imaginative concepts.

7. White

White represents purity, cleanliness, and a fresh start. It's often associated with light, honesty, and a sense of new beginnings by Cerrato (2012:14). Physically, white has a calming effect as it brings simplicity, order, and effectiveness out of disorder. It paves the way for progress and clarity.

8. Black

According to Cerrato (2012:15), black is often associated with sophistication, elegance, seduction, and mystery. It brings a feeling of depth and even a sense of finality, but it can make things harder to read. It's a serious color that stirs up powerful feelings. From a psychological standpoint, black signifies authority, strength, and having control. In many cases, it can come across as intimidating, unwelcoming, and hard to approach.

9. Pink

Regarding from Cerrato (2012:17), pink is known for its gentle, sweet, nurturing, and secure qualities. It's linked with feelings of affection and romance.

Pink has an uplifting and warm nature, representing optimism for what lies ahead. On a physical level, pink has a soothing effect on our emotions, helping to ease feelings of anger and aggression. It provides a sense of comfort and safety.

10. Gold

Gold shows a highlight as a color of gold prestige and expensive by Cerrato (2012:18). Physiologically, it represents inner wisdom, high quality, and wealth. It can evoke feelings of joy, as well as deeper emotions like anxiety and fear. When combined with dark blue, using gold suggests qualities like honesty, trustworthiness, and the potential for success.

11. Brown

Brown is a color that conveys a sense of steadiness and trustworthiness by Cerrato (2012:20). It's connected to concepts of growth, fertility, and the natural world. Brown gives a feeling of stability, like the solid ground beneath our feet.



UNMAS DENPASAR