

THE MEANING OF VERBAL AND NONVERBAL SIGN IN CIGARETTE ADVERTISEMENTS

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Abstract

This study entitled "The Meaning Of Verbal And Non Verbal Sign In Cigarette Advertisements". Advertisements usually contains signs both verbal and non-verbal signs. This study found there are signs contained in advertisement of verbal and non-verbal signs. These advertisements are depicted from the words, pictures and utterances that appear. By using theory purposed by Saussure (1983) and by using Roland Barthes theory (1967), in this study to discuss and analyzes verbal and non-verbal visual sign in cigarette advertisements. The data source of this study is the cigarette advertisements of Esse, Marlboro, Surya, LA Bold, Camel, GG Mild, Gudang Garam Signature, and Lucky Strike. This study used observation method to collect the data that both verbal and non-verbal sign cigarette advertisements contain hidden message.

Keywords: advertisement, verbal, non-verbal, sign, cigarette

1. Introduction

Communication is way important part of life, through a language is the most efficient of communicate used by people and deliver a message. Based on (Saussure, 1983: 65) semiotics is a Science of sign society. People use signs to communication each other and not all people can interpret the meaning of signs. In our social life nowadays we can find everywhere and anywhere semiotic such as through picture, sounds, and advertisement. They are many kind of advertisements on internet, posters, magazines and television. According to Fletcher signs that advertisement is a short of persuasion marketing to persuade people to buy something. An example a cigarette advertising that attempts to convince a consumer purchase a product by appealing to other needs and desires. In cigarette advertisements use verbal and non-verbal signs to deliver their purpose, by using both signs cigarette advertisements will be more attractive and can successfully attract attention the audience.

2. Theoretical Framework

This article supported by previous researches that can support the analysis that are associated with semiotic in the advertisement. The first thesis was written by Dewi (2021) entitled "The Meaning of Verbal and Non-Verbal Sign in Maybelline Advertisement" in her study analyze about cosmetics advertisements from Maybelline product, also she focused on

verbal and non-verbal in that advertisement and the theory used in her study was purposed by Saussure.

The second study was presented by Sena (2016) entitled “The Analysis Of Verbal And Visual Signs Of ADIDAS Advertisement” in his study focused on verbal and visual signs in the advertisement and analyze function and meaning of verbal and visual signs.

The third review from Khalid entitled “Roland Barthes Semiotic Analysis in Indonesian Cigarette Advertisement”. He focus to find out the phenomena of sign on denotation and connotation in the cigarette commercial including the representation of signified and signifier in cigarette advertisement. The fourth review from Merlina (2020) entitled “Verbal And Visual Signs of Brand Logo Designs in Some Fast Food’s Advertisements: A Semiotic Study” in his study using qualitative research and focused on the meaning of verbal and nonverbal signs in fast food advertisements. The fifth from Andriani (2021) entitled “Verbal And Nonverbal Signs In Facial Wash Advertisements: A Semiotic Analysis” in his study also provided by Saussure (1983:65) to find out the verbal and nonverbal signs. The analysis used descriptive qualitative approach to analyze the results. However, different with those previous researches this research in cigarette advertisements is done to analyze verbal and non-verbal signs to discover the hidden meaning in the advertisements on Esse, Marlboro, Surya, LA Bold, Camel, GG Mild, Gudang Garam Signature, and Lucky Strike cigarette advertisements which deliver to public besides selling product.

3. Method

This research is descriptive qualitative method. Eight cigarette advertisements are used as data source in this research, those are Esse, Marlboro, Surya, LA Bold, Camel, GG Mild, Gudang Garam Signature, and Lucky Strike cigarettes. The data were taken from the internet. The data including the sign of verbal and nonverbal in the form of words or pictures that appear in the advertisement. The study was conducted by observation method to obtain detailed information. There are some steps conducted to get the data. First, the data collected by downloading the advertisement picture of cigarette Esse, Malboro, Surya, LA Bold, Camel, GG Mild, Gudang Garam Signature, and Lucky Strike. Second, note taking technique of verbal and non-verbal sign in advertisement to ensure the data. Third, the data were classified into verbal and non-verbal signs. This research focused on analyzing the verbal and non-verbal signs in the advertisements based on the theory of semiotic by Barthes (1998). The analysis was also supported by theory of color term by Cerrato (2012).

4. Result and Discussion

In this part, the analysis showed verbal and non-verbal signs found in cigarette advertisement. The verbal sign in the sentences or text of the advertisement are slogan of the product or people and information about something, and non-verbal sign it can be symbol, color, pictures of the product. The analysis of the meaning of verbal and non-verbal signs can be seen it following discussion.

Data 1

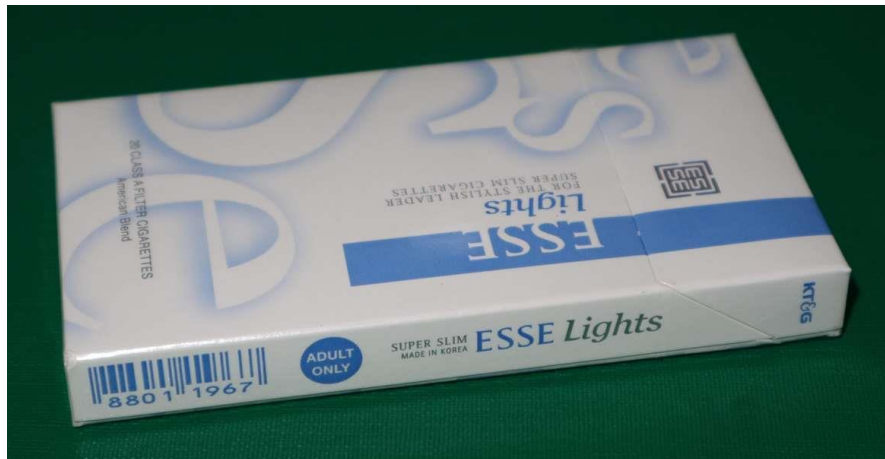


Figure 1. Esse Light Cigarette

The first verbal sign of the Esse cigarette advertisement is “Esse Lights” it is implicitly tells about brand of the product.

The second verbal sign “Super Slim Made in Korea”. The word “super” means higher in quantity; extra super; surpassing all or most others of its kind superhighway. This sentence tell the readers about the size of the cigarette is extra slimmer than the other. In addition Esse cigarette made in Korea.

The third verbal sign is “Adult Only” it is refers to this product is only consume to over the age 18 years old, under than that not allowed by reason of contained nicotine and tar.

The fourth verbal sign is “KT & G” literally means owned and manufactured by the Korea Tobacco & Ginseng Corporation. This verbal sign has denotative meaning because give information to the audience about owned the product.

The fifth verbal sign “For The Stylish Leader Super Slim Cigarettes” which describes “stylish” means chic or elegant. It is tells the readers that the cigarette specifically targeted toward women due to being ultra slim brand the whole world believes by length women, in addition because of their lower tar 4.5mg and nicotine 0.45mg content.

The last verbal sign “20 Class A Filter Cigarette American Blend” The first sentences implicitly means in a pack of cigarette there are 20 stick. While the second sentence means American blend includes three different types of tobacco with varying nicotine content. There are Virginia with sweet taste, Burley tobacco has an impactful taste, and last Oriental tobacco are low in nicotine.

For the non-verbal sign it uses white color of the package. According to the theory of color term by Cerrato (2012) white means goodness, hygiene, justice, perfection, and purity. It is used of the package to transmit those ideas.

Data 2

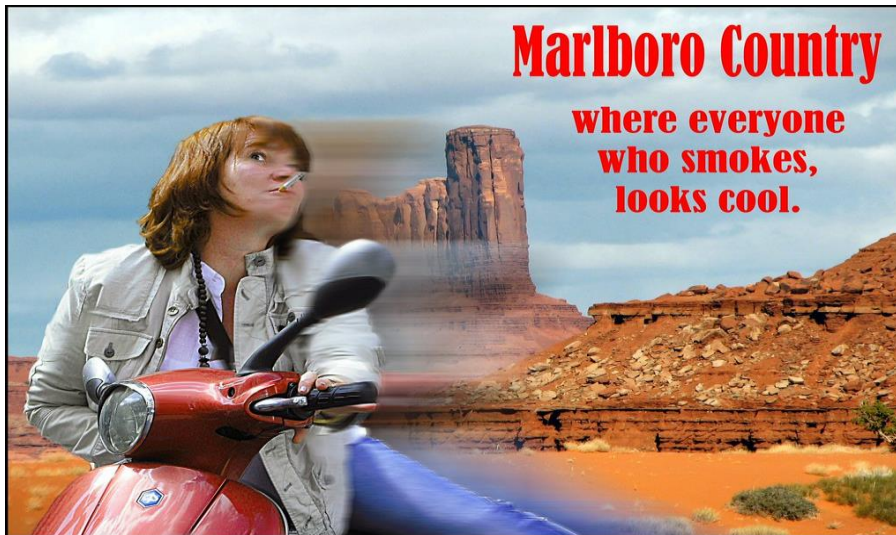


Figure 2. Marlboro Country Cigarette

In this advertisement the verbal sign is a brand name “Marlboro Country” and the slogan “Where Everyone Who Smokes, Look Cool”. This statement has meaning smoking is cool. So these verbal sign implicitly deliver a message that a cigarette helps accentuate points while talking or riding, it is incredibly enjoyable, furthermore all the rituals that go into smoking are enjoyable in addition smoking cigarette is sometimes the best cap to a moment.

For the non-verbal sign in the picture there is a woman smoking while riding with the blur image. It is represent to the audience that whenever the activity everyone who smokes look cool. According by Statista Research Department November 9, 2016 shows people in the United States who thought smoking looked cool by age. It was found that 12 percent of those aged under 30 years thought smoking looked cool.

Data 3



Figure 3. Surya Exclusive Cigarette Advertisement

In this advertisement the first verbal sign is “Experience New Perfection”. Experience means feel, suffer, or witness. While perfection means superiority, quality, purity, and perfectness. So this verbal sign implicitly deliver a message that this cigarette has new product it will be given to the audience who is consume feel perfectness of the product.

The second verbal sign is “Surya Exclusive Perfection Redefined”. Exclusive means exclusory, elegant, swank, and fashionable. This statement describes of the product Surya who is consume it has taste exclusory of the quality that different from other.

The third verbal sign is “PT. Gudang Garam Tbk.” It is implicitly tells the readers about the product is one of the leading cigarette producers that has been established since 1958 in the town of Kediri, East Java.

For the non-verbal sign shows in this advertisement a man wearing suit and sat on the plane. It can be interpret of this product that has cigarette upper class. By shows exclusive design of a man sat on the plane give the meaning this cigarette tasted luxurious.

Data 4



Figure 4. LA Bold Cigarette

In this advertisement, the verbal sign is a brand name of the product namely “LA Bold” and the slogan “Find Your Fire Live Bold” which white color. According to term of theory by Ceratto (2012) white means goodness, hygiene, justice, perfection, and purity. The meaning of the slogan itself persuade the audience to finding passion to the readers and give new meaning to social life in addition can be the best version in mentally, emotionally, and physically.

For the non-verbal sign there are a man looks doing boxing in the advertisement. Boxing can be connoted as a symbol of an extreme game, boxing itself represents the art of attack and defense with the fists practiced as a sport. With the dominant black color of the background by theory Ceratto (2012), black means formality, gracefulness, luxury, and self-confidence. The conclusion of non-verbal sign from the advertisement is smoking can provide self-confidence.

Data 5



Figure 5. Camel Lights

The verbal sign of this cigarette advertisement is “Camel Lights” which is describe of brand namely of the product itself.

For the nonverbal sign in the picture there are two camels in the car. One camel who look smokes. It has connotative meaning which is represent of character of human that usually smokes while driving. It can be said that a tendency to use animals as symbols is present in human societies. For this picture camel animal have never been really detached from human activity. On the contrary, they have been intimately related to the survival of the species and is often used as a playing field for human beings illustrate, furthermore discuss human knowledge and human experience.

Another non-verbal sign is the picture of classic convertible car. Which is means looks very stylish and has special features. For the background in the picture look late in the night. It can be concluded the cigarette product classified as a classy product. It has illustration of camel seen driving a classic car in the night. Appropriately customers are passionate of the product, considering feeling enjoy of the taste. In addition smoking this cigarette gives the impression of manliness.

Data 6



Figure 6. GG Mild

For the first verbal sign “GG Mild” it is literal meaning to inform about the brand of the product. Which is the produced from Gudang Garam family and made from the best blend of Indonesian cigarette. For the second verbal sign is “Break the Limit”. The word “break” has meaning to separate suddenly; to violently into two or more pieces; to stop working by being damaged. While the word “limit” means the greatest amount; number; or level allowed or possible. This sentence inform the readers that this cigarette limiting beliefs don’t belong in life.

Visually the advertisement shows ten men were seen rising up to the sky. It aims to give information to the consumers this product it will offer a different taste by demonstration confidence men. For the background it can be seen there are city building of the advertisement, which is that the cigarette can be said is widely known to be cigarette of elite in society.

Data 7



Figure 7. Gudang Garam Signature

For the first verbal sign in this picture “Gudang Garam Signature” it has literal meaning that the product produced from Gudang Garam Tbk variant signature.

The second verbal sign “Committed To Greatness”. The word “committed” has meaning dedication and loyalty to cause; activity; or wholeheartedly dedicated. This implicitly sentence inform to the readers that the product present with dedication high quality to the consumer with the greatness tasted.

The last verbal sign “From The Best We Create The Greatest” this sentence means that the product used ingredient high quality or best tobacco to create this product.

For the nonverbal sign there are a man in the picture and posing confidently which represents this product marketed to gentleman and to persuade consumers to try it.

The second nonverbal sign in the picture shows a car and an airplane which is look luxurious. It implicitly shows to the consumers this product give glamour and upper class while tasted. Furthermore black color used dominant color as the background. According theory of color by Ceratto (2012) black has meaning formality, gracefulness, luxury, and self-confidence. The color black can represent self-confidence while smoking and demonstration by confidence man in the picture.

Data 8



Figure 8. Lucky Strike

The first verbal sign is “R.A. Patterson Tobacco Company. Lucky Strike. Est. Rich’d. VA. USA”. The statement tells about the name of the product. Which means, Lucky Strike is an American brand of cigarettes owned by the British American Tobacco group, it was introduced as a brand of chewing tobacco by American firm R.A. Patterson in 1871. This verbal sign is categorized as denotative meaning for the reason that inform the readers about the product itself.

The second verbal sign is “New” it has literal meaning about the product was released in December 2020 variant light menthol. The last verbal sign is “Where Mild Becomes Powerful”. The word “mild” means gentle or temperate in feeling or behavior towards others; showing such gentleness; extreme; or strong. This sentence implicitly inform the readers that the product wherever consumers use it the flavors are produced intense strong and become powerful.

For the non-verbal sign is blue and black are the most dominant colors in the advertisements. According to the theory of color term by Cerrato (2012), blue is associated with calm, intellectual, paradise, and trust. It is used as the background to transmit the idea of the product is trusted to the consumer. Meanwhile black is associated with formality, gracefulness, luxury, and self-confidence.

5. Conclusion

The object of the study is four cigarette advertisements, there are Esse, Marlboro, Surya, LA Bold, Camel, GG Mild, Gudang Garam Signature, and Lucky Strike. All of them has own characteristic verbal and non-verbal visual signs. Based on the analysis and interpretation carried out in the advertisement it can be concluded that both verbal and non-verbal sign contained connotative meaning by in which message are delivered implicitly or the message are not clearly stated. Implicit advertisements allows the readers to draw their own conclusion. At this level of implicit the advertisements send a complex messages based on slogan and utterances that appear. For the visually this cigarette advertisement has own characteristic not only a man but there are a woman model of the product. It aims to introduce the product it consume by all gender over 18 years. Both verbal and non-verbal signs play important role in the advertisement. In addition non-verbal signs are used to deliver the unspoken ideas. Furthermore, the usage of signs in advertisement that produces concealed meanings serves a commercial objective of attracting consumer attention.

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