

VERBAL AND NON-VERBAL SIGNS FOUND IN GARNIER MEN ADVERTISEMENTS

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Abstract— There are many signs used in advertisements in the forms of words, sentence, spoken sentences, image or colors. This signs support each other in order to deliver the meaning in an attractive way. But sometimes these signs interpreted unsuitably and arises different perspective in the meaning. Therefore, this study aimed to find out the verbal and non-verbal signs found in Garnier Men advertisements as well as their meaning. The process of collecting data was conducted by observation method in order to obtain detail information and note taking technique. The data were analyzed descriptive qualitatively by using the theory of semiotic theory of meaning proposed by Barthes (1967) Through the analysis, it found that, the advertisements are composed by verbal and non-verbal signs. Both signs contain denotative and connotative meaning. The denotative meaning consisted of the name of products, ingredients, also functions of each product. Meanwhile, the connotative meaning consisted of the statement in the advertisement, the color, the background, also the models used in each advertisement that have hidden meaning. The advertiser tends to used black color as the background of the advertisements since black color is match with men imaginary that is powerful, elegance and black color show men's masculinity.

Keywords— Verbal sign; Non-verbal sign; Garnier Men; Advertisement

1. Introduction

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All human being need to interact and communicate with their social life in order to convey ideas, desires, feelings and experiences to others. Advertisement is one of media of communication between people, companies, organizations, or government to their addresses. According to Dyer (1982: 2) advertising means drawing attention to something or notifying somebody about something in order to get attention of audiences. In an Advertisement, there are signs used to deliver the message. Sign is part of Semiotics. Saussure (1983) which is well-known as the expert of semiotics states that sign is composed by signifier as well as signified. There will always be a close relation between the signifier and the signified is made up by these aspects. Barthes (1967) agree that sign can be divided into verbal and non verbal. Almost all advertisements use verbal and non verbal signs to deliver their purposes. By using both signs, advertisements will also be more attractive and can successfully attract the audience to look at it and finally being persuaded of using or consuming the product. It is also obvious that these signs will have meaning to represent the idea the advertisements. Barthes (1967) also states that meaning of a sign can be denotative or connotative.

In this endeavor of the study, this research tried to analyze the verbal and non-verbal sign found in Garnier Men advertisement and to understand the hidden meaning in the advertisement language. An advertisement is interesting to be analyzed since it is important to know about the meaning of every sign found in the advertisement.

2. Literature Review

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The first is thesis written by Juliarti (2020) entitled *An Analysis of Semiotic Found in Nivea's Advertisements*, the study conducted a research about advertisements from Nivea products, it found that visual or non-verbal and verbal signs should be mutually supporting each other in order to get better understanding about the meaning of advertisement. Moreover, aspects of advertisement, as proposed by Dyer (1982), give contribution to emphasize the meaning.

The other comparison that shows how a sign will obtain a meaning whether it is denotative or connotative is from Dewi (2020) entitled *An Analysis of Verbal and Nonverbal Signs Portraying Feminism in Nike's Advertisement "Dream Further"*. From the conclusion of analyzing Nike's advertisement "Dream Further", it found that the advertisement contained of verbal and non verbal signs where each of them are in the form of written and spoken sentence, the body movement, the model expression and the color. These support each other to help the audience discovers the meaning meant.

3. Methods

This study used two Garnier Men advertisements as the data source. The data sources in this research were taken from www.google.com with the keyword Garnier Men advertisements. The product advertisements were taken randomly because the writers select the interesting advertisements that could attract the customer attention by the good sign and color where these are also interesting to analyze. The Garnier Men advertisements chosen contains pictures, sentence and also the color that implicitly represent meaning that need to dig in more in this study. Garnier is one of companies that used advertisement as media to promote their products. Garnier is a well-known product that produces hair care and skincare product. The entire skincare products are not only for women but also for men. They also produce lots of men's product that has created with innovation to covering men's skin needs.

The study was conducted by observation method in order to obtain detail information. Then, there are some steps conducted in order to get the data: firstly, the data collected by downloaded the advertisements picture from the google.com. Second, the data were classified as verbal and non-verbal signs. Third, the signifiers and the signified of the signs were identified. The last step was to find the meaning of the advertisement signs.

The method that used in analyzing this study is descriptive qualitative method. As the problem proposed previously, the data analyzed separately to analyze the verbal and non-verbal sign found in the advertisements. The analysis used the theory of semiotic proposed by Saussure (1983:65). Second, to analyze the meaning of verbal and non-verbal signs of the advertisements used the theory from Barthes (1967) about the denotative and connotative meaning supported by theory of color by Wierbicka (1996)

4. Results and Analysis

Below is the finding that is collected from the data sources. From the two data sources of Garnier Men Oil Clear and Garnier Men Power White Double Action Face Wash advertisements there are found 13 verbal signs and 10 non-verbal signs as follow:

4.1 The Results of Verbal and Non-verbal Sign in Garnier Men Advertisements

TABEL 1
 OCCURRENCE OF VERBAL AND NON-VERBAL SIGN IN GARNIER MEN PRODUCT ADVERTISEMENT.

No	Advertisements	Verbal signs	Non-verbal sign
1.	Garnier Men Oil Clear	<ul style="list-style-type: none"> GARNIER MEN New OilClear MATCHA D-TOX SKIN PURIFYING GEL FACE WASH 100% EXCESS OIL REDUCTION ++ ANTI-OXIDANT MATCHA 100% ALL CLEAR MATCHA FACE DETOX 	<ul style="list-style-type: none"> The picture of handsome man as the model The picture of oil that go away from the man's face The picture of water splash Black

- | | | |
|---|--|--|
| <p>2. Garnier Men Power White Double Action Face Wash</p> | <ul style="list-style-type: none"> • GARNIER MEN • 1. REMOVES POLLUTION • 2. INSTANTLY WHITENS • POLLUTION GONE, FAIRNESS ON • NEW GARNIER MEN PowerWhite | <ul style="list-style-type: none"> • The picture of a face with pollution • The picture of a dull face • The face of handsome man who is smiling • The picture of water splash • Black color as dominant color on the advertisement |
|---|--|--|

The characteristic on the verbal sign tends to use affirmative sentences in order to convey or inform a specific purpose of the each sign of product mentioned in the advertisement. The advertiser also tends to use man as the model since the target market of product is for men. They also represent the benefit after using the product. Men's product tend to use black color as the dominant color since black color is suitable with men and it related to the men's masculinity. From the finding data above there are 12 verbal signs and 10 non-verbal signs which mean the verbal signs is the dominant sign that appears in Garnier Men's advertisement.

4.2 Analysis of Verbal and Non-verbal Signs in Garnier Men Advertisement

The data analyzed started with the verbal signs and the meaning itself and continued with the non-verbal sign and the meaning itself.

Data 1 The Analysis of Garnier Men Oil Clear Advertisement



Figure 4.1 Garnier Men Oil Clear Advertisement

The first verbal sign in this advertisement is the statement "GARNIER MEN" as the signifier that signified the brand name of the product. The word 'MEN' in advertisement is used to emphasized the target marker of this product that is men. From the signified explained above, this sign brings to denotative meaning since it meant to inform the brand name of the product to the audiences.

The second verbal sign in this advertisement is the statement "New Oil Clear" as the signifier. The signified of this sign is the new product has function to reduce excessive oil without drying the skin. The word 'New' could raise audience curiosity to buy this product since this product is the newest product from Garnier. This sign brings to denotative meaning since the statement gives the audience information about the newest product from Garnier.

The third verbal sign in this advertisement is the statement "MATCHA D-TOX" as the signifier. It signified that *matcha* detoxification or the detoxification using *matcha*. *Matcha* comes from Japanese word that means green tea as one kind of tea variants. It has more antioxidant than just as regular tea. It is often used for skin treatment because of the useful benefit from it. From the signified, it explained this sign brings to connotative meaning because there is hidden meaning. This sign expresses the benefit of the product.

The fourth verbal sign in this advertisement is the statement "SKIN PURIFYING GEL FACE WASH" as the signifier. The signified of this sign explains that this product is a deep purifying face wash in form of gel with proven ingredient of natural origin. The sign above refers to denotative meaning because it clearly gives the explanation without changing the meaning.

The fifth verbal sign in this advertisement is the statement “100% EXCESS OIL REDUCTION” as the signifier. The signified of this sign is the benefit after using this Garnier Oil Clear, face skin will be free from excessive oil. Excessive oil on face skin is one of the skin problems that is very annoying. The sign brings to the denotative meaning because it gives more explanation about the benefit of the product.

The sixth verbal sign in this advertisement is the statement “++ ANTI-OXIDANT MATCHA” as signifier. It signified that this product contains *matcha* that works as antioxidant. The ++ symbols has the meaning of extra that indicate this product has extra matcha antioxidant that contain in this Garnier Men Oil Clear. The sign brings to connotative meaning because the symbols and words in this sign implicitly tell about the ingredient of this product. It is dominantly contains *matcha* that works as antioxidant. This will help face skin healthier after using this product regularly.

The last verbal sign in this advertisement is the statement “100% ALL CLEAR MATCHA FACE DETOX” as the signifier. The signified of this sign is after using this product the face skin will 100% clear. Clear means it is free from dust, oil, or any other skin problems. The statement above brings to connotative meaning because it has hidden meaning. The ‘100% ALL CLEAR’ means that after using this product, the face skin will be completely because of detoxification process helped by its ingredient; *matcha*, which it is known to give the skin antioxidant effect.

The overall messages in the verbal sign on the advertisement explain briefly the ingredient and the benefit after using the product with the literal or hidden meaning. The advertisement also shows how the verbal sign and visual sign related to convey the meaning of the advertisement. It appears in some statements that supported by picture in the advertisement.

On the first non-verbal sign, the signifier is the picture of handsome man as the model. The signified of this sign is the result of using the product will make your skin looks like that man because this product will make your skin clear without excessive oil. This sign categorized as connotative meaning since the man’s expression also show his confidence after using the product.

The second non-verbal sign in this advertisement is the picture of oil that goes away from the man’s face as the signifier. The signified of the sign is as the benefit or the result after using the product. The formula of this Garnier Men Oil Care can reduce excessive oil from face. The sign categorized as connotative meaning because it implicitly describes the result of the product.

The third non-verbal sign in this advertisement is the picture of green tea leaves as the signifier. It signified the ingredients contained in this Garnier Men Oil Clear. It is explained before that *matcha* is green tea. The picture of green tea leaves is related to *matcha* for detoxification formula of this product. This sign categorized as connotative meaning because it conveys the information about the ingredient of the product.

The fourth non-verbal sign in this advertisement is the picture of water splash as signifier. The signified of this sign is water can be described as freshness and the used of water splash on the advertisement can illustrate the freshness feeling or impression that can be felt after using this Garnier Men Oil Clear. This picture categorized as connotative meaning because it has hidden meaning.

The last non-verbal sign in this advertisement is the black color as the dominant color on the advertisements as signifier. The signified of this sign is black color represents power and elegance. The power of this product is to reduce the excessive oil as one of the face skin problems. Black color also can give elegance impression of the advertisement which also suitable to express men’s masculinity. This is categorized as connotative meaning because the color gives more explanation than just a color.

The overall non-verbal signs message in this advertisement has purpose to support the verbal sign. It appears on the picture of man face and green tea leaves that support the explanation about the benefit and the ingredient of the product and the picture of model describes the product by the way he looks.

Data 2 The Analysis of Garnier Men Power White Double Action Face Wash Advertisement



Figure 4.2 Garnier Men Power White Double Action Face Wash Advertisement

The first verbal sign in this advertisement is the statement “GARNIER MEN” as the signifier. The signified of this sign is this product is the brand name of the product. The word ‘MEN’ in advertisement related to the target marker of this product. The word ‘MEN’ emphasize that this product is for men only. From the signified explained, this statement categorized as denotative meaning because the statement gives information about the brand name that will indicate that this product is launch by Garnier..

The second verbal sign in this advertisement is the statement “1. REMOVES POLLUTION” as the signifier. The signified of this sign is the action or the formula of this product. The first action of this product is to removes pollution. Pollution meant here is the effect of pollution to face skin. It usually makes dull skin, red mark and other things. From the signified explained, this sign brings to connotative meaning since this statement clearly conveys about the result will achieves by the product about removes pollution which has hidden meaning removes the effect of the pollution.

The third verbal sign in this advertisement is the statement “2. INSTANTLY WHITENS” as signifier. The signified of this the second action of this product is instantly whitens that means will make skin whiten instantly. The purpose of this statement is also to support the picture of the advertisement that shows a dull face skin. This sign brings to denotative meaning because the statement also gives the information about the result of the product.

The fourth verbal sign in this advertisement is the statement “POLLUTION GONE. FAIRNESS ON” as the signifier. The signified of this sign is the benefit or the result after using the product. This product is a double action face wash with double ingredient that is black charcoal and icy clay complex that will give face skin double benefits that are to make remove the effect of pollution on face skin and give fairness skin. This sign brings to connotative meaning because the statement conveys the information about the benefit of the product. Pollution here is not in its literal meaning, but it is the effect of pollution.

The last verbal sign in this advertisement is the statement “NEW GARNIER MEN Power White” as the signifier. The signified of this sign is this product is the new product that launched by Garnier with additional name of the product that is Garnier Men Power White. This product is a face wash which has double action formula and will gives double benefits: to removes pollution and instantly whitens. The sign above brings to denotative meaning because the statement provides information about the product name. But at the same time, it also has connotative meaning; that is to help face skin be more white and not pallid.

The overall message of the verbal signs on the advertisement is to grab the audience’s attention. The advertiser put some statements related to the benefits after using the product that has double action which can remove pollution from face skin and make it instantly whiten.

The first non-verbal sign in this advertisement is the picture of a face with pollution as signifier. The signified of this sign is the problem that can be solved by using this product that is pollution on your face. As mentioned before, pollution means here is the effect of it on face skin. This sign categorized as connotative meaning because this picture gives information about the problem that can be solved by this product.

The second non-verbal sign in this advertisement is the picture of a dull face as signifier. The signified of this sign is the second problem that can be solved by using this product that is dull face. As the picture shows a dull face is darker than the face in the middle. By using this product, it will make face skin

becomes brighter and as it is offered gives whiten instantly. This sign categorized as connotative meaning because this picture gives information about the result after using the product.

The third non-verbal sign in this advertisement is the picture of handsome man who is smiling as the signifier. The signified of this sign is the benefit or the result after using the product. It will make the audience interpret that the result of using the product will make your skin looks like that men because this product will gives you double benefits there are removes pollution and instantly whitens. This sign categorized as connotative meaning because the picture gives more explanation about the benefit of the product.

The fourth non-verbal sign in this advertisement is the picture of water splash as its signifier. The signified of this sign is water which can be described as freshness and the used of water splash on the advertisement can illustrate the freshness feeling or impression that can be felt after using this product. It will attract the audience's attention to try this product and feel the freshness. This sign categorized as connotative meaning because it has hidden meaning of water splash.

The last non-verbal sign in this advertisement is the black color as the dominant color on the advertisements as signifier with signified that this product represents as power of this product that has double action formula and will gives double benefit. This product will removes pollution effect from your face and whitens your skin instantly. Black color also associated with men since this product also aimed for men. It categorized as connotative meaning because it gives more explanation of this product in using the black color it can represents a power

The overall messages of the non-verbal signs in the advertisement is the man as the model is the illustration that gives double benefit of the product which can removes pollution and also whitens skin instantly. The function of the picture is to persuade the audience to buy the product because the picture show the result obtained after using the product will be as same as the model pictured.

5. Conclusion

The verbal sign that found in Garnier Men advertisements based on the sentences enables to suggest the thought, ideas and feelings on the printed advertisements. The sentences contain connotative and denotative meaning to convey their messages. The advertisers tend to explain the benefit of the product to grab the audience's attention and raise their curiosity to buy the product.

Meanwhile, on the non-verbal signs of the advertisements, the advertisers tend to use the picture of a man as the model that suitable to the product and to emphasize the target market of the product is men. And the advertisers tend to use black color as the background of the advertisements since black color matches for its meaning is powerful, elegance and to show men's masculinity. There are 7 denotative meaning and 15 connotative meaning. Connotative meaning appears mostly from the signs because they tend to expresses the meaning implicitly. But it cannot be separated from the denotative meaning, since denotative meaning also help to express the meaning of the signs

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