

**THE MEANING OF SIGNS IN WI-FI INTERNET ADVERTISEMENT****I Gst Putu Mahardika Putra<sup>1</sup>, Komang Dian Puspita Candra<sup>2</sup>, I Wayan Juniartha<sup>3</sup>**

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**Abstract—** The researchers are tried to identify the meaning of sign in Wi-Fi Internet advertisement. The data of this study used selected Wi-Fi Internet advertisement from internet. Observation method was conducted in collecting the data through documentation and note-taking technique. The data were analysed qualitatively used theory of meaning proposed by Barthes (1967) and supported theory from Weirzbicka (1996) to identify the meaning of sign in Wi-Fi Internet advertisement. The researchers found two meaning of Wi-Fi Internet Advertisement namely denotative and connotative meaning. The advertiser used denotative and connotative meaning to give information about the product and attract the customer to use the product. To find out the meaning of verbal and visual signs in printed Wi-Fi Internet advertisements. The results show there are five selected Wi-Fi Internet advertisements that analyzed in this study. As the result, those five Wi-Fi Internet advertisements show the verbal and visual signs that support the company to sell their product. In the verbal signs of the advertisements show most all of the verbal signs conveys conceptual meaning, and the visual signs most of them conveys connotative meaning in those advertisements. In the visual signs of the advertisements almost all of the advertisements used a provider as a model some of the advertisements used a man as the model and also put the material. It means the advertisements want to attract the people interest by using a provider wi-fi and famous person and the material.

**Keywords**— *verbal sign, non-verbal sign, wi-fi internet, advertisement.*

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## 1. Introduction

Human is social creatures. All human being need to communicate with each other no matter how they do it in all activity. In the daily life people communicate or interact with the other used spoken or written text, sometime they do not realize use the body gesture to deliver what they actually want to say. Linguistic is the study of Language that learn about morphology, syntax, and semantic. Semantics is the study of meaning that can be used to understand all the signs through language. Saussure (1883) defines a sign as the composition of a signifier and signified. Signifier is form which the sign takes. Signified is the concept of verbal and non-verbal.

Signs usually found in advertisement. In an advertisement, verbal sign is the form of communication by using words. Non-verbal sign is how conveying the meaning without words. Advertisement is the key to the company getting success in selling their product. The company used advertisement to send the message about the product, so the consumers will choose and buy their products. Semiotic analysis provides a comprehensive concept of work and a series of methods with provisions that can be used as far as possible against practical signs of movement, writing, photography, film, advertising, and focus on compare advertisement to know the meaning from each advertisement that researcher will be analyzed, then the researcher will be used different company.

In this study, the writer wants to show how the advertiser try to influence the reader by using sign. This research tried to analyze the meaning of verbal and non-verbal signs found in CBN wi-fi internet advertisement. The company uses a simple advertisement to make the consumer easily remember it, usually

make an interesting symbol, color, or make a simple word on their product advertisement. The writer chose CBN wi-fi internet advertisements as the data source because this wi-fi has a good review from customer.

## 2. Literature Review

There first studies analyze about verbal and non verbal signs, such as thesis written by Warsiti (2016) and Wahyu (2016). The first study by Warsiti (2016) entitled "Semiotic Analysis of Verbal and Visual Signs of Cosmetics Advertisement". She describes the verbal and visual signs that was found in the advertisement and analyzing their meaning and function. The study was also aimed at finding out the similarities and the differences that are shared by those signs. The method that she used for analyzing the data is qualitative, the data were analyzed based on theories proposed by Chandler (2001) who introduces the non-textual analysis and textual analysis for analyze the verbal signs of the advertisements and theories from Leech who identifies the meaning and about function for analyze the meaning and function on verbal and non-verbal signs. In her study, the verbal consists of word or text, in the form of phrases or sentences that includes a hidden meaning. Visual signs are conveyed by picture which presents the kinds of the product, logo of company.

The second comparison that show a signs was conducted by Wahyu (2016) entitled "A Semiotic Analysis of The Advertisement of Bukalapak Compared to Shopee and Elevenia". The problem discussed in this thesis is denotative and connotative meanings found in the Bukalapak advertisement and the messages contained in the Bukalapak advertisement the interest people, so they prefer to access Bukalapak rather than Shopee and Elevenia. The method use analyzing the data is a descriptive and qualitative method. The data in this study were collected from online sites YouTube. The theories applied in this thesis based on the denotation and connotative of the advertisement by Roland Barthes's. Based on the analysis, the result shows the denotative meaning comes from signifier and signified of scenes and the connotative meaning come from signifier and signified of scenes and the connotative meaning comes from the denotative meaning.

The last difference between this research and the previous study can be seen from the theory that was applied of this thesis and the data source of this study. The previous study use the theory of semantic by Saussure (1983) and theory of meaning by (Leech 1981). Meanwhile this study used the theory of Semantic by Barthes (1964). The similarity between this research with the previous study is analysis the verbal and non-verbal sign in the advertisement.

## 3. Method

The data source in this study was taken from CBN Wi-Fi internet advertisement that were downloaded through in internet website. The occurrence of signs in this advertisement use a great combination of visual and verbal sign which has valuable word choices to attract people. There are hidden meaning of wi-fi internet in the verbal and visual signs contained in the advertisement. The study was conducted by observation method with documentation and note-taking technique. There are four steps that applied to collect the data. First, search and internet the picture advertisement on Wi-Fi Internet advertisement. Second, download and take a note the occurrence of signs. Third, divided the signs. Last, classifying the verbal and visual signs based on meaning of interneet advertisement into map of sign based on Barthes (1964) theory. The data was analyzed using descriptive qualitative method. The meaning of the signs are divided into denotative and connotative meaning, based on Barthes theory the map of the sign consists of signifier, signified, denotative sign, connotative signifier, connotative signified and connotative sign. The analysis presented in table and description.

## 4. Result and Discussion

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.

**Tabel 1The Occurrence Of Verbal And Non-Verbal Signs in CBN Wi-Fi Internet Advertisement**

No	Advertisement	Verbal Signs	Non-Verbal Signs
1	CBN wi-fi internet advertisement	a. CBN logo b. Exclusive offer only at CBN! c. WI-FI THAT FITS YOUR LIFE d. Rp 1.299,000	a. A man in brown and white t-shirt and vanila long short in the advertisement b. White text advertisement c. White and blue background advertisement d. Logo wi-fi advertisement e. White box provider images advertisement

Based on the table, it shows clearly that in CBN wi-fi internet advertisement consist of verbal and non-verbal signs. As the result, the advertiser used verbal and non-verbal signs to share the information about the product to the customer. The advertiser used picture of product as the visual signs and also used the verbal signs which have some information.

### **The Meaning of Verbal and Non-verbal Sign in CBN Wi-Fi Internet Advertisement**

According to Barthes (1967: 89), 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. While, 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.

This study were analyzed the meaning of signs in CBN Wi-Fi Internet that can be seen in figure below.



**Figure 4.1 CBN Wi-Fi Advertisement**

#### **Verbal Signs**

In this advertisement the first verbal sign is CBN. This sign denotatively means the brand of the product which is the latest internet provider. The hidden meaning from this sign is, the

advertiser want to introduce the new era that can be reached with this product. The words CBN means the new dimension.

The second verbal signs in this advertisement is “Exclusive offer only at CBN!” it has the connotative meaning. The word exclusive known as adjective who describes the promotion of CBN provider. The advertiser uses it to make the readers understand that this provider expert to support every activity.

The third verbal sign in this advertisement is the statement “WI-FI THAT FITS YOUR LIFE” should be used for human being. The advertiser wants to emphasize the slogan of the provider which is the product is very strong and unbreakable. So that the advertiser use adjective to represent of the strong provider in product wi-fi. This sentence also gives a description to the readers that this provider has a strong connection. The advertiser want to make the readers believe in the powerful performance of the wi-fi itself, the provider gives the positive value for this product.

The last verbal sign in this advertisement is the statement “Rp. 1.299,000”. It has a denotative meaning to inform the real information about the price for using the service of this provider. The connotative meaning is, the advertiser want to share that by paying Rp 1,299,000 is not a big deal for customer, because the price offered is proportional to the service offered.

### Non-Verbal Signs

The first non-verbal sign in this advertisement is the model of this advertisement. The man is the model of the wi-fi CBN advertisement. It can be seen from the gesture of the model look comfort working supported by this product. The way he stand up, and dress up show a confident man.

The second non-verbal sign on this advertisement is CBN logo is already well known in this community, advertisers put this logo to provide information that this product is original by wi-fi company. This sign is categorized to denotative meaning because it has a sign that this product was made and designed by CBN.

The third non-verbal signs is used light on the background in the advertisement is gradation of two colors, white and blue. Those colors blends together and make a clear background which is the advertiser want to show the readers that the background is like a beautiful sky and the advertiser uses the city background to support that the wi-fi is the modern style in new era of people life.

Based on the shape in advertisement that the first visual sign is The Image of a Man with Brown Suite. In this sign “Brown Suite” means in advertiser used the Man with Blue suite to emerge the readers about the product which looks very elegant. The “Man with Brown Suite” means the product is a good wi-fi was launching especially prioritized for business people as the target readers to buy this wi-fi and in this visual sign and in this visual sign the readers can see the man with blue suite jumps to support the verbal sign “Exclusive offer only at CBN!” it means this product is more better than the last product with a new hardware device and new operation design and can compete with other wi-fi product. The ‘white symbol’ in this advertisement means symbols of movement. The advertiser wants to tell the reader that it has to go further to the next level of their life with innovation and new technology by using this kind of product.

### 5. Conclusion

Based on the analysis on discussion section, there are some points can be concluded on this study. There are many ways for company to draw the attention of people in society to use the product or service. The advertisement of CBN wi-fi internet that have been chosen as the data source combines the verbal and visual sign. From the data of verbal signs, it is found that there were some words that have denotative and connotative meaning. In order to attract the customers to used their product. Those of wi-fi internet advertisement have the same denotative meaning but different connotative meaning. Connotative meaning in advertisement depends on the interpretation of the knowledge, experience, background and the emotion of the readers. In this advertisement, the advertiser also used some colour in order to support their advertisement. According to Weirzbicka (1996) there are five different colour which have different meaning. Visual features are mostly found in headline, background and color line those advertisement. Those visual features have function to attract the customers attention, and to visual elements found in advertisement are picture of the wi-fi as the icon of the product which being advertisement.

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