

## AN ANALYSIS OF VERBAL AND VISUAL SIGNS IN ADIDAS'S ADVERTISEMENT "READY FOR SPORT"

Ni Ketut Ayu Kartika Dewi<sup>1</sup>, I Wayan Juniarta<sup>2</sup>, and Desak Putu Eka Pratiwi<sup>3</sup>

<sup>1</sup>English Department, Faculty of Foreign Languages, Mahasaraswati Denpasar University, Jl. Kamboja No.11A Dangin Puri Kangin, Denpasar, Bali, Indonesia  
E-mail: [ayukartikadewi98@gmail.com](mailto:ayukartikadewi98@gmail.com)

<sup>2,3</sup>English Department, Faculty of Foreign Languages, Mahasaraswati Denpasar University, Jl. Kamboja No.11A Dangin Puri Kangin Denpasar, Bali, Indonesia  
E-mail: [2jjuniarta@gmail.com](mailto:2jjuniarta@gmail.com), [3desak.eka.pratiwi@gmail.com](mailto:3desak.eka.pratiwi@gmail.com)

**Abstract**— This study is entitled "An Analysis of Verbal and Visual Signs in Adidas's Advertisement "Ready for Sport". The aims of the study are two identify the verbal and visual signs as well as to analyze their meanings in Adidas's Advertisement "Ready for Sport". The data of this study were taken from Adidas official website since the advertisement showed combination between colors, picture, and words. The process of collecting data was conducted by observation method and note taking technique. The data were analyzed descriptive qualitatively. The researcher used theory of semiotics from Saussure as cited by (Chandler, 2007), theory of meaning from (Barthes, 1967) and supported by theory of color from (Wierzbicka, 1996) to answer the research problem. Through the analysis, it found that verbal and visual signs have important rules to make an attractive advertisement. These verbal and visual signs contain denotative and connotative meaning. The advertiser tends to use expressive and informative function to express their idea and give information about the product to attract the reader's attention. Both of verbal and visual signs are related to each other since what is in verbal sign are conveyed in visual signs. They support each other to makes good combination in an advertisement.

**Keywords**— Verbal sign; Visual sign; Adidas; Advertisement

### 1. Introduction

Human as social beings and they live in togetherness to complete each other in doing social interaction. In social interaction, people interact by communicating with each other. Communication is the most frequent activity performed to express their opinions, ideas, information and also to understand each other. The aim of communication is to convey the messages and recognition of the connection between sign and its meaning in order for the messages to be well delivered to each other. There are two kinds of messages that would deliver while we tried to read a sign for instance denotation and connotation meaning. According to (Barthes, 1967) denotation is a basic literal or dictionary-type definition of a certain term. (Barthes, 1967) stated that, connotation is a system that words suggest other than its literal meaning or meaning beyond dictionary. A sign also is able to inform things that all people already know in a language however still need a better interpretation to understand the meaning.

(Chandler, 2007) defines a sign as being composed of a signifier and a signified as well. (Chandler, 2007) declares that a linguistic sign is not a link between a thing and a name, but between a concept (signified) and a sound pattern (signifier). Another example of relation between signifier and signified in daily life is in advertisement. According to (Ward, 2018) advertising is the attempt to influence the buying behavior of customer or clients with a persuasive selling message about and/or services. The advertising give the information as well as influence and attract the all people interest to buy a product or services as well through visual or oral messages. Adidas is one of the products which use in advertisement to promote their product.

The advertisement of Adidas is well-known product and interesting for the audience who listen or watch it and it is presented by showing awesome picture, nice color and good sentences. The aims of the study are two identify the verbal and visual signs as well as to analyze their meanings in Adidas's Advertisement "Ready for Sport".

## 2. Literature Review

The first is thesis written by (Syahdini, 2019) entitled "Semiotic Analysis of L'oreal Paris advertisement". From the conclusion of analyzing L'oreal Paris advertisement, it can be concluded that connotation meaning is a second-order meaning which is transformed from a first-order meaning (denotation) by a signifying system. The kinds of the sign in L'oreal Paris advertisement are included as verbal and nonverbal sign to supporting each other in order to get better understanding about the meaning of advertisement and give the characteristic and benefit as well of the advertisement.

The other comparison that shows how a sign will obtain a meaning is from (Dewi, 2020) entitled "An Analysis of Verbal and Nonverbal Sign Portraying Feminism in Nike's advertisement "Dream Further". From the conclusion of analyzing Nike's advertisement "Dream Further", it can be concluded that the verbal signs further divided into the spoken and written meanwhile the form of nonverbal signs were the body movement, situation around the model, expression of the model and the colors used in the advertisement. Through the analysis of Nike's advertisement "Dream Further", it proves that verbal and nonverbal signs are closely related and help the audience or readers to understand the meaning of the advertisement.

## 3. Method

The data source in this research was taken from advertisement posted by Adidas official website entitled "Ready for Sport" on their YouTube channel ([https://www.youtube.com/watch?v=V\\_ozu\\_7Xweg](https://www.youtube.com/watch?v=V_ozu_7Xweg)). This advertisement was released on August, 17<sup>th</sup> 2020 with its duration one minute. This advertisement has viewed by 45,438,825 peoples on February, 6<sup>th</sup> 2021 and has 916 subscribers in YouTube channel Adidas official. English language is used in this advertisement. This advertisement is chosen as the data in this study because this advertisement has the data that is needed in developing this study. Furthermore, it has inspirational message to be delivered to the audience. Adidas outstanding growth around the world offers its high quality product to the customers with marvelous ideas in each of their marketing strategy in order to promote its product their result in Adidas's products are well accepted in market segment. Their target market caters to both men and women athletes equally.

In collecting the data, this study used observation method as for relevance, accuracy and reliability. The implementation of observation method and technique is done in some steps conducted in order to get the data. First, downloading Adidas's advertisement "Ready for Sport" by the writer from YouTube and saved in specific folder in order to make it organized and easy to find. Second, watching Adidas's advertisement "Ready for Sport" carefully for so many times in order to find the verbal and visual signs which presenting in advertisement. Third, capturing the parts of the scene that have the element of visual signs in advertisement by using print screen. The screenshot are attached on the analysis to show which section of the advertisement has visual signs presenting in advertisement. Fourth, note taking technique of every important the verbal signs in order to ensure and back up data also applied. The last, classifying the data found in the advertisement based on its category verbal and visual signs then interpret each of their meaning.

The data analyzed by using the descriptive qualitative method. The analysis was conducted into two steps. First, the verbal and visual signs found were analyzed based on semiotics theory by Saussure that cited by (Chandler, 2007). Second, in analyzing the second problem of this study was analyzed by theory of meaning proposed by (Barthes, 1967) and supported by theory of color from (Wierzbicka, 1996).

## 4. Result and Discussion

The results reveal that there are 10 verbal sign in which further divided into 9 spoken verbal signs and 1 written visual signs. In addition, the chosen visual signs that were analyzed in this paper are in total 10 visual signs. The following 4.1 table below included the signifiers that found in the data namely verbal signs table and visual signs table.

**Table 4.1 Signifiers Found in Adidas's Advertisement "Ready for Sport"**

Categorize	Data	Signifiers
Verbal signs	1.	• Look, sport might not be the answer right now but teaches us this that impossible challenges must be faced and overcome.
	2.	• And the reward is joy and it will always be that way.
	3.	• And now sport is back.
	4.	• Don't waste these chance play with more heart even more fire and hope that does not end.
	5.	• Seeks out what scares you and let your body do what it loves.
	6.	• Nobody knows what the future holds.
	7.	• Nobody knows what will come our way.
	8.	• So honor every breath and respect every chance.
	9.	• Opportunities will come and we must be ready.
	10.	• Ready for Sport.
Visual Signs	1.	• A woman sitting the stair using black t-shirt with Adidas logo on it.
	2.	• There are several football players using red football uniform on the green field.
	3.	• A women playing skateboard using green t-shirt with black trousers and white shoe.
	4.	• Three football players hugging each other in victory and using mix color navy blue and white uniform.
	5.	• A woman practicing her knockout in the boxing ring using blue t-shirt with red boxing gloves.
	6.	• A woman doing rock climbing using blue t-shirt with black short pants.
	7.	• A man doing a running race and gets a victory.
	8.	• A man takes a penalty kick using red uniform and the color of pants is white on the green field.
	9.	• A woman running using black sport bra.
	10.	• A straight facial expression of the woman and the color of hair is pink.

Verbal signs take forms of both written and spoken. The 4.2 table below is spoken and written verbal signs with the aim to give the reader's general explanation of the meaning of the verbal signs in Adidas's advertisement "Ready for Sport".

**Table 4.2 The Meaning of Verbal Signs**

Verbal Signs		
No.	Signifier	Signified
1.	Look, sport might not be the answer right now but teaches us this that impossible challenges must be faced and overcome.	• Adidas's advertisement "Ready for Sport" emphasize they have done the best they can and got the desired result.
2.	And the reward is joy and it will always be that way.	• People that when trying their best to get something they want, the results obtained

- will be proportional to the effort that has been put in well done.
- |   |  |
|---|--|
| 3. And now sport is back.   | • People have the sport that they like and also they want to inspire our community to get back in the game and master their craft.   |
| 4. Don't waste these chance play with more heart even more fire and hope that does not end. | • This advertisement empowers all people over the world to never give up on their dream. Instead, they should find the way to deal with it and prove to everyone that their dreams are worth to fight for.                             |
| 5. Seek out what scares you and let your body do what it loves.                             | • People with the power and sometimes dare to take a risk in pursuing their objectives in life.  |
| 6. Nobody knows what the future holds   | • People are capable in doing everything by their own but there is a limit when they need to learn more and put in account others perspective.   |
| 7. Nobody knows what will come our way  | • All people must be well prepared in everything that might happen to his and dare to face it confidently.   |
| 8. So honor every breath and respect every chance   | • All people to know how valuable every breath and opportunity is given, because the opportunity will not be data the second time.   |
| 9. Opportunities will come and we must be ready   | • This advertisement admits all people can be a succeed leader to lead people for doing something that is very important and will be get the opportunities well done and must be ready with the challenges at hand.                    |
| 10. Ready for Sport   | • This written verbal sign 'Ready for Sport' aims to be an inspiring, confidence, and optimistic rallying call for people everywhere to look forward and imagine how incredible sport is going to feel when you already well prepared. |

Then, below the table an example of more detailed explanation of verbal signs listed in the table are explained.

*“Look, sport might not be the answer right now but teaches us this that impossible challenges must be faced and overcome”.*

The sentence mentioned above is categorized as spoken verbal sign. It's said by the narrated by South African rugby icon named Siya Kolisi in the beginning of Adidas's advertisement “Ready for Sport. He drawn history as the first Black man choose as a Test captain of the South African team in 129 years of rugby and led the South African Rugby team as they were crowned world champions against England in 2019 as well.

The spoken verbal is uttered by the speaker to draw the audience attention by the first word “Look...” then followed by “...sport might not be the answer right now...” Then it is again able to gain the curiosity of the hearer, “*then what is the answer might be?*” the speaker then make it complete by saying “...but teaches us this that impossible challenges must be faced and overcome”.

The completed sentence “Look, sport might not be the answer right now but teaches us this that impossible challenges must be face and overcome.” is a good attention getter. In addition, Adidas's advertisement wants to embrace everyone to become brave and never give up increasing their knowledge about something that they wanted to know more. There will always be hurdles to get what you desired but it is not the reason to stop moving. This verbal sign classified as connotative meaning because this sentence gives the

meaning to do a match that will risk losing or winning in a challenge. Adidas's advertisement "Ready for Sport" emphasize they have done the best they can and got the desired result.

**Table 4.3 The Meaning of Visual Signs**

Visual Signs		
No.	Signifier	Signified
1.	A woman sitting the stair using black t-shirt with Adidas logo on it.	<ul style="list-style-type: none"> <li>Adidas's advertisement "Ready for Sport" emphasizes at the point that women can also express masculine traits and behavior.</li> </ul>
2.	There are several football players using red uniforms on the green field.	<ul style="list-style-type: none"> <li>These visual signs show their happiness in achieving a win in the match and taking good results.</li> </ul>
3.	A women playing skateboard using green t-shirt with black trousers and white shoe.	<ul style="list-style-type: none"> <li>Women can be confidence in taking action and power to support it.</li> </ul>
4.	Three football players hugging each other in victory and using mix color navy blue and white uniforms.	<ul style="list-style-type: none"> <li>Adidas's advertisement "Ready for Sport" shows man's good skill when doing the match.</li> </ul>
5.	A woman practicing her knockout in the boxing ring using blue t-shirt with red boxing gloves.	<ul style="list-style-type: none"> <li>Women should never give up in tackling their challenges.</li> </ul>
6.	A woman doing rock climbing using blue t-shirt with black short pants.	<ul style="list-style-type: none"> <li>This advertisement tells woman everywhere that sports with great challenges must be overcome with courage and determination.</li> </ul>
7.	A man doing a running race and gets a victory.	<ul style="list-style-type: none"> <li>These visual signs shows that men to enhance their-self confidence in taking action and being determined.</li> </ul>
8.	A man takes a penalty kick using red uniform and the color of pants is white on the green field.	<ul style="list-style-type: none"> <li>This reflects how the man can learn faster and be independent in proving their self that they are able pursuing their goal.</li> </ul>
9.	A woman running wearing black sport bra.	<ul style="list-style-type: none"> <li>Show that even a woman who is strong and persistent can do something to make them feel better.</li> </ul>
10.	A straight facial expression of the women and the color of hair is pink.	<ul style="list-style-type: none"> <li>Adidas's advertisement "Ready for Sport" emphasizes at the point that the women have a power, ability awareness and can be much better if a good knowledge.</li> </ul>

The selected visual signs found in this advertisement are put together in a table to inform the readers of the overall visual signs in Adidas's advertisement "Ready for Sport". In order for the reader to understand very well how those meaning is interpreted, the writer as well give one example of visual sign detailed analysis.



**Figure 4.1** A woman sitting the stair with using black t-shirt with Adidas logo on it

The figure above is the screenshot taken from Adidas's advertisement "Ready for Sport". In picture 4.1, it represents she is a basketball athlete named Candace Parker and she became an icon in the Adidas advertisement "Ready for Sport". Candace Parker's steely focus as she practices her shot, showcasing the sheer optimism and excitement that sport can bring to elite and every day athletes alike. This visual sign signified the women look masculine when sitting on the stairs and gave a very sharp gaze to show himself as a person who has a strong stance.

This advertisement uses a woman to give inspiration for all of people when doing the challenges which must be faced and overcome. Adidas's advertisement "Ready for Sport" emphasizes at the point that women can also express masculine traits and behavior. The woman wears black t-shirt and she keeps focus looking up forward. Her face shows straight facial expressions signify a serious or impassive facial expression that conceals her true feelings. In addition, keeping her focus forward signify that she is a future oriented person.

The woman in Adidas's advertisement "Ready for Sport" is using a black t-shirt. The black color can be interpreted as power and elegant. According to (Olosen, 2019), someone who wears black radiates authority and power. Color psychology black has meaning power and control and it holds on to information and objects instead of sharing them with others. In this advertisement categorized as connotative meaning because the woman that used a black t-shirt can be interpreted as someone who has power and elegance after using this t-shirt.

In the middle of the t-shirt exist of Adidas logo. The word Adidas is one of Germany-based international sportswear brand specializing in shoes. Adidas formed from "Adi" (a nickname for Adolf) and "Das" (from "Dassler"). Because two brothers named Adolf and Rudolf Dassler build a shoe company in Herzogenaurach, Germany called the Gebruder Dassler Schuhfabrik (Dassler Brothers Shoe Factory) in 1924. The three strip of Adidas logo indicate a mountain, pointing out towards challenges and goals that people need to be achieved. The mountain-shaped logo presents the idea of overcoming challenges and pursuing your goals no matter what. The mountain emblem means ideal fit for the performance line designed for professional athletes. In this advertisement categorized as denotative meaning because it defined the name of the brand which is "Adidas".

## 5. Conclusion

The verbal sign found in this advertisement used motivated sentence or words that draw the targeted consumers' attention especially for all people. The encouraging sentences or words used in this advertisement are what all people need to see apply in their life when they decided to accomplish their objectives. The advertisers tend to explain the benefit and healthy life style for all people and can be the motivation from the sentences or phrases. Meanwhile, visual signs of the advertisement, the advertisers tend to use the picture of a men and male as the model in this advertisement that suitable to the product and to attract the readers or audience attention to buy the product. Thus, these two components support each other to make the advertisement interesting in drawing the attention of the targeted consumers.

These verbal and visual signs contain denotative and connotative meaning. The advertiser tends to use expressive and informative function to express their idea and give information about the product to attract the reader's attention. From the meaning in advertisement, the dominant meaning is connotative meaning rather than denotative meaning. It means dominant connotative meaning appears since it has hidden meaning, the image, and the color as well. The color also is attractive and related with the model or image color. They support each other to makes good combination in an advertisement.

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