

A SEMIOTIC ANALYSIS FOUND IN KUDETA BALI ADVERTISEMENTS

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Abstract— The aims of the study are to identify the verbal and non-verbal signs as well as to analyze their meaning in Kudeta Bali advertisements. Advertisements usually contain with sign whether in verbal or non-verbal. Each of them is used to express the meaning intended by the advertisers. The signs used also can attract the attention of the audience as well as to persuade them to buy or use the products. The data of this study were taken from the internet. The process of collecting data was searching the data from the internet, downloading the data and note taking technique. The data were analyzed by descriptive qualitative method. This study used the theory of semiotics by Saussuree to find out the verbal and non-verbal signs and the theory of meaning by Barthes and supported by theory of color by Wierzbicka. By conducting of this study, it found that verbal and non-verbal signs have important rules to make an attractive advertisement. These verbal and non-verbal signs contain denotation and connotation meaning. The advertiser tends to use brief sentences and give an informative idea about the event that held in order to attract reader's attention. The pictures, the models, and the colors used in the advertisements also support the sentences in delivering the idea. Both of verbal and non-verbal signs are related to each other since what is in verbal signs are conveyed in visual signs.

Keyword—Semiotics; Verbal sign; Non-verbal signs; Kudeta Bali; Advertisement

1. Introduction

Semiotic is a study about sign. As stated by (Chandler, 2007), semiotic deals with sign used in daily communication and also refers to another thing. (Saussure, 1983) proposed that a sign has signifier and signified. From the signified, the meaning of the sign can be obtained. Meaning, according to (Barthes, 1967) belongs to denotation and connotation. Denotation is when a sign has its literal meaning or it is available in dictionary. Meanwhile connotation is when a sign that has another meaning than its literal meaning. Signs mostly appear in an advertisement. Nowadays, people tend to use advertising as a media to promote their goods or services. (Kotler, 2000) states advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. It is the way the advertiser attracts the reader's attention by conveying their thing is worth it to enjoy or to feel it. According to (Dyer, 1982) advertisement will make people pay attention about something. The advertisers use advertisements in order to inform people about their product, services, events or other social issues.

Kudeta Bali is one of restaurant business which use advertisements to promote their products or services. In this sense, the advertiser promotes some interesting events to make the reader to come and to join in the event. The advertisement of Kudeta Bali is interesting for the reader who reads or sees it and it is presented by showing both pictures and words. Both of these things support each other in order to get the reader's attention. This study aims to identify the verbal and non-verbal signs that contain in the advertisement and to analyze their meanings in Kudeta Bali advertisements.

2. Literature Review

The first is thesis written by (Asih, 2016) entitled *A Semiotic Analysis of the Advertisements of Bukalapak Compared to Tokopedia and Elevania*, the study conducted about advertisements that broadcasted in TV. It showed the messages and the meaning in each scene that contains in *Bukalapak* compared to *Tokopedia* and *Elevania*. As the result, most viewers tend to choose *Bukalapak* since it got the most accessed website and got the highest rating. Theory meaning by (Barthes, 1967) used to see dennotative and connotative meaning of the advertisements.

The other comparison that shows a sign was conducted by (Wijaya, 2020) entitled *An Analysis of Verbal and Non-Verbal Signs in the Selected Shampoo Advertisements*. From the conclusion of ten advertisements from the selected shampoo, most of meaning that appear was conceptual meaning and there were also connotative meaning that proposed by (Leech, 1981). Moreover, the verbal signs in the advertisements can be seen from the headline that contains bold and capital letters, colorful word, and give the information about the product. Meanwhile, non-verbal sign showed some gesture and expression used in the advertisements.

3. Materials and Method

The data of this study were taken from the internet. Those advertisements are interesting to analyze since they contain pictures and many sentences that have hidden meaning. Besides, the color that attracts the reader's attention in order to read since it contains meaning to be analyzed to get deeper understanding. They are: Kudeta Block Party 2014 and Kudeta New Year Eve 2016. This study focused in analyzing those advertisements according to the category of verbal and non-verbal signs and its meaning.

In collecting the data, this study used observation method. Firstly, searching the data of the annual party by Kudeta Bali from the internet. Secondly, downloading the data, read the advertisement carefully and note taking of two Kudeta printed advertisements. The last, classifying the category of verbal and non-verbal signs and the meaning that found in Kudeta Bali Advertisements.

The data analyzed by using the descriptive qualitative method. The first step is categorizing verbal and non-verbal signs in a table according the theory by (Saussure, 1983). The second, the data were analyzed by using theory of meaning by (Barthes, 1967) and supporting theory of color terms by (Wierzbicka, 1996).

4. Result and Discussion

Semiotics is the study of signs and symbols. How we understand the meaning by seeing the sign around us. Many companies use advertisements as the media to promote their goods or services. In this sense, the theory of semiotics is used to analyze this study. As stated by (Saussure, 1983), signifier is the form which the sign takes as material or physical sign that people can feel in this sense. Meanwhile, signified is the concept that involves hidden meaning of the signifier itself.

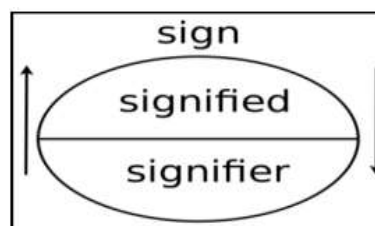


Figure 3.1 Sign

From the figure 2.1, the diagram can be used in mentioning some linguist example the, the sign board with the word 'open' that can be found on a shop doorway can be classified into a sign which was consisting of:

- a. Signifier: The word 'open'
- b. Signified: The concept represents that the shop is open for business.

A verbal sign is used in communication through spoken or written language. The linguistics symbol such as words, phrases, and sentences that are given to convey the idea or feeling. Meanwhile, non-verbal sign is how to convey the meaning without saying a word. It can be seen from the image or the model on it, the color, and the background.

1. Denotative or Connotative

According to (Barthes, 1967), denotation is the first order of signification. It refers to the simple or literal relationship of a sign to the references; signifier and signified. Denotation is the step of the sign which explains the relationship between signifier and signified producing the explicit meaning. Denotation meaning is also a common meaning which is accepted and approved in society.

Connotation is the second order of signification comprises signifiers, signified. In the framework of Barthes, the connotation is a sign which derives from the signifier of a denotative sign (denotation leads to chain of connotation). Barthes gives the priority to connotation and he notes that is not easy to separate the signifier from signified.

A. Result

Below is the finding that is collected from the data source. In this sense, the verbal sign is the written text on the advertisement meanwhile non-verbal sign is the image or picture, the background, and the color.

Table 4.1 Verbal and Non-Verbal Signs in Kudeta Bali Advertisements

NO.	ADVERTISEMENTS	VERBAL SIGNS	NON-VERBAL SIGNS
1.	KUDETA Block Party 2014	<ul style="list-style-type: none"> - KU DE TA - THE OLD SKOOL BLOCK PARTY 2014 - 6 SEPTEMBER /2-11PM - The streets are closed and the house is open! It's time for a block party like never before. The one and only party in Bali where you can get your boogaloo on and witness a BBoy battle! These are the breaks... - DRESS CODE: HIP HOP CULTURE OR RETRO URBAN STREET WEAR 	<ul style="list-style-type: none"> - The man plays a music in blue jacket - The man dances in a dark black jacket. - Yellow color of sound system - The background of black and yellow colors - The blue sky
2.	KUDETA New Year Eve 2016	<ul style="list-style-type: none"> - KU DE TA - NYE DISCO Flamingo 2016 - KetelOne VODKA, Heineken 	<ul style="list-style-type: none"> - The jungle - Two flamingos on the advertisement - The background is green

As shown in the table, the total of verbal and non-verbal signs in two advertisements are 16 signs, by 8 verbal signs and 8 non-verbal signs. As the result, the occurrence of the verbal and non-verbal signs are balance since it needs support each other in order to attract the reader's attention through written text and the picture in the advertisements.

B. Discussion

The type in analyzing is classifying verbal and non-verbal sign and categorizing based on the meaning from the explanation.

a. The Advertisement of KUDETA Block Party 2014



Figure 4.1 Kudeta Block Party 2014

1) The Analysis of Verbal Sign

The first signifier is the word 'KU DE TA'. It signified the name of the restaurant and the bar in which the party takes place. It is the place where people can gather and enjoy the beat of music together. From the signified, it is categorized as denotative meaning since it gives the literal meaning about the name of the place.

'THE OLD SKOOL BLOCK PARTY 2014' is the second signifier and it is a declarative sentence. It signified the theme of the party is about the past era. The word 'SKOOL' is the slang that used to convey the literal word of 'School'. From the signified explained, it can be considered as connotative meaning because it has a hidden meaning about the theme of the party. The advertiser also uses capital letters in writing of the party to emphasize the actual party to the reader and attract the reader's attention in writing style.

The signifier on the verbal sign is '6 SEPTEMBER /2-11PM'. It signified the date and the time when the party starts and ends. It is categorized as denotative meaning based on the signified explained. The advertiser uses capital letters in style of writing and gives the reader information about the time of the party.

The fourth signifier is the declarative sentence of 'The streets are closed and the house is open! It's time for a block party like never before. The one and only party in Bali where you can get your boogaloo on and witness a BBoy battle! These are the breaks...' It signified that the party is the one and only that held in Bali. It is connotative meaning since the statement involves hidden meaning to the reader about what is offered at the party. The phrase 'The streets are closed and the house is open!' means the party will attract many people to come, that hyperbole stated make the streets are closed, to the restaurant where the event takes place, which express by the words the house is open. The next phrase "The one and only party in Bali where you can get your boogaloo on and witness a BBoy battle!" means that this event offers some attractive activity named Boogaloo and BBoy battle. Boogaloo is a genre of Latin music and dance which was popular in the United States in the 1960s. Meanwhile, BBoy battle is a dance performance that done by a boy since the first letter of 'B' stand for Break. Then the last phrase "These are the breaks..." refers to the activities mentioned before are going to be interesting and the guests will enjoy them.

The last of signifier on the verbal sign is 'DRESS CODE: HIP HOP CULTURE OR RETRO URBAN STREET WEAR' and it is a declarative sentence. It signified the theme of the party has their own style especially in dress code. Hip Hop style is the way to dress involve baggy or loose clothing that is comfortable. Basketball jerseys, especially vintage ones, are very popular. While, retro style usually refers to clothing that imitates the style of a previous era. It can be matched with jeans and a t-shirt and adding in vintage sunglasses to get that vibe going. Based on the signified explained, it is categorized as denotative meaning. As the theme of the party, the invitations need to dress as the requirements ask to make the sense of the Old Skool Block Party being more exciting.

2) The Analysis of Non-Verbal Sign

On the first signifier, the image of a man plays music in a blue jacket. It signified there will be music at the party and played by a DJ. From the signified explained, it is categorized as connotative meaning. Moreover, the presence of the man in a blue jacket can be interpreted as someone who has power when come and joins the party.

The second signifier is the man dances in a dark black jacket. It signified there will be a battle dance as live performance for the party. The image shows the man dances and the theme is about Block Party in which celebrate the past era by performing a battle dance. It will make the atmosphere of the event can be felt by the people who watch it. It is categorized as connotative meaning from the signified explained. Black jacket that is worn by a man is associated with person who has power when joining the party.

Yellow color of sound system is as the third signifier on the advertisement. It signified that music is the best thing that people will get when attending the party. From the signified explained, it is categorized as connotative meaning because music is the best thing that people will get. Yellow color is considered as freshness that people will get from the music and the atmosphere surrounding it.

The fourth signifier is the background of black and yellow colors. It signified the color of the background and the atmosphere that got from the party. It is categorized as connotative meaning based on the signified explained because black and yellow color as the background will give power and freshness to people who attend and join the party.

The last signifier is the blue sky. It signified the party was held outdoors and which will give a sense of relaxation and enjoy the moment. From the signified explained, it can be considered having connotation since the blue sky means the party will be held outdoors and can give a sense of cozy to the invitation. The blue is associated with healing in which the people's bad mood then joining the party would be changed into a good mood.

b. The Advertisement of KUDETA New Year Eve 2016



Figure 4.2 Kudeta New Year Eve 2016

3) The Analysis of Verbal Sign

The first signifier is 'KU DE TA'. It signified the name of the place that held the party. From the signified explained, it is categorized as denotative meaning because it gives the reader information about the name of the restaurant that held the party. The advertiser uses capital letters to emphasize the name of the place that held the party.

'NYE DISCO Flamingo 2016' is the second signifier. It signified the name of the event in welcoming New Year 2016 in the theme of Disco Flamingo. It is categorized as connotative meaning based on the signified explained. In this sense, the name of the party is about Disco Flamingo in which the party has a theme about flamingo. Flamingo theme means the flamingo decoration that can be seen in every corner of the place which gives a sense of the forest atmosphere in which flamingos are living. The advertiser uses playful color in writing the name of the party to attract the reader's attention when reading the advertisement.

The last signifier is 'KetelOne VODKA, Heineken'. It signified there will be alcohol drink at the party in accompanying the invitation in dancing. It is categorized as denotative meaning based on the signified explained. KetelOne VODKA is the name of a company that produced alcohol distilled drinks. Meanwhile, Heineken is a kind of beer with 5% alcohol. The advertiser gives the reader information about the brand that support the party are drink products of KetelOne Vodka and Heineken.

4) The Analysis of Non-Verbal Sign

On the first signifier is the image of the jungle. It signified the invitation will be felt an atmosphere of freshness and peace in joining the party. Based on the signified explained, it is categorized as connotative meaning because the meaning of the jungle in the advertisement will give a sense of freshness and peace for those who want to come and to join.

The second signifier of the non-verbal sign is the image of pink flamingos. It signified the will be disco in which type of music with a strong beat and easy to dance and it shows affection in dancing with beloved one. From the signified explained it is categorized as connotative meaning because the image of pink flamingos shows the affection to the beloved one and make the party full of love.

The last signifier is the green color of the background. It signified that there will be energy of peace from the decoration at the party. It is categorized as a connotative meaning because green color means a peace that people will get when attending the party and it can be felt from the decoration which has a theme about the jungle. The advertiser uses green color as the background since it is related about where the flamingos are living.

5. Conclusion

Verbal sign in the sentence that found in Kudeta Bali advertisement were using declarative sentences to emphasize the name of the event and the specific term that describe. The advertiser tends to use capital letters and colorful words in the advertisement especially in the headline. Moreover, the style in writing the name of the event makes the advertisement more interesting. Meanwhile, non-verbal sign, the advertiser tends to use the picture as the model for the advertisement and also the image of the animal to make it interesting and is easily understood by the reader. The color choices are also attractive and colorful especially for the model or image color. Kudeta Bali designed to make the advertisement look-well in the reader's sight and make it special in offering the event that was held.

From the meaning, it can be seen that the dominant meaning is connotative rather than denotative meaning because it contains the image and the color that has hidden meaning. Meanwhile, denotative meaning is how the advertiser conveys the information to the reader through written text. Both denotative and connotative meaning are important in order to know what the hidden meaning in the advertisements are.

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