

An Analysis of Verbal and Visual Signs Found in the Posters of Korean Pop Idol

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Abstract--*This research aims at finding out verbal and non-verbal signs and also explaining the meaning of those verbal and visual signs found in the posters of Korean pop idol. The data were taken from ten printed posters of Korean pop idol from the internet. This study used the theory of semiotic by Saussure (1983) to find out the verbal and non-verbal signs and theory meanings by Barthes (1968) to find out the meaning of verbal and visual signs in the posters of Korean pop idol. Descriptive qualitative method was used to analyze the data in this study. As the result, those ten posters of Korean pop idol show the verbal and visual signs that support the agencies to promote their idols. In the verbal and visual signs of the posters album and concert of Korean idol show most all of them conveys connotative meaning. In the non-verbal signs of the advertisements almost all of the posters of Korean idol used the member of the idol group as a model, It means the advertisements want to attract the people interest by using a the good visual of the idol.*

Keyword: *semiotic; verbal signs; non-verbal signs; korean album poster & concert poster*

Abstrak--*Penelitian ini bertujuan untuk mengetahui tanda-tanda verbal dan visual serta menjelaskan makna dari tanda-tanda verbal dan visual yang ditemukan dalam poster idola Korea. Data diambil dari sepuluh poster idola Korea dari internet. Penelitian ini menggunakan teori semiotika Saussure (1983) untuk mengetahui tanda verbal dan visual dan teori makna oleh Barthes (1968) untuk mengetahui makna tanda verbal dan visua yang terdapat dalam poster idola Korea. Metode deskriptif kualitatif digunakan untuk menganalisis data dalam penelitian ini. Hasilnya, sepuluh poster idola Korea tersebut menunjukkan tanda-tanda verbal dan visual yang mendukung agensi untuk mempromosikan idola mereka. Dalam tanda-tanda verbal dan visual dari poster pertunjukan idola Korea sebagian besar semuanya menyampaikan makna konotatif. Dalam tanda-tanda visual hampir semua poster album dan konser idola Korea menggunakan anggota grup idola sebagai model, artinya iklan tersebut ingin menarik minat masyarakat dengan menggunakan visual idola yang menarik.*

Kata Kunci: *semeotika; tanda verbal; tanda non-verbal; poster album korea & poster konser*

1. Introduction

Semiotic is the study of sign and symbols that lead us to understand the meaning of the sign itself. The phenomenon of semiotics leads to innovations that are rooted in live experiences. Semiotic is a very influential and essential field of study and Semiotic is a key tool to ensure the intended meaning of a sign. Signs and symbols around us has different meaning and context. Saussure (1857-1913) state that a sign as the composition of a signifier and signified. Signifier is the form which the sign takes and Signified is the concept of verbal and non-verbal.

In communication, verbal sign is used as spoken or written language. It contain two conventionalized linguistic symbols such as word, phrases, and sentences that tells us the idea or feeling to other people. Non-verbal sign have been used by people before they have the verbal. Non-verbal is how we conveying the meaning without saying a word. The phenomenon of verbal and non-verbal sign are usually found to promote a product trough an advertisement in order to catch people attention and verbal and non-verbal sign usually found in a poster in order to make people interest to read the poster to get the information. Verbal could not stand alone without non-verbal because non-verbal will add the aesthetic point of the brand, meanwhile verbal sign has role to describe the poster messages. Verbal and non-verbal Sign usually found in a poster such as album poster and concert poster.

A poster is an important marketing tool in most campaigns to sell products to the public. A poster usually designed to be displayed vertically on a wall or window and is large enough to be seen and read from a relatively short distance, but sometime posters may also appear in much smaller version like a postcard, handbills, and so forth. Poster is an effective ways to grab the public attention by presenting the information clearly, and easy for the reader to understand what the poster actually wants to say. In this study, the writer specifically using concert and album poster

especially in korean idol's as an object of study as chosen from many types of poster out there.

The aims of this study are to find out the verbal and visual sign that found in korean pop idol poster and to analyze the meaning to help the readers interpret the meaning of verbal and visual sign in the poster easier. The use of verbal and visual sign in the poster is to attract people attention.

2. Methodology

The research data was taken from the poster of Korean idol's album and concert in the internet. The data were the unique and meaningful posters. There are some method of colleting the data used in this study. Those are Downloading all of the data and printing out the selected posters. Taking note to classify the verbal and non-verbal signs. Classifying the data into verbal and non-verbal signs based on the theory. The author used descriptive qualitative methods. There were two steps in analyzing the data. The first step is analyzing the verbal and non-verbal signs in the poster of Korean idol's album and concert using the theory proposed by Saussure (1983). The second step is analyzing the meaning of verbal and non-verbal signs in the poster of Korean idol's concert using the theory proposed by Barthes (1968). The last step is analyzing the color meaning used in the poster of Korean idol's album and concert using the theory proposed by Cerrato (2012).

3. Result and Discussion

3.1 Result

There are found 10 data with 28 verbal and 27 non-verbal. Almost all of the Posters use the picture of members and put specific concept of the concert theme. Also they used the verbal signs which have some hidden meaning.

3.2 Discussion

There are found 10 data with 28 verbal and 27 non-verbal. However, only 3 representatives data with 9 verbal and 9 non-verbal sign will be presented in the discussion which can be seen as follows.

3.2.1 Blackpink In Your Area Concert 2019 in Jakarta Poster



Figure 1. BLACKPINK in Your Area Concert 2019 in Jakarta Poster

3.2.1.1 Verbal Sign

The sentence "2019 world tour" has a denotative meaning. According to Roland Barthes (1968) in the book entitled *Elements of Semiology* denotation is the basic meaning of visual signs.. The sentence "2019 world tour" have a denotation meaning because in that sentence they wants to emphasize that the concert is their first concert held in various countries. This sentence is included in the meaning of denotation because there is no hidden meaning contained in the sentence.

Blackpink's official logo which also has connotative meaning. Connotation is used by Roland Barthes to describe the sign. The logo is represented the members of Blackpink, the name of the group came from the combination between two color which has significant differences which is Black and Pink. Black usually represent a dark and strong personalities black also associated with power, fear and mystery and in other hand they also put pink as the name and logo of their group

as we know that black and pink is an opposite color, its represent a girly soft and cute images, so that the meaning of BLACKPINK logo is their unpredictable image, they are a multitalented girl which could change from a cool girl crush with strong and dark image into a cute and girly girl

The sentence "In Your Area Jakarta" in the poster has a connotation meaning Blackpink in your area have a meaning that Blackpink is very known around the world in every gender and ages, Blackpink in your area itself become their slogan or yell and always be there in all of their main song, they want to express that Blackpink is a success girl group from k-pop that already hit in the music industry in national and international. Blackpink in your area itself have a hidden meaning its mean whenever Blackpink are, people will always listening to them in their surrounding also will talk about Blackpink.

3.2.1.2 Visual Sign

The picture of blackpink's member which is performing is the main visual sign of the poster. It has a connotation meaning because it was the picture when they were performing to Du Ddu Du Ddu . The song Du Ddu Du Ddu was the song that bring blackpink more known by around the world. The pose of the Blackpink members was on the reff parts which make the hand sign like shooting a gun in their hands, its have a meaning that they want to shot their charm and power to their surrounding

On the poster while performing there's also the fans of blackpink that cheering to them, it included in connotation meaning because the fans of Blackpink have a special name called Blink. The words Blink is come from Blackpink itself (BLackpINK) and it has a meaning that Blink will always be the parts of Blackpink. Blink also found were holding a lighstick in the poster.

The lighstick of Blackpink have a special design which represented Blackpink itself. It has a black colour and pink light, on the front side it will look like a hammer and when we see it from the left or right side the hammer will change into a love

shape, that two different sign also represented Blackpink which also have a strong power and cute side.

3.2.2 *Twice Land 2nd Tour Poster*



Figure 2. *Twice Land 2nd Tour Poster*

3.2.2.1 Verbal Sign

In first sentence of the poster “Twice 2nd Tour” it can be included in denotation meaning because the sentence in the poster only have a purpose to inform people that the concert entitled Twice land is their 2nd tour. the concert itself was held in some country in asia such as South Korea, Thailand, Japan, and Indonesia.

The words Twice Land have a meaning that he concert will make the audience feels like they’re attended a land that available only all about twice. Twice land is the concept of he concert, same like Disney land which have everything about Disney so that twice want to make the concert feels more intimate for them and audience or their fans, twice land included in connotative meaning because twice land is not the particular lad it has a meaning behind. In general fantasy is the activity of imagining things, especially things that are impossible in this world.

In the world “Fantasy Park” in the poster have a meaning that the Twice Land concert will bring the audience into a fantasy which come true trough the stage set, the performance, the costum

and the make up of the Twice members. The concert theme is a land with everything about twice which look like a fantasy. The sentence fantasy park included in connotation meaning because in the particular meaning we couldn’t make a fantasy came true, but in Fantasy park has a meaning that twice will make the fantasy come true in the concert.

3.2.2.2 Visual Sign

In general castle is a large building, typically of the medieval period, fortified against attack with thick walls, battlements, towers, and in many cases. In the poster, there is a picture of a castle it represents that the concert with title Twice Land will bring the audience get into twice’s member’s castle . it could be included as connotative meaning because twice member represented as the princess who lived in the castle, Twice described them as princesses, therefore they added castle as a symbol of the house that Princess lived in which had the value of splendor.

Butterflies are deep and powerful representations of life. Butterflies are not only beautiful, but also have mystery, symbolism and meaning and are a metaphor representing spiritual rebirth, transformation, change, hope and life. Blue butterflies are considered carriers of desires. Identifying a blue butterfly means that a wish will come true. Seeing a blue butterfly or keeping it in the palm of your hand can have a calming effect on a person. In some parts of the world, blue butterflies are rare, so the person who can recognize one is considered extremely lucky. In other hand the purpose of putting a butterfly symbol because twice will make the fans fantasies come true trough a concert. The fireworks symbol has a meaning of celebration, excitement and victory, they put fireworks symbol on the poster because Twice members will enliven the concert with their appearance like a real fantasy party. The main object of the poster is the picture of twice member which dressed up using a beautiful floral dresses.

Floral dresses are symbol of elegance, sophistication and femininity. Floral dresses are appropriate for every season even if they always symbolize the spring, the bloom, the blossoming, the develop, a good and full of beauty growth, the twice member also using a flower on their ear and sit on the floral set up, they look like an island girl with fairy tale vibes. So that its very match with the theme of the concert and title of the concert.

3.2.3 *Treasure “The First Step” 1st Single Album*



Figure 3. Treasure “The First Step” 1st Single Album

3.2.3.1 Verbal Sign

Treasure as we know has a meaning as wealth or riches stored or accumulated especially in the form of precious metals, money, jewels, or plate or valuable things Treasure usually retained carefully or keep in the store. The explanation above categorized as Denotative meaning. Connotatively the word Treasure explain that Treasure is the gem/ jewels of their company because Treasure was debut from a survival show called “YG Treasure Box” which have 28 competitors and left 12 members as the debut member. In the poster there is a sentence “1st Single Album” denotatively a single album is an album which only has 1 or 2 songs in it. There are times when “Single Albums” have 3 solid tracks but most of the time it only consist of 1 or 2 solid tracks in

the first single album of Treasure there is 2 tracks with tittle “Boy” as the main track and “Come To Me” as the side track.

In this poster The tittle of the album is “The First Step” because this is the first album of Treasure for their debut, connotatively it has a meaning Treasure will start their first step as an idol in k-pop music industry. Like a new born baby, they always spent their first step and start their action to begin to explore the world, as well as treasure, they want to make the sentence the first step as their debut theme so that they can later shake the world, the national and international markets with their debut album. The sentence “Chapter one” means the first section or part of the album because there will be the other chapter like chapter two and chapter three will be released in another single album of Treasure.

3.2.3.2 Visual Sign

The icon of star in the middle of poster resemble a shining jewels. With hope that Treasure may can give a light shines in the darkness. Star is often considered a symbol of spirit and hope. in the poster the members are standing in a dark hallway, the only one who lights up the hallway is them, that's why they are symbolized as a shining star. Connotatively they hoe treasure could spread their shine and young spirit with hope they can bring many positive energy to other people who listen to their music.

In the poster they also put their official logo in the middle, the logo itself has a connotative meaning the logo is consist of 12 stars which shaped into a 1 diamond. The 12 Star that found in the Logo resemble the members of treasure which has 2 members it has a meaning that the 12 members of Treasure have their own talent and characteristic that make they shine bright like a star by showing their talent and visual.

The diamond shape means that diamond is the unity of the 12 members, because the 12 star will create 1 big diamond with the brighter shine, it couldn't be shaped like diamond if there is no 12 star which connected with one and other. The main object The main object in the poster is the members of the treasure itself. there their costume concept is dominated by dark colors. in the poster, they can be seen standing with a diamond formation and facing the camera angle which makes them look up to the sky. Connotatively it has a meaning that the 12 members of Treasure will always fill the diamond formation and ready to compete with another idol to reach the sky/top.

4. Conclusion

After analyzing and discussing the data, there were 3 data of Korean idol album and concert posters analyzed such as Blackpink, Twice and Treasure with 3 verbal signs and 3 non-verbal signs. The researcher found the used of verbal and non-verbal signs and the meaning of that verbal and non-verbal signs. The verbal signs found on the Korean idol album and concert posters were used to give information or make people interested to buy the album and come to the concert. In the non-verbal signs there were some gestures and expressions used in the Korean idol album and concert posters. The non-verbal signs were supported by the color as an objective correlative. The verbal and non-verbal signs used in the Korean idol album and concert posters were supporting each other to make it interesting that can deliver the meaning to the fans. This study concerns with the meaning that occur on the Korean idol album and concert posters through the verbal and non-verbal signs. The theory

of meaning proposed by Barthes (1968) has two types of meaning namely denotative meaning and connotative meaning. From all the data that being analyzed most the Posters used connotative meaning and supported by the denotative meaning to make sure the fans of the idol buy the album and the concert tiket.

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