

## SEMIOTIC VERBAL AND VISUAL SIGN FOUND IN KUTA FIVE STAR HOTELS ADVERTISEMENTS

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*Abstract*— This study concerned on finding out the messages carried by both verbal and nonverbal signs in Kuta five star hotel advertisements. The data were taken from internet. The data were collected by observation method. The collected data were analyzed by qualitative method using theory of semiotics from Saussure (cited in Chandler 2001), the theory of meaning by from Barthes (1967), and theory color term from Cerrato (2012). The message is presented in formal and informal way. Our findings show first, the verbal signs that appear have connotative and denotative meanings can provide meaningful messages to the reader. Second, the visual signs that appear show several images and colors that have various meanings according to the context behind the advertisement.

*Keywords*— Semiotic, Sign, Verbal, Non-verbal, and Advertisements

### 1. Introduction

Language is a sign system used as a tool of human communication in daily life. Everything in our live is bound by language. Language as a sign means that language interprets sign in a communication process. In interpreting into language, the most important thing to know is the meaning of the signs. The concept of things signs is to see the meaning appears where there is a relationship between (signified) and (signifier) Saussure (1857-1913).

Semiotic is the study of sign or the science that study about sign in human being. According to Peirce (1839-1914) semiotics concerned with everything that can be taken as a sign and we would give the meaning. Semiotic learn how human interpret thing around them. Picture, signs, symbols, and color surround us all, whether they are verbal and nonverbal sign. Sign found in the advertisement which is used to represent an object and persuade people to give attention and read the advertisement.

Advertisements contain notification to the public with a purpose to influence the readers to do what they want. Advertising is not limited to product but also information or a call to do something. Regular advertisements are promoted through advertising media such us television, radio, newspaper, magazine, and the internet. In the advertisements there are verbal and nonverbal signs which designed attractively to attract people attention Weilbacher (1986:16)

Regarding to the explanation above, the problems of this study were formulated as follows: (1)What are the verbal and visual signs found in Kuta five Star hotels advertisements? and (2) What are the meanings of verbal and visual signs found in Kuta Five Star hotels advertisements? In creating the advertisements, the advertisers as creators have special aims. The function of advertisement was not only to introduce new products but also to persuade the audience that their product is better than others.

### 2. Literature Review

There are previous journal that related to analysis verbal and visual sign in advertisements, those are from I Putu Adi Sena, (2016) was analyzed “The Analysis of Verbal and Visual Sign of Adidas Advertisement”. This study analyzes the verbal and visual signs that support adidas advertising, and the function and meaning of verbal and visual signs. The method used in data collection is a purposive sampling method and the data that has been collected is analyzed qualitatively based on semiotic theory.

The second journal from Novantia Amandhita Fajar and Nina Setyaningsih, (2015) “An Analysis of

“Oriflame” Woman Perfume Advertisements”. This research was conducted to find out the tools to convey the message in Oriflame perfume advertisements and to discover the hidden messages by using those tools in the advertisements.

The third journal from I Gede Putu Okta Prawiranatha (2018) “Verbal and Visual Signs of Advertisement in National Geographic Traveller Magazine” The aims are to describe the meaning and function of verbal and visual signs and how their interrelations are.

### 3. Methods

The data were taken from Kuta five star hotels advertisements which downloaded from the internet. There are six advertisements used in this analysis entitled (a) The Parta Bali Resort and Villas; (b) Pullman Hotels and Resort; (c) Hard Rock Hotel Bali; (d) Discovery Kartika Plaza; (e) Alam Kukul Boutique Resort; (f) Bali Dynasty Resort; (g) Holliday Inn Express Baruna Bali; (h) The Trans Resort Bali. The data were collected through observation method by searching, reading repeatedly, downloading the advertisements, and note taking. The writer used two main theories and one supporting theory to analyze the collected data. Theory semiotic proposed by Saussure (cited in Chandler 2001) and Barthes (1967) are used to analyze the meaning of verbal and visual signs. The theory of color proposed by Cerrato (2012) is also used as the supporting theory.

### 4. Result and Discussion

Kuta five star hotels advertisements were analyze based on Saussure’s Semiotic theory as well as the theory of meaning by Barthes (1967). Kuta five star hotels advertisements consist of verbal and nonverbal signs. The verbal signs consist of words and sentence. Meanwhile nonverbal signs are in form of figures, images, and colors.

#### A. Analysis of Verbal and Non-visual Sign in Advertisements



Figure. 1. The Parta Bali Resort and Villas

Data 1: The Parta Bali Resort and Villas

#### Verbal Sign Analysis of Advertisement

The first statement is ‘Day use package’ means a package with a predetermined price day to enjoy the facilities at the hotel Usually a situation provides promotions or discounts given to visitors during holidays. It contains connotative meaning because the intended package is something that visitors will get to enjoy the facilities at the hotel. The second verbal sign is ‘The best place for open your time with family and friends’ the sentence is to recommend this hotel as a good place for family and friends. The meaning in verbal sign is denotative meaning because it conveys a clear message to the reader that the package is very good for a vacation with family and friends. The last verbal sign in advertisement is ‘Get 1 time theme night or 1 time set Italian menu only at us\$ 20 net / person including free using swimming pool and shower’ this is a package that visitors get while at the hotel with prices and other facilities provided for free. It contains the connotation meaning of the intended theme is a design similar to an Italian night with an Italian food menu.

#### Non-verbal Sign Analysis of Advertisement

The first visual sign of the advertisement is picture ‘a woman is swimming in the pool’ the swimming pool is one of the facilities at the hotel with a large pool and a beautiful view in front of the pool. It contains a denotative meaning that clearly shows the state of the hotel, one of which is the swimming pool and the natural beauty in the picture. The second visual sign of the background is colors. The first color is blue indicates confidence, reliability and responsibility (Cerrato, 2012:4). In the blue advertising indicates the hotel is fully responsible for everything that visitors need during the holidays.

The second of the font color is white color that represents purity, snow, purity, cleanliness, security (Cerrato,2012:4). The white color in the advertising context is that the hotel provides a place that will make visitors feel comfortable with the cleanliness and beauty of the hotel.

The next statement is visual markers appears in the poster is type capital letters used for support verbal sign is the typeface that chosen by the poster creator is the typeface capital that aims to attract attention the reader about the verbal message he wants be delivered. The last statement in visual sign is 'Parta Jasa Bali Resort and Villas logo' the tagline name of the company that supported the advertisement readers can find out the name of the company that published the advertisement.



Figure. 2. Pullman Hotels and Resort

Data 2: Pullman Hotels and Resort

### **Verbal Sign analysis of Advertisement**

The first verbal sign is advertisements 'Pure Bali Bliss' feel the purity of Bali during your visit and spend your vacation time with many interesting activities or treatments. It contains a denotative meaning that explains the beauty of Bali is pure with various kinds obtained during the holidays. The second Verbal sign in advertisement is '8 Luxurious nights in the heart of Legian' enjoy a luxurious night with the hotel's facilities in Legian will provide. It contain a connotative meaning heart of Legian is a place or location where a luxury 8 night hotel is located. The last verbal sign in the advertisement is 'Experience Bali bliss at Pullman Bali Legian Nirwana' introduce a place that will make visitors feel very happy during their vacation in Bali, namely at Pullman Bali Legian Nirwana. It contains a connotative meaning which means enjoying a holiday by having fun in Bali, namely at the Pullman Bali Legian Nirwana hotel.

### **Non-verbal Sign Analysis of Advertisement**

The first visual sign in the advertisement is pictures of a hotel complete with a relaxing place there is also a swimming pool and beach views. The picture explains the hotel and the conditions around the hotel and the scenery presented in front of the hotel. This visual sign has denotative meaning is that shows the state and beauty that is presented around the hotel. The next visual sign in the advertisement the first colour is blue in the background. Blue indicates confidence, reliability and responsibility. (Cerrato, 2012:4). The blue color in the hotel is a belief that the hotel has as a hotel that has good facilities and is responsible for the end of the hotel.

The second is white color that represents purity, snow, purity, cleanliness, security (Cerrato, 2012:4). The white color in the hotel is a perfect thing provided by the hotel through the security and cleanliness in the hotel. The three visual sign in the advertisement is 5 stars, which explains to the reader that the hotel in the advertisement is a five-star hotel, with the star image in color yellow. Yellow is the color that joy, happiness, idealism, also will warm and lift the spirit (Cerrato, 2012:6). The yellow color on the hotel means luxury which brings happiness to the visitors during the holidays. The last is Pullman Hotels and Resort The name of the company's tagline that supports the advertisement.



Figure. 3. Hard Rock Hotel Bali

Data 3: Hard Rock Hotel Bali

### Verbal Sign Analysis of Advertisement

First statement verbal sign in advertisement 'Play Hard' time spent pampering and relaxing and spending vacations having fun. It contains a connotative meaning that refers to a vacation that makes oneself have fun and enjoy it.

The second statement verbal signs in advertisement 'Relax Together' something to do while on vacation by relaxing and enjoying nature and away from the fuss with family or friends. It contains a denotative meaning which means finding a place to relax and enjoy together

The third statement verbal sign 'Special offer extended to IDR 850,000 net including breakfast' explains to the readers the hotel provides special rates for visitors for hotel visitors and includes providing food without visitors increasing or reducing costs. It contains a denotative meaning because that explains the price provided by the hotel for visitors.

The last verbal sign in advertisement 'Rock the stage like a rock star, exclusive offer for Indonesian citizens and KITAS holders, enjoy IDR 850,000net /room/ night for a newly renovated deluxe room, includes breakfast for 2 adults and 2 children under 16 years old and 2 rock spa vouchers valued at IDR 400,000 net. First 5 bookers from Bali plus database, receive 1 time complimentary dinner for 2. Book NOW, and stay from 15t October – 30th November 2020. For reservations email booking @hardrockhotels.net or call +62361761869. Are you ready to rock?' informing hotels visitors about the price, facilities, website address, and suggested date. It contains denotative which inform what the hotel has provided for visitors.

### Non-Verbal Sign Analysis of Advertisement

The first visual sign in advertisement is picture in play hard 'Footsteps of someone walking with guitar on the beach' explained that one of the hotel facilities used while on vacation is the beach by playing music on the beach and swimming. It contains a denotative meaning because in addition to visitors enjoying the beach view and swimming, they also play music while sitting on the beach. The second picture in relax together 'A room complete with a bed and a poster on the side and a guitar on the bed' is one of the hotel's facilities as a place to rest while on vacation. It contains connotative in the poster image which gives the meaning of a rock singer and is identical to the name of the hotel.

The next visual sign is the background color in the advertisement is white color. White represents purity, snow, purity, cleanliness, security (Cerrato, 2012:4). In the advertisement white is the perfect color and provides clean nature and is like the state of the beach in the picture and of course makes visitors comfortable. Color in text using black color is selling luxury, elegance and sophistication (Cerrato 2012:4). The black color in the hotel shows that the hotel is a luxurious five-star hotel and the hotel is responsible for everything that visitors need. The last visual sign in the advertisement is logo 'Hard Rock Hotel Bali' the name of the tagline of the company that supports the advertisement the readers can find out the name of the company that published the advertisement.

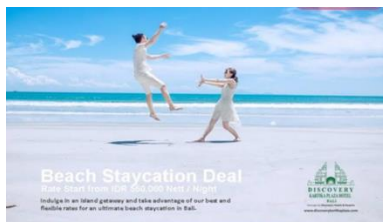


Figure. 4. Discovery Kartika Plaza

Data 4: Discovery Kartika Plaza

### Verbal Sign Analysis of Advertisement

The first 'Beach staycation Deal' explained that choosing the beach as an attractive vacation spot. It contains the connotation of staycation which means choosing the beach as a suitable place for vacation. The second verbal sign in the advertisement 'Rate start from IDR 550.000 net/night' explain the hotel's prices to visitors. Denotative meaning in verbal sign the reader will know the price that has been determined to stay at the hotel.

The next verbal sign in advertisement 'Indulge in an island getaway and take advantage of our best and flexible rates for an ultimate beach. It contains the connotation that is meant to pamper oneself is to seek pleasure by entertaining oneself through an interesting vacation. The last statement in verbal sign is 'www.discoverykartikaplaza.com' website address that can be viewed or visited. It contains a denotative meaning that explains other information about the hotel.

### **Non-Verbal Sign Analysis of Advertisement**

The first visual sign in the advertisement is Picture. The first 'A man and a woman playing on the beach enjoying the holiday' the beach is one of the best places to take pictures. It contains a denotative meaning that clearly describes the situation around the wide beach. The second Picture 'Beach view with white sand, blue sea, blue sky and white clouds' a beauty of the beach and its cleanliness that can be seen through pictures that explain that the beach is perfect for a vacation spot. It contains the connotation of making visitors more interested by taking pictures of clear skies with women and men pressing white clothes to match the sunny surroundings.

The next visual sign in advertisement white colour, representing purity, snow, purity, cleanliness, and security (Cerrato 2012:4). The white color in the hotel is a perfect color that provides a nice and comfortable place as well as beauty and cleanliness that is maintained. The second color is black, black is selling luxury, elegance and sophistication (Cerrato 2012:4). The black color in the hotel is something of a luxury that the hotel provides as well as responsibility in the needs of visitors. The last visual sign in advertising is the logo Discovery Kartika Plaza, the logo is the name of the product explains to the reader so that visitors know the name of the hotel contained in the advertisement.



Figure. 5. Alam Kukul Boutique Resort

Data 5: Alam Kukul Boutique Resort

### **Verbal Sign Analysis of Advertisement**

There are several sentences of verbal signs in advertisement. The first verbal sign 'Staycation' spend vacation time by settling in a nice and suitable place. This verbal sign has denotative meaning because with a staycation the reader already knows and purpose in the advertisement is to introduce a nice and fun place for a vacation. The second statement verbal sign 'Travel back in time to old Kuta' explain to return to visit the old place that provides natural nature in Bali. This hotel is one of the hotels where you can find antiques and tropical nature different from other hotels. This verbal sign has denotative meaning that invites you to return to old Bali. The Next verbal sign in advertisement 'For 2 person Rp. 660.000/ night net' fixed prices given to hotel visitors during their stay and the prices listed are specifically for 2 guests. This verbal sign has denotative meaning that explains the costs provided by the hotel for visitors.

The next statement verbal sign 'www.Alamkukul.com' the address link that can be seen at Alam Kukul. This verbal sign has denotative meaning explains to the reader so that the reader can see other information and hotel reservations at the website address contained in the advertisement. The last statement verbal sign in advertisement 'passionate involvement with nature' hotel presents a very interesting natural beauty, one of which is natural tropical. This verbal sign has denotative meaning that explains the hotel provides natural nature that can be visited by visitors.

### **Non-verbal Sign Analysis of Advertisement**

The first visual sign in the advertisement is the picture a man and a woman are walking on the beach and a man takes a woman's picture. The beach is one facility provided by the hotel as a good place to take photos and swim or other activities. It contains a denotative meaning that explains to the reader the natural state and the beaches presented are drawn, so that the reader will be more interested. The second visual sign in advertisement is colors yellow the color happiness, weakness, joy, and friendship (Cerrato 2012:6). The yellow color depicts the happiness and feelings of pleasure that will be felt while at the

hotel. The second color orange is energy, playfulness, desire, and stimulation (Cerrato, 2012:7). The orange color in the advertisement describes someone's desire to return to visit and enjoy old Bali.

The next color black appears in the sentence uses capital letters, black color is beneficial for business selling luxury, elegance, and sophistication (Cerrato, 2012:4). The black color in the advertisement describes a luxurious hotel with all the facilities provided for visitors while on vacation. The white color in the advertisement is the color of perfection, purity, cleanliness and caution (Cerrato, 2012:4). White color is the perfection that the hotel gives like a natural state, clean and comfortable. The last visual sign in advertisement is logo, explain to the reader that the flower image contained in the logo represents the identity or name of the hotel, the readers can find out the advertisements on display come from hotels that are found in the logo.



Figure. 6. Bali Dynasty Resort

Data 6: Bali Dynasty Resort

### Verbal Sign Analysis of Advertisement

The first verbal sign in this advertisement is 'Giveaway' explained that the hotel gives gifts for free without having to waste money. It contains a denotative meaning which means accepting a gift given by the hotel. The second verbal sign in advertisement is 'Win a 3 days/2 nights explained that the winner will get a prize to stay at a hotel with conditions for a few days. It contains a denotative meaning that explains the prize obtained. The next verbal sign in advertisement is 'At the brand new family Lagoon pool access room, sleeps for 5 people include breakfast!' explained the prize in the form of family room facilities used for five people including breakfast. It contains a denotative meaning that explains what facilities will be obtained from the gift. The last verbal sign '#FLPABaliDynastyResort' describes the address that readers will find on the website regarding hotel information about hotel giveaway. It contains a denotative meaning that explains more information about the hotel giveaway.

### Non-verbal Analysis of Advertisement

The first visual sign in the advertisement is a picture showing facilities such as a swimming pool, outside the hotel there are also many tree plants, flower gardens, and places to relax shows the situation around the hotel in the advertisement picture. It contains a denotative meaning that clearly shows the hotel and its surroundings. The next statement is that the visual markers that appear on the poster are capital letters used to support verbal signs in sentence GIVEAWAY and WIN A 3 DAYS 2 NIGHTS STAY AND 5 PEOPLE the typeface chosen by the poster maker is a capital typeface that aims to attract the reader's attention about the verbal message to be conveyed.

The third visual sign in advertisement is color white. White color is the color of perfection, purity, cleanliness and caution (Cerrato, 2012:4). Color that shows that the hotel provides a comfortable place and maintained cleanliness so that visitors are interested. Color blue in the background is indicates confidence, reliability and responsibility (Cerrato, 2012:5). The blue color in the hotel shows the trust and responsibility of the hotel for everything in the hotel so that it makes visitors feel comfortable. The last visual sign is the Bali dynasty resort logo south Kuta-Bali logo. Explains to the reader the name or identity of the hotel in the advertisement, and there is the address of the hotel that all advertisement readers can know.

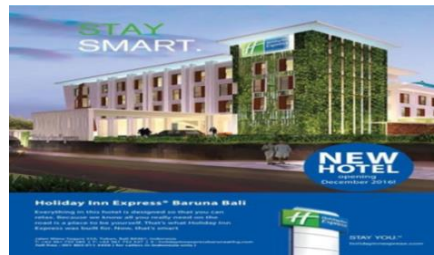


Figure. 7. Holliday Inn Express Baruna Bali

Data 7: Holiday Inn Baruna Express Bali

### Verbal Sign Analysis of Advertisement

The first verbal sign in the advertisement is 'Stay Smart' invites you to choose an interesting and suitable place while on vacation. This verbal sign has connotative meaning which means to take a good place while on vacation. The second verbal sign in advertisement is 'New hotel opening December 2016!' explained that the hotel is a new hotel and will soon be open to all hotel visitors. It contains a denotative meaning that tells the date and year the hotel is open. The next verbal sign in the advertisement is 'Everything in this hotel is designed so that you can relax. Because we know you all really need on the road is a place to be yourself. That's what Holiday inn Express was built for. Now, that's smart'. Explained that the hotel was opened as a place to relax and spend your vacation time with all the best facilities that the hotel will provide. It contains a denotative meaning that explains the intent and purpose of the hotel.

The third verbal sign in advertisement 'Jalan Wana Segara 33A, Tuban, Bali 80361. E: holidayinnexpressbaruna@igh.com' explain the number and address of the website, as well as the address of the hotel so that readers are familiar with it. It contains a denotative meaning that provides information and addresses about the hotel. The last verbal sign in the advertisement is 'Stay You' explain to readers that the hotel will provide a place and all facilities for you to enjoy.

### Non-verbal Analysis of Advertisement

The first visual sign in the advertisement is picture multi-store hotel building with a view of the front of the hotel, some people were walking outside the hotel. It contains a connotative meaning that gives the meaning of the illustration in the picture but contains a denotative meaning as long as the reader will understand the situation around the hotel in the picture. The second statement is that the visual markers that appear on the poster are capital letters used to support verbal signs in the text 'STAY YOU and NEW HOTEL' the typeface chosen by the poster maker is a capital typeface which aims to attract the reader's attention about the verbal message to be conveyed in the advertisement.

The next visual sign in the advertisement is color, the first is green the color of growth, spring, renewal and rebirth (Cerrato, 2012:5). The green color in the hotel is a color that regenerates like a newly opened hotel and will provide a place to relax for many people. The second color is white, white color is the color of perfection, purity, cleanliness and caution (Cerrato 2012:4). The white color in the advertisement describes the perfection of the hotel that will be provided to visitors with its facilities, as well as providing a clean and comfortable place. The white color in the advertisement describes the perfection of the hotel that will be provided to visitors with its facilities, as well as providing a clean and comfortable place. The last visual sign is "Holiday Inn Express Baruna" the name of product explaining to the reader the name or identity of the hotel in the advertisement.



Figure. 8. The Trans Resort Bali

Data 8: The Trans Resort Bali

### Verbal Sign Analysis of Advertisement

The first verbal sign in the advertisement is '*Affordable Luxury in Seminyak*' describes a hotel that provides a luxurious place at an affordable price for visitors located in Seminyak Bali. It contains a connotation meaning which means luxury in all the facilities that will be provided by the hotel but has a low price.

The second verbal sign in the 'Buy Now and Make Different' explain to the reader that buying the package earlier is different from previous purchases. It contains a connotative meaning that explains the difference between buying now and buying before. The next statements in verbal sign is 'Primer Room IDR 1,200.000 Nett/night With breakfast for 2' explain the price that the hotel has provided for visitors and get breakfast for 2 people. It contains a denotative meaning that explains the price provided by the hotel and facilities such as bedrooms.

Another verbal signs that appear in advertisement is 'Terms and condition: booking period until 31 May 2020, The voucher is valid for stay until 22 December 2021, The voucher is transferable as a gift to your friends, family, and client, High season and peak season surcharge apply, Full payment is required upon booking voucher by bank transfer or credit card' explain to the reader the terms and conditions that will apply to customers starting from the voucher period until the end date of the period, as gift vouchers for people around, additional fees and payments. It contains the connotation of being transferred, which means transferring private property to someone else. The last verbal sign in advertisement is 'For more information and reservation. reservation.bali@the transhotel.com or call at +62361 898 1234' explain the website address and telephone number where visitors can be contacted. It contains a denotative meaning that explains to the reader to be able to find other information about the hotel.

### Non Verbal Analysis of Advertisement

The first visual sign in advertisement is 'A woman wearing a swimsuit and sunglasses walks on the beach with a smiling face. In addition, with clear beaches and coconut tree leaves that lead to the beach' explain to readers that the beach is one of the most beautiful facilities on vacation and the woman is an example of visitors who really enjoy it. It contains a denotative meaning that explains the state and the beauty that exists on the beach. The second visual sign in advertisement is the background color is white of perfection, purity, cleanliness and caution (Cerrato, 2012:4). The white color in the advertisement describes the cleanliness and beauty of the hotel so that visitors will feel comfortable. The next visual sign is background color in text is yellow color happiness, weakness, joy, and friendship (Cerrato 2012:6). The yellow color in the hotel gives happiness and the hotel will be a place to have fun during the holidays.

The next color is black selling luxury, elegance and sophistication (Cerrato 2012:4). The black color in the hotel illustrates that the hotel is a luxurious and elegant hotel that provides good and comfortable facilities for visitors. The next statement is that the visual markers that appear on the poster are capital letters used to support verbal signs in sentence PURCHASE NOW typeface that aims to attract the reader's attention about the verbal message to be conveyed. The last visual sign is "The Trans Resort Bali" the logo explaining to the reader the name or identity of the hotel in the advertisement..

## 5. Conclusion

Based on the results of the analysis in this case study, there are some points that can be concluded. The first is the verbal sign contained in the advertisement, namely the sentence or word contained in the advertisement that best describes the quality contained in the product or service, as price so that readers can find out the prices offered by the hotel, and also some pictures showing pictures of hotels and natural beauty for readers.

In visual signs that appears shows several images such as a woman in a swimming pool, women and men taking photos on the beach, pictures of hotel buildings and facilities in the hotel. There is also a logo that explains the name or identity of the hotel as well as several colors that support the advertisement. The meaning of the signs contained in the seven five-star advertisements in Kuta quoted in this study can be seen from what the real meaning of the sign or its denotative meaning. The meaning of denotation in advertisements is like sentences or words that can explain to readers clearly so that readers will understand better and also like pictures of hotels and natural beauty aimed at readers so that readers are interested and want to visit the hotel.,

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