

## Youth Representative of Verbal and Visual Signs on Music Concert Posters: A Semiotic Analysis

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### Abstract

Music concert posters serve as vital visual representations of youth culture, capturing their creative essence. This study examines three 2023 Bali concert posters, analysing verbal and visual signs. Using Saussure's framework from Chandler (2007), verbal and nonverbal signs are explored, while Barthes (1977) was used to delve into denotative and connotative meanings. Cerrato's (2012) color theory adds depth through color analysis. The analysis reveals prevalent verbal signs, but profound meanings lie in visual cues, suggesting modern youth's preference for visually engaging content. Interestingly, these posters also integrate indigenous elements and local characteristics, melding youthful expression with cultural context by adding cultural figures and authentic colours reflected the message conveyed on the posters.

## INTRODUCTION

As humans, we communicate through various means, including language and signs, to express ourselves. Semiotics, the study of signs and their meanings, examines words, sounds, images, and objects in our social lives. Ferdinand de Saussure views semiotics as the study of signs within society. Chandler categorizes signs into verbal and visual types: verbal signs are words with hidden meanings, while visual signs include pictures and gestures with significance.

We utilize language and signs in diverse ways to convey our thoughts and emotions, often expressing ourselves through art forms like painting, poetry and also music. Across different eras, people of all ages and genders share a common love for music. Concerts serve as gatherings where music enthusiasts come together to enjoy performances by musicians or singers. These events provide opportunities for individuals to meet and connect in one place, fostering a sense of community.

One way to promote these concerts and attract attendees is through concert posters. These posters play a crucial role in introducing and promoting the event to the wider public. They incorporate visual elements and symbolic representations that capture the essence of the concert, enticing people to attend. From communication to the creation of

concert posters, various forms of expression contribute to the shared love and appreciation for music across different generations.

Every concert needs media to let people know about it, like videos or posters. Posters aren't just for sharing event details; they can also show off culture. Concert posters have unique styles depending on the theme, music type, and where the event is. This includes things like colors, icons, and words chosen by the promoters. The study uses theories from Saussure, Barthes, and Cerrato to understand what the words, images, and colors in the posters mean. Music concert posters for 2023 were chosen as research material. Apart from the fact that 2023 is the latest year that we already completed, the development of music concert events is raising well in 2023. This article focuses on three Bali music concert posters that was happening in 2023: Kura-kura Bali International CubMu Jazz Festival, PICA Fest, and Thank God It's Festival. These posters were chosen because they represent different music genres, such as jazz and innovative music. Selected this concert posters is also based on the impact the event has on both SMEs (Small and Medium Enterprise) or local sellers such as PICA Fest and Thank God It's Festival, or the positive impact on nature such as Kura-kura Bali International CubMu Jazz Festival, these impact attracting diverse youth audiences. These concerts also come from well-known events in Bali's music scene, that provide insights into cultural trends.

Besides that, these posters have an iconic icon, combining visual and verbal elements, where offering rich material for analysis. The data was sourced from the event's official website and Instagram accounts, ensuring access to quality data. By studying these posters, researchers aim to understand the tastes and the colors of this generation and how they express themselves through music and visual communication in Bali's vibrant music scene, especially in 2023.

Previous studies of semiotic analyses in posters or kind of it is exist. Suastini et al. (2023) studied Canggü Weekly Advertisement using Saussure's, Barthes's, and Wierzbicka's theories. The study found dominant denotative meanings for effective message delivery. Belina et al. (2022) analysed Rewind Indonesia 2021 Video Poster through Saussure's semiotics, similar in intent to our study. Pratiwi et al. (2023) examined Balinese Silence Day greeting cards using Saussure and Barthes, uncovering symbols and meanings. Simarmata et al. (2022) explored verbal and nonverbal signs in Walt Disney posters using Saussure, Barthes, and Cerrato's theories. Diantari (2023) scrutinized Asus Video Advertisement, discussing signs and colors with similar theoretical bases but different data sources.

## **METHOD AND THEORY**

This article employs a descriptive qualitative method, drawing data from three music concert posters held in Bali in 2023. There were some steps in this analysis. First, selected the posters from their official website and Instagram accounts, such as @kkbjf2023 for Kura-kura Bali International CubMu Jazz Festival 2023 (June), @pica\_fest for PICA Fest 2023 (July) and @thankgoditsfestival for Thank God It's Festival 2023 (July). After locating the posters, verbal and visual signs were classified through notetaking per posters events. The research focuses on analysis reveals prevalent verbal signs and profound meanings lie in visual cues, suggesting modern youth's preference for visually engaging content.

### Semiotics Theory from Saussure in Chandler (2007)

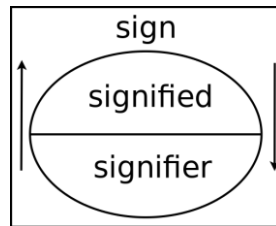


Figure 1. Saussure Diagram/Dyadic  
(Source: Course in General Linguistic-Saussure, 1983:66)

Saussure divided the sign into signifier and signified. The connection between the signifier and signified is called “meaning”. Based on Saussure theories (1893), the whole of sign results from the combination of signifier and signified, that described on the diagram which is called as Dyadic Diagram.

Based on Saussure (1983), sign is divided into three components as follow:

1. Sign: the material aspect (sound, letters, image, motion, shapes)
2. Signifier: the material aspect of the language (what is said or heard and what is written on read)
3. Signified: the concept it represents (thoughts and concept of what the signifier means)

### Theory of Meaning from Barthes (1977)

According to Barthes (1977), meaning is divided into components namely connotative and denotative meaning. Barthes (1977) explains in the book *Element of Semiology* that a denotative meaning is a meaning directly related to what we see or reality, direct, and definite meaning. While a connotative is the style of text, the manner with which it is decorated.

### Theory Meaning of Color Terms from Cerrato (2012)

Cerrato (2012:4) divided that color has many different meanings, there are:

1. Red  
Red is a positive and warm color. In psychology, red color means energy, passion, action, power and pleasure.
2. Orange  
Orange is a warmcolor, it gives a special sensation to the human eye. This color also gives refreshing, stimulating and creates enthusiasm.
3. Yellow  
Yellow stands in the color of sunlight. Thiscoloris related to pleasure, satisfaction, and stability.
4. Green  
Green represents growth, peace, freshness, and fertility. Green also represents of balance and harmony of mind, body and emotions.
5. Blue  
Blue is color of calm which reduces arousal and fear, blue also can encourage boredom, manipulation or inflexible vision.
6. Purple

- Purple is a royal color and symbolizes power, luxury, and ambition.
7. White  
Its color is related to light, integrity, and purity. It represents a successful beginning.
  8. Black  
This color gives a sense of perspective and death, but black reduces readability. It is a serious color that evokes strong emotions.
  9. Pink  
This color is associated with affection, and romance. Pink is inspiring, warm and shows hope for the future.
  10. Gold  
This color is seen as the color of inner wisdom, quality and wealth. It can cause feelings of happiness, deep anxiety and fear.
  11. Brown  
Brown is a color that expresses stability and reliability. It is related to growth, fertility, and the earth.

## RESULT AND DISCUSSION

The analysis was taken from threeselected music concert posters held in Bali in 2023 and used some theories that already mention before. From the table below and the data can be classified as verbal and visual signs.

### Visual and Verbal Signs of Music Concert Posters in Bali

*Table 1. Verbal and Visual Signs of Music Concert Posters in Bali*

| No           | The Signs    | Total | %   |
|--------------|--------------|-------|-----|
| 1            | Verbal Signs | 25    | 61% |
| 2            | Visual Signs | 16    | 39% |
| <b>Total</b> | 41           | 100 % |     |

Table 1 indicates that there are a total of 25 instances of verbal signs in the music concert posters, representing 61% of the total signs observed. Verbal signs encompass words, phrases, and sentences used to convey information, details, and messages.

In addition, Table 1 shows 16 instances of visual signs, accounting for 39% of the total signs present. Visual signs encompass images, graphics, symbols, and icons that contribute to the visual aesthetics and narrative of the poster. These visual elements hold the power to evoke emotions, convey themes, and create a distinctive visual identity for the event.

Tabel 1 breakdown underscores the dynamic interplay between verbal and visual elements in music concert posters. While verbal signs dominate in terms of quantity, the significance of visual signs should not be understated. Visual elements have the potential to convey nuanced emotions, cultural connections, and artistic expression that might not be fully captured through words alone.

The combination of verbal and visual signs in these posters contributes to a holistic and engaging communication strategy that caters to both informative and emotive aspects, aiming to capture the attention and resonate with the intended audience.

Table 2 Verbal and Visual Signs Classification of Music Concert Posters in Bali

| Poster Events  | Verbal Signs   | Visual Signs   |
|--|--|--|
| <b>Poster 1</b><br>Kura-kura Bali International CubMu Jazz Festival 2023 | <ol style="list-style-type: none"> <li>1. Kura-kura Bali International CubMu Jazz Festival</li> <li>2. 08-09 June 2023</li> <li>3. Tickets</li> <li>4. Regular Daily Pass 350K<br/>Regular 2 Days Pass 650K<br/>VIP Daily Pass 550K<br/>VIP 2 Days Pass 1050K</li> <li>5. Andien / Maliq &amp; Dessentials / Otti Jamalus // Balawan / Astrid Sulaiman Straight &amp; Stretch feat Nancy Ponto / Arpi Alto / Mike Del Ferro &amp; Rega Dauna / Brian Simpson / Maurice Brown / Indonesian Brazilian Project feat PFG / Giacomo Turra</li> <li>6. Scan me to buy tickets</li> <li>7. Scan me for venue location</li> </ol>                              | <ol style="list-style-type: none"> <li>1. Green turtle shell</li> <li>2. Big green blue turtle with illustration of villages scenery on the top of the turtle shell</li> <li>3. Blue green silhouette of under the sea</li> <li>4. Two bar-codes</li> </ol>  |
| <b>Poster 2</b><br>PICA Fest 2023  | <ol style="list-style-type: none"> <li>1. PICA FEST 2023</li> <li>2. The Biggest Clothing Festival in Bali</li> <li>3. Burgerkill Efek Rumah Kaca, Navicula Billfold, Rocket Rockers, Scared of Bums Souljan, Jangar. Stand Here Alone. Painful By Kisses, Rajawali Ingkar Janji, And Many More</li> <li>4. 44 Local Brands</li> <li>5. 100 Food Stalls</li> <li>6. 27, 28, 29 &amp; 30 Juli 2023</li> <li>7. Lap. Niti Mandala Denpasar</li> </ol>  | <ol style="list-style-type: none"> <li>1. Event logo on top corner of poster</li> <li>2. Elephant as icon with colorful Balinese patterns</li> <li>3. Sunflower with eye in the middle</li> <li>4. Orange sun with Balinese clouds patterns</li> <li>5. Lotus flower</li> <li>6. Colorful mosaic patterns</li> <li>7. Music symbol note</li> <li>8. Silhouette of lotus</li> </ol> |
| <b>Poster 3</b><br>Thank God It's Festival 2023                          | <ol style="list-style-type: none"> <li>1. TGIF</li> <li>2. Thank God It's Festival</li> <li>3. 14, 15, 16 July 2023</li> <li>4. Peninsula Island</li> <li>5. Day 1 (14 July 2023), Day 2 (15 July 2023), Day 3 (16 July 2023)</li> <li>6. Dewa 19 Feat Ari Lasso, Yura Yunita, Barasuara, The Changcuters, The Jansen, Perunggu, Milledenials, Madness on Tha Block, Vandermejde, Erck</li> <li>7. Superman Is Dead, Parade Hujan, Ran White Swan, Grrrl Gang, Jangar, Assia Keva, Astera, Not So Koplo, Mairakilla, Nave</li> <li>8. Mahalini, Lyodra, Navicula, Pee Wee Gaskins, Rumahsakit, Morfem, The Panturas, Reality Club, Dongker,</li> </ol> | <ol style="list-style-type: none"> <li>1. Colorful Balinese Barong with a black flag bearing the name of the event.</li> <li>2. Pink hand hugging the Barong</li> <li>3. Random position of "TGIF" alphabet around the Barong</li> <li>4. Black background with picture of previous stage as silhouette</li> </ol>   |

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- Aimhigher B2B Sined, Gvsdan,  
Gozal& Oz The Oddz
9. Peninsula Island, The Nusa Dua-Bali
  10. thankgoditsfestival, thankgoditsfest
  11. By ticket at [www.univlox.com](http://www.univlox.com)
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Table 2 displays the summary of verbal and nonverbal signs within three chosen music concert posters held in Bali in 2023. The data underscore that all posters incorporate both verbal and visual signs. Across these posters, a total of twenty-eight verbal signs and sixteen visual signs were identified. This analysis reflects the prevalence of verbal and visual components within these posters.

The results shown in **Table 2** highlight that verbal signs are more dominant among the three selected music concert posters. These signs, consisting of text-based elements, appear to be extensively employed across the posters, indicating their role in conveying crucial information and messages to the audience.

Table 3 Connotative and Denotative Meanings of Music Concert Posters in Bali

| Meanings     | Verbal Signs     | Visual Signs     |
|--------------|------------------|------------------|
| Connotative  | 2 (8%)           | 11 (69%)         |
| Denotative   | 23 (92%)         | 5 (31%)          |
| <b>Total</b> | <b>25 (100%)</b> | <b>16 (100%)</b> |

Table 3 presents a breakdown of the distribution of connotative and denotative meanings within both verbal and visual signs found in music concert posters. The table indicates that among the verbal signs, 2 instances (8% of the total verbal signs) carry connotative meanings. Connotative meanings involve associations, emotions, or interpretations that go beyond the literal definition of the words. These nuances contribute to the overall message and atmosphere of the poster. Most verbal signs, 23 instances (92% of the total verbal signs), are denotative in nature. Denotative meanings represent the straightforward, literal definitions of words and symbols, conveying direct information.

Within the visual signs, 11 instances (69% of the total visual signs) are connotative in nature. Connotative meanings in visual elements add depth, emotions, and symbolism that resonate beyond the surface. There are 5 instances (31% of the total visual signs) of denotative meanings within the visual signs. These instances provide explicit, direct information through visual symbols.

Table 4 Connotative and Denotative Meanings of Music Concert Posters in Bali

| Data   | Verbal Signs  | Meaning                                | Visual Signs  | Meaning                    |
|--------|---|--|---|----------------------------|
| Data 1 | 1. Kura-kura Bali International CubMu Jazz Festival   | Denotative                             | 1. Green turtle shell   | Denotative                 |
|        | 2. 08-09 June 2023  |  | 2. Big green blue turtle with illustration of villages scenery on the top of the turtle shell | Connotative                |
|        | 3. Tickets  | Denotative                             |   |                            |
|        | 4. Regular Daily Pass 350K<br>Regular 2 Days Pass 650K<br>VIP Daily Pass 550K<br>VIP 2 Days Pass 1050K  | Denotative<br>Denotative<br>Denotative |   |                            |
|        | 5. Andien / Maliq & Dessentials / Otti Jamalus // Balawan / Astrid Sulaiman Straight & Stretch feat Nancy Ponto / Arpi Alto / Mike Del Ferro & Rega Dauna / Brian Simpson / Maurice Brown / Indonesian Brazilian Project feat PFG / Glacomo Turra | Denotative                             | 3. Blue green silhouette of under the sea   | Connotative                |
|        | 6. Scan me to buy tickets   |  | 4. Two bar-codes  | Denotative                 |
|        | 7. Scan me for venue location   |  |   |                            |
|        |   | Denotative<br>Denotative               |   |                            |
|        | 1. 08-09 June 2023  | Denotative                             | 1. Big green blue turtle with illustration of villages scenery on the top of the turtle shell |                            |
|        | 2. Tickets  | Denotative                             |   |                            |
|        | 3. Regular Daily Pass 350K<br>Regular 2 Days Pass 650K<br>VIP Daily Pass 550K<br>VIP 2 Days Pass 1050K  | Denotative                             |   |                            |
|        | 4. Andien / Maliq & Dessentials / Otti Jamalus / Balawan / Astrid Sulaiman Straight & Stretch feat Nancy Ponto / Arpi Alto / Mike Del Ferro & Rega Dauna / Brian Simpson / Maurice Brown / Indonesian Brazilian Project feat PFG / Glacomo Turra  | Denotative                             | 2. Blue green silhouette of under the sea   |                            |
|        | 5. Scan me to buy tickets   | Denotative                             | 3. Two bar-code   |                            |
|        | 6. Scan me for venue location   | Denotative                             |   |                            |
| Data 2 | 1. PICA FEST 2023   | Denotative                             | 1. Event logo on top corner of poster   | Denotative                 |
|        | 2. The Biggest Clothing Festival in Bali  | Denotative                             |   |                            |
|        | 3. Burgerkill Efek Rumah Kaca, Navicula Billfold, Rocket Rockers, Scared of Bums Souljan, Jangar. Stand Here Alone. Painful By Kisses, Rajawali Ingkar Janji, And Many More   | Denotative                             | 2. Elephant as icon with colorful Balinese patterns<br>3. Sunflower with eye in the middle    | Connotative<br>Connotative |

|        |     |  |             |    |  |             |
|--------|-----|--|-------------|----|--|-------------|
|        | 4.  | 44 Local Brands  |             | 4. | Orange sun with Balinese clouds patterns                                 | Connotative |
|        | 5.  | 100 Food Stalls  |             | 5. | Lotus flower   |             |
|        | 6.  | 27, 28, 29 & 30 Juli 2023  | Denotative  | 6. | Colorfulmosaic patterns  |             |
|        | 7.  | Lap.Niti Mandala Denpasar  | Denotative  | 7. | Music symbol note  | Denotative  |
|        |     |  | Denotative  | 8. | Silhouette of lotus  | Connotative |
|        |     |  |             |    |  | Connotative |
|        |     |  |             |    |  | Connotative |
| Data 3 | 1.  | TGIF   | Connotative | 1. | Colorful Balinese Barong with a black flag bearing the name of the event | Connotative |
|        | 2.  | Thank God It's Festival  | Connotative | 2. | Pink hand hugging the Barong   | Connotative |
|        | 3.  | 14, 15, 16 July 2023   | Denotative  | 3. | Random position of "TGIF" alphabet around the Barong                     | Denotative  |
|        | 4.  | Peninsula Island   | Denotative  | 4. | Black background with picture of previous stage as silhouette            | Connotative |
|        | 5.  | Day 1 (14 July 2023), Day 2 (15 July 2023), Day 3 (16 July 2023)   | Denotative  |    |  |             |
|        | 6.  | Dewa 19 Feat Ari Lasso, Yura Yunita, Barasuara, The Changcuters, The Jansen, Perunggu, Milledenials, Madness on Tha Block, Vandermejde, Erck         | Denotative  |    |  |             |
|        | 7.  | Superman Is Dead, Parade Hujan, Ran White Swan, Grrrl Gang, Jangar, Assia Keva, Astera, Not So Koplo, Mairakilla, Nave                               | Denotative  |    |  |             |
|        | 8.  | Mahalini, Lyodra, Navicula, Pee Wee Gaskins, Rumahsakit, Morfem, The Panturas, Reality Club, Dongker, Aimhigher B2B Sined, Gvsdan, Gozal& Oz theOddz | Denotative  |    |  |             |
|        | 9.  | Peninsula Island, The Nusa Dua-Bali  |             |    |  |             |
|        | 10. | thankgoditsfestival, thankgoditsfest   |             |    |  |             |
|        | 11. | By ticket at <a href="http://www.univlox.com">www.univlox.com</a>  | Denotative  |    |  |             |
|        |     |  | Denotative  |    |  |             |
|        |     |  | Denotative  |    |  |             |

Table 4 displays the summary of connotative and denotative meanings within three chosen music concert posters held in Bali in 2023. In the realm of verbal signs, there were a total of twenty-three instances of denotative meanings and two instances of connotative meanings. Denotative meanings, representing explicit and literal definitions, dominate the verbal signs category. Conversely, connotative meanings,



which encompass associations and emotions beyond the literal interpretation, are less prevalent within the verbal signs. For visual signs, the data reveals eleven instances of connotative meanings and five instances of denotative meanings. Here, connotative meanings, which introduce depth and emotions beyond the surface, are more abundant within the visual signs. Meanwhile, denotative meanings within visual elements offer clear and direct information to the audience.

This section of the study further explores the analysis results by delving into the interpretation of both verbal and visual signs, unravelling the meanings they convey. This examination provides a comprehensive understanding of how these signs contribute to the overall message and essence of the music concert posters.

## Poster 1

### Kura-Kura Bali International CubMu Jazz Festival 2023



Figure 1 Kura-Kura Bali International  
CubMu Jazz Festival 2023 Poster

### Verbal Signs of Kura-Kura Bali International CubMu Jazz Festival 2023 Poster

The poster in question was initially published on the official account of @kbbjf2023 as a promotional tool for the "Kura-Kura Bali International Jazz Festival." The verbal sign in the form of the sentence "Kura-Kura Bali International Jazz Festival" carries a denotative meaning, straightforwardly indicating the event's name. Interestingly, the word "JAZZ" is emphasized through a larger font size, making it a focal point and drawing particular attention, especially for jazz enthusiasts. Furthermore, the poster features two additional verbal signifiers: "scan me to buy tickets" and "scan me for venue location." These sentences serve as clear directives, denoting that readers are encouraged to scan the provided barcode to access more information about ticket purchasing and event location.

The sentence detailing ticket prices, such as "Regular Daily Pass 350K, Regular 2 Days Pass 650K, VIP Daily Pass 550K, VIP 2 Days Pass 1050K," not only provides cost information but also highlights a special discount for the 2-day pass. This use of verbal signs offers direct denotative meanings, conveying essential details from the promoters to potential buyers, emphasizing the opportunity for reduced prices for those who opt for the 2-day pass.

### Visual Signs of Kura-Kura Bali International CubMu Jazz Festival 2023 Poster

The poster promoting the "Kura-Kura Bali International Jazz Festival 2023" employs captivating visual signs, particularly in its choice of icon—an eye-catching turtle. This turtle icon is visually distinct, with its substantial size and the shades of blue and green on its shell harmonizing with the picturesque Balinese village landscape and lush green mountains. The coherent color theme creates an aesthetic connection, enhancing the poster's overall appeal.

According to Cerrato (2012), the green color symbolizes peace, freshness, and growth, signifying an event that holds environmental concerns. The turtle, a prominent part of the event's name ("kura-kura" means "turtle" in English), symbolizes not only the event but also the location, as it is held in Serangan, renowned for its beaches and turtle hatchery. The Balinese temples or structures atop the turtle shell further indicate the event's Balinese setting.

Another engaging visual sign is found in the word "JAZZ" where the letter "J" visually mimics a saxophone or jazz trumpet. This creative visual element effectively symbolizes the genre of jazz music. Beyond catering to jazz enthusiasts, the promoters ingeniously convey their environmental commitment by subtly showcasing Serangan, emphasizing its association with beaches and turtle conservation.

In summary, the poster strategically employs visual signs, notably the turtle icon and the stylized "J" in "JAZZ" to capture attention and convey multifaceted messages. It not only appeals to music lovers but also underscores the event's environmental consciousness and its connection to Serangan's distinct attributes.

### Poster 2 PICA Fest 2023



Figure 2 PICA Fest 2023 Poster

### Verbal Signs of PICA Fest 2023 Poster

The poster showcased above made its debut on the official Instagram account of @pica\_fest to promote the corresponding event. This poster prominently features the verbal sign "PICA FEST 2023." This verbal sign, specifically the phrase "PICA FEST," conveys a denotative meaning by indicating that the PICA Fest event is taking place again in 2023. Notably, the words "PICA FEST" are presented in a larger font size, drawing focus and serving as the central highlight of the poster.

PICA Fest, or the Paradise Island's Clothing Association Festival, has held the distinction of being Bali's most significant clothing festival since its inception in 2014. This event is highly anticipated by numerous individuals in Bali, signifying its popularity and importance within the community.

Furthermore, the poster includes another verbal sign: "The Biggest Clothing Festival in Bali." This sentence carries a denotative meaning, explicitly conveying to

readers that the event is recognized as the largest and most significant clothing festival in Bali. The use of this statement contributes to conveying the event's prominent status and substantial scale within the context of the local fashion scene.

In essence, this poster effectively employs verbal signs such as "PICA FEST 2023" and "The Biggest Clothing Festival in Bali" to not only inform but also emphasize the event's significance and prominence within the community and the broader fashion landscape of Bali.

### Visual Signs of PICA Fest 2023 Poster

Within this poster, several visual signs contribute to the effective conveyance of information. The foremost visual sign is the elephant icon adorned with vibrant Balinese patterns. The elephant, bearing connotative meaning, signifies qualities of power, strength, loyalty, wisdom, and luck. Furthermore, the elephant was called Airavata, the ride of the God Indra. It's also a symbol in the story of Buddha's birth, known as Jataka. Also, the elephant was respected as a god named Shri-gaja. It represented riches and the ability to have children because kings owned it and used it in battles and on Majapahit era, elephant showing high social rank as only rich people could have one. (Yustana, 2011).

The incorporation of Balinese patterns onto the elephant's body signifies the event's adherence to Balinese culture. This choice also symbolizes the event's promotion of Balinese cultural elements, positioning the poster as a media for cultural representation and promotion. Another significant visual sign is the musical note, symbolizing the musical activities within the event. The chosen color palette: green, blue, red, yellow, and orange. These colors symbolize energy, power, warmth, and growth, aligning well with the elephant's connotative significance as the event's icon.

CEO of PICA Fest, Ida Bagus Brahmadiguna. The "White Elephant" icon means that in a war, elephants are the front guard. Through this event, the committee is committed to supporting SMEs in Bali to introduce their products.

Collectively, these visual signs enhance the poster's effectiveness in conveying meaningful information. The elephant icon, adorned with Balinese patterns, evokes cultural ties and positive qualities. Additionally, the musical note and color palette reinforce the event's energy, growth, and vibrancy, making the poster an engaging and informative promotional tool.

### Poster 3

#### Thank God It's Festival 2023



Figure 3 Thank God It's Festival 2023 Poster

### **Verbal Signs of TGIF 2023 Poster**

The poster presented above made its debut on the official Instagram account of @thankgoditsfestival, serving as a promotional tool for the corresponding event. The poster features a verbal sign in the form of the sentence "TGIF Thank God It's Festival." This verbal sign holds a denotative meaning, straightforwardly indicating that the poster represents an event from TGIF and that the event will be held again. Notably, the verbal sign "TGIF" is an abbreviation for "Thank God It's Festival."

Furthermore, another notable signifier on the poster is the text "14, 15, 16 July 2023." This verbal sign also carries a denotative meaning as it conveys the precise dates of the event. The strategic placement of this statement was centred and in a larger font size, ensures that readers will readily notice and focus on this vital date information. This arrangement aids potential attendees in preparing their schedules for the event. In essence, the poster effectively employs verbal signs like "TGIF Thank God It's Festival" and the clear date information to not only inform the audience but also to emphasize the event's branding and encourage attendance. The use of straightforward denotative meanings ensures that the primary details of the event are communicated accurately and comprehensively.

### **Visual Signs of TGIF 2023 Poster**

The poster crafted by TGIF in collaboration with UNIVLOX incorporates a range of engaging visual signs that captivate attention. Notably, a vibrant and colorful Balinese Barong takes center stage. This Barong, carrying a black flag bearing the event's name, serves as TGIF's icon, symbolizing the announcement of the event's return. The people in Bali believe that the Barong protects them from evil spirits. They use the Barong to walk around the village and scare away bad spirits, keeping the village safe and good.

The Barong is a mythical creature unique to Bali. According to stories passed down, the Barong represents fairness, Barongs are often shown as lions, cows, or dragons. For the Balinese people, the Barong is very important and sacred. They represent it as the leader of good spirits, who fights against Rangda (bad spirits), the demon queen and mother of all spirit guardians in Balinese traditions. As a symbol of triumph and a conduit of positive energy, the Barong's vibrant red, green, and yellow tones—according to Cerrato (2012)—signify growth, strength, and resilience. The black flag's color evokes strong emotions, aligning with the process undertaken by the promoters to achieve success amid various emotional nuances. (vpBali, 2019).

A second compelling visual sign consists of pink hands enveloping the Barong. These hands symbolize assistance and support, while the pink hue conveys warmth, inspiration, and optimism for the future. This visual sign is rich with connotative meaning, indicating that the event is characterized by warmth, care, and a collective aspiration for a positive tomorrow, supported by the collaboration of numerous individuals.

In summary, the poster effectively employs visual signs to engage viewers. The Balinese Barong, with its vibrant colors and black flag, symbolizes success amidst emotions, while the pink hands represent assistance and hope. This confluence of visual signs communicates the event's spirit, camaraderie, and aspiration, making the poster a powerful tool for connecting with the audience.

## CONCLUSION

Based on the analysis presented in this article, a conclusive observation can be drawn regarding the three selected music concert posters from Bali in 2023, crafted by the youth generation. The three posters adeptly integrate both verbal and visual elements, encompassing denotative and connotative meanings. Verbal signs, comprising words, phrases, and sentences, serve informative and communicative roles for readers. In contrast, visual signs, prominent in these posters, often carry profound connotative meanings intended by designers or promoters.

The analysis underscores the contemporary youth's inclination towards visual communication, preferring tangible and visual means to express their ideas and messages. Their vibrant personalities and affinity for active engagement are evident through the chosen colour palettes, reflecting movement and enthusiasm. The incorporation of icons further symbolizes their need for inspiration and the materialization of their ideas.

Crucially, these posters highlight the preservation of original cultural elements and local characteristics by the youth generation, serving as a testament to their connection with their surroundings.

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