

AN ANALYSIS OF VERBAL AND NONVERBAL SIGNS FOUND IN BMW CAR ADVERTISEMENTS

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Abstract—This study is concerned about analyzing verbal and non-verbal signs in the BMW car series and the meaning of verbal and non-verbal signs in the BMW car series. This study used a qualitative method to collect data and data obtained from print advertisements for BMW series 1 and BMW 3 series. The theory used in this research is semiotic theory of Saussure cites Chandler (2006)'s analysis of the meaning of verbal and non-verbal signs in the BMW car series based on Barthes' (1967) theory of meaning. This study found 6 verbal signs and 7 non-verbal signs, 12 connotative and 3 denotative meanings. The dominant data contains connotative meanings in advertisements because advertisements have hidden meanings that the company wants to convey it can see from the non-verbal signs in advertisements such as color, picture and symbol. It also to attract readers attention and provide information about the advantages and also the features of BMW Car Series products.

Keywords— *semiotics, verbal and nonverbal, advertisements, denotative, connotative.*

1. Introduction

Language is media communication in social life. It has a function to share or convey the message from one to the other. Language can give the information when the speaker and receiver communicate about their cultural contexts, social contexts and language makes a better understanding of their environment because they can communicate well. Language includes signs, gestures, sounds, and also about emotion and thought. Based on (Saussure,1983) semiotics is a science of signs in society. Human use signs to communication each other and not all people can be able to interpret the meaning of signs. We can find semiotics in our social life like picture, sounds, writing, advertisement. That's is the reason why we study semiotics, because to find out hidden meaning in the signs when the people communication each other and also to make people understand about signs as the communication way. This study can help researcher to know the semiotics signs that found on the BMW Car products and the message that want to conveyed by the color, words, picture and object of the BMW Car products.

2. Literature Review

The first is thesis written by (Juliarti, 2020) entitled “*An Analysis of Semiotic Found in Nivea's Advertisements*” the study analysis about cosmetics advertisements from Nivea products, it found that visual or non-verbal and verbal signs it is to show the meaning of the advertisements and get better understanding about the meaning in advertisements.

The second study compared to this analysis that shows a sign that will get denotative and connotative meaning is from (Dewi, 2020) entitled “*An Analysis of Verbal and Nonverbal Signs Portraying Feminism in Nike's Ad "Dream More"*”. In the analysis of the Nike “Dream More” ad, it was found that the advertisement

contained verbal and non-verbal signs in the form of written and spoken sentences, gestures, model expressions and colors. These signs support each other to help the audience find the meaning they want to convey in the advertisements.

The third study was journal written by (Jha, et.al,2017) entitled “A Semiotic Analysis of Portraying Gender in Magazine Advertisements”. The study focus on gender roles is portrayed as stereotypes in magazine advertisements. It was found that how the portrayal of Femininity and Masculinity as a form of sexual object and hegemonic nature in the magazine, respectivel. The study described and interprets the sign of portraying gender in Magazine advertisements. This research used a descriptive qualitative method and this research also used theory from Goffman’s (1976) theory of gender advertisement.

3. Method

This study used two BMW Car Series advertisements as the data source. The data sources in this research were taken from BMW’s website. The product advertisements were taken randomly because the writers selected the interesting and great demand by the people that could attract the customer attention by the good sign and color so it is interesting to analyze. BMW Car Series advertisements chosen contain pictures, sentences and also the color that implicitly represent meaning that want to convey to the reader. BMW is one of the biggest car companies that uses advertisements as media to promote their products. BMW Car Series is a company that produces transportation, especially cars. The car is suitable for people who already have a family of a couple. The company also produces a lot of kinds of car products that have luxurious looks and color based on people’s passion and customer needs.

The study was conducted by observation method to obtain detailed information. Then, there are some steps conducted to get the data: firstly, the data collected by downloading the advertisement picture from BMW website. Second, note-taking technique of every verbal and non-verbal sign in advertisement and in order to ensure the data. Third, classifying the data on category verbal and non-verbal that found in BMW Car advertisements. The last step was rechecking the data again, selecting the data as verbal and nonverbal signs and analyzing the data based on theory.

The method that was used in analyzing this study is a descriptive qualitative method. As the problem of this study, the data analyzed separately to analyze the verbal and non-verbal signs found in the advertisements. The analysis used the theory of semiotic proposed by Saussure cited by (Chandler, 2007). 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 (Wierzbicka, 1996).

4. Result and Analysis

The finding that is collected from the data sources. There is two data sources of BMW 1 Series and BMW 3 Series advertisements. There are found 6 verbal signs and 7 non-verbal signs as follow:

TABEL 1
 OCCURRENCE OF VERBAL AND NON-VERBAL SIGN IN BMW CAR SERIES PRODUCT ADVERTISEMENT.

No	Advertisements	Verbal signs	Non-verbal sign
1.	BMW 1 Series	<ul style="list-style-type: none"> • Hold Your Breath Beats Keep That Smile. The All-New BMW car series. #BMWstories. • Please note for market adaption: Each market is responsible for adding their local legal disclaimer specifying all required technical details. • BMW Efficient Dynamics. Less Emissions. More Driving Pleasure.The all-new BMW 1 Series Sheer Driving Pleasure. 	<ul style="list-style-type: none"> • The picture of men and women selfies in beside of the car. • The picture of Grayish black color car on the road. • The picture of the tree in the City. • The picture of logo BMW Car.
2.	BMW 3 Series	<ul style="list-style-type: none"> • FREE CHOICE VS COMPROMISE.PASSION 	<ul style="list-style-type: none"> • The picture three color of BMW car series red, blue and black metallic. • The picture of Background is city.

- WINS. THE ALL-NEW BMW 3 SERIES.
- Take up the challenge and find out which of the three all-new BMW 3 Series Line matches your preference best. Each of the 3 series innate values-sportiness, and corresponding details. All our Lines impress with an energetic design combined with leading edge performance. Now it's up to you decide. Find out more about the all new BMW 3 Series Line at www.bmw.com/3series.
- BMW Efficient Dynamics. Less Emissions. More Driving Pleasure.
- The domination green color of background.

A. Analysis of BMW 1 Series Advertisement

Picture BMW 1 Series Advertisement



Verbal signs are the words in advertisements that are used to convey a message. In this ad, customers can see the language sign in the sentence "Hold Your Breath Beats Keep That Smile". The sentence reflects a connotative meaning because there is a hidden meaning in the sentence, which means that when driving a BMW, the customer can feel the sensation of the car at any time, because the comfort and speed of a BMW car is beyond doubt. The BMW 1 Series offers top speed and uses the least amount of fuel. If you drive this car, the customer will feel like a racing car without doubting its speed and comfort.

The second verbal sign is "Please pay attention to market adaptability: each market is responsible for adding its local disclaimer, stating all necessary technical details." The statement reflects denotative meaning, because advertisements provide product information which is the responsibility of the showroom. This statement informs readers that the authenticity and safety of purchasing BMW products at any showroom is no exception.

The third verbal sign in this the advertisement is the statement BMW Efficient Dynamics. Less Emissions. More Driving Pleasure. The all-new BMW 1 Series. Sheer Driving Pleasure. These statements reflect connotative meaning because there is hidden meaning in the statements. "BMW Efficient Dynamics" means that BMW cars can provide the best performance and lowest fuel consumption. BMW cars aim to provide fuel and provide benefits to users. Performance the BMW 1 series and other BMW series will increase efficiency with the lowest fuel consumption during long-distance travel. Other than that, the statement, "More Driving Pleasure and Sheer Driving Pleasure" means when driving a BMW car, will provide comfort is always the best choice of BMW.

All of the verbal signs of the advertisement to show the meaning of the features that are given from the car with a brief sentence or statement. The information that exists in advertisements show in literal ways or hidden meaning in advertisements. It appears in some statements that are supported by pictures in the advertisement.

Non-verbal is a message without words, but uses pictures, colors and symbols to express the meaning of the word. The non-verbal sign on the advertisement is a selfie of the man and woman beside the car. It shows the target market for the product. Suitable for both men and women as the designs and colors are very attractive and look very beautiful. The image is classified as a connotative meaning because it shows that the car has a luxurious appearance and it is always the center of attention.

The second nonverbal symbol is a gray black image of a car on a highway. The image represents the car colors of the BMW company. This reflects the connotative meaning as the color of the car is a neutral color, suitable for all married people and couples. As (Wierzbicka 1996: 301) stated that black means that it can be seen at night, and it is also associated with power, evil, death, grace, elegance, neutrality, power and mystery.

The third nonverbal sign is the image of the city. This image reflects the connotative meaning because there is an implied meaning in the advertisement that the car is suitable for use in cities, because the car is environmentally friendly, thereby reducing air pollution in the city. Cars consume less fuel, which allows them to be used economically in cities. Consumers will get many benefits by using this car.

The fourth nonverbal sign is an image of the BMW car logo. Because the logo in the advertisement displays the product symbol from BMW to the reader, the meaning is divided into denotative and connotative meanings. The logo represents the propeller of an airplane rotating in the blue sky. Before producing cars, the company first produces airplanes.

The overall non-verbal signs message in this advertisement has the purpose to support the verbal sign. It appears on the picture of BMW 1 Series that shows the implicit meaning in the advertisement it can see in the color and picture. The car can be one of choice and also the information about the BMW company.

B. The Analysis of BMW 3 Series Advertisement

Picture BMW 3 Series Advertisement



The first verbal sign is the statement, “FREE CHOICE VS COMPROMISE. PASSION WINS. THE ALL-NEW BMW 3 SERIES.” This statement reflects connotative meaning because the statement “FREE CHOICE” means customers can choose freely, because everyone has a different passion. The word “COMPROMISE” means negotiable and agreeable decision. The statement “PASSION WINS. THE ALL-NEW BMW 3 SERIES.” means that passion always wins, partly because it is non-negotiable. This allows people to freely choose their own desires.

The second verbal signs in the statement “Take up the challenge and find out which of the three all-new BMW 3 Series Line matches your preference best. Each of the 3 series innate values-sportiness, and corresponding details. All our Lines impress with an energetic design combined with leading edge performance. Now it’s up to you decide. Find out more about the all new BMW 3 Series Line at

www.bmw.com/3series. THE ALL-NEW BMW 3 SERIES.” The statement reflects denotative meaning, as it informs readers that the entire BMW 3 Series has a design that sporty and vibrant so the customers feel free to choose one of his favorite cars.

The third verbal sign in this the advertisement is the statement BMW Efficient Dynamics. Less Emissions. More Driving Pleasure. The all-new BMW 3 Series. Sheer Driving Pleasure. These statements reflect connotative meaning because there is hidden meaning in the statements. “BMW Efficient Dynamics” means that BMW cars can provide the best performance and lowest fuel consumption. BMW cars aim to provide fuel and provide benefits to users. Performance the BMW 3 series and other BMW series will increase efficiency with the lowest fuel consumption during long-distance travel. Other than that, the statements, “More Driving Pleasure and Sheer Driving Pleasure” means when driving a BMW car, will provide comfort is always the best choice of BMW.

The overall message of the verbal signs on the advertisement is to grab the audience’s attention and show the variant of BMW 3 Series. The advertiser put some statements related to the benefit and features that are given by the car after using the BMW 3 Series. The car consumes low fuel and has some variant people can choose based on the people’s passion.

The first nonverbal sign is a tricolor image of the BMW series in red, blue and black. This reflects a denotative meaning, because this advertisement wants to inform the BMW 3 series variants, each of which has a luxurious appeal and appearance. Customers can choose a variant according to their preferences and needs. According to (Wierzbicka,1996: 318) red light as a symbol of joy and passion. Red represents the car, which will allow consumers to fulfill their desires and be excited to start an activity. Based on (Wierzbicka,1996: 329) dark blue symbolizes masculinity, strength and seriousness. Blue symbolizes masculinity, suitable for men. Black means that darkness can be seen at night, and it is also associated with power, evil, death, grace, power and mystery (Wierzbicka, 1996: 301). Apart from that, black is neutral and elegant.

The second nonverbal sign is a picture of a city in the background. This implies that the car is suitable for use in urban areas. The car is low pollution, environmentally friendly and very suitable for reducing air pollution in cities. Driving in the city is very economical. The car will go fast on the highway, but it will not consume much fuel.

The third nonverbal sign is a green color that dominates the background. Green is related to plants or plants, grass and ambition (Wierzbicka, 1996: 306). This reflects the connotative meaning, because there is a hidden meaning in green. It implicitly shows that the product is friendly to nature. The company has an ambition to make readers interested in its features, thereby encouraging customers to buy products. In addition, he wants to maintain the safety, best quality and consumer comfort when driving a BMW 3 Series.

The overall message of the nonverbal signs on the advertisement is to show for the customers about the variant and car has luxurious appeal and appearance of BMW 3 Series. Beside that the color of advertisement has implicit meaning about the car. The car is suitable for use in the city because it reduces air pollution in cities and does not consume much fuel. The green color of background is friendly to nature. So verbal and nonverbal is support each other.

5. Conclusion

The results of the analysis show that there are 6 verbal signs and 7 non-verbal signs, 12 connotative and 3 denotative meanings. Verbal signs appear in the form of text, and non-verbal signs appear in the form of images of cars, backgrounds and colors in advertisements. Analysis of the BMW ad series shows that language and non-verbal signs are related. If nonverbal communication complements verbal communication then communication will be more effective. Non-verbal communication in the BMW series of cars conveys or informs the meaning contained in advertisements delivered through oral communication. In addition, the meaning conveyed refers to the true meaning or meaning or hidden food, which can be said to mean. That way, readers can understand the meaning of the BMW series advertisement. In terms of words, ad colors and images have a good impact and allow the ad to attract the attention of the customer or target market they want to get or target.

Combining the meanings of verbal and nonverbal signs, semiotic theory is used to analyze the meaning of verbal and nonverbal signs more deeply, and uses meaning theory to analyze the meanings contained in denotative and connotative meanings. Ads that select and use car designs or car series images as

models for their advertisements. All verbal and nonverbal symbols in advertisements have an implied meaning and are sure to convey to the reader. Verbal signs in advertisements are used to convey benefits or information about the car, and can attract the attention of male and female readers as target markets. These words are intended for customers who want to know the advantages or interests of the car they have bought. In addition, the information provided by the advertisement will make it easier for customers to choose the desired car according to taste. Most importantly, non-verbal cues in advertising support sign language.

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