

## Verbal And Non-Verbal Signs in *Garnier* Product Advertisement

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### Abstrak

*Tujuan dari penelitian ini adalah untuk menganalisis makna dari tanda verbal dan non-verbal yang terdapat dalam sebuah iklan produk perawatan kulit merek Garnier yang berbahasa Inggris. Dalam penelitian ini tiga teori yang diaplikasikan untuk menjawab dua pokok permasalahan. Adapun teori yang dimaksud, diantaranya teori tentang tanda oleh Chandler (2001), teori makna dan fungsi oleh Leech (1974) dan teori istilah warna oleh Cerrato (2012). Hasil penelitian ini menunjukkan bahwa tanda verbal dan non-verbal saling berhubungan satu sama lain dikarenakan apa yang ditulis oleh pengiklan dalam bentuk tanda verbal sesuai dengan apa yang disampaikan oleh pengiklan dalam bentuk tanda non-verbal. Dalam menganalisis makna dan fungsi di dalam iklan ini, makna konseptual dan fungsi informatif yang paling banyak muncul. Selain itu, di dalam tanda non-verbal istilah-istilah warna sangat penting diaplikasikan untuk menarik perhatian para konsumen.*

*Kata kunci: tanda verbal dan non-verbal, makna dan fungsi, iklan*

### 1. Background

Advertising is one of the basic forms in communication exactly in mass media to persuade audience to take some action with respect products, ideas, or services. According to Oxford Advanced Learners Dictionary (2010:22), advertising means the activity and industry of advertising things to people on television, in newspapers, on the internet, etc. Advertising involves magazines, printed flyers, banners, billboards, posters, newspapers, etc.

The analysis of an advertisement can be divided into two types of sign: verbal and non-verbal sign. Basically, Chandler (2001:27) stated that verbal sign is something that deals with text and word. Non-verbal sign is the pictures or gestures that are not spoken

but still try to convey meaning. A sign can be defined as signifier and signified. Signifier is the form which the sign takes whereas signified is the concept it represents.

The function of language and sign in advertisement play an important role to convey commercial message to the consumers to make them interested in. It is mostly associated with advertising is interactional because it is used to express, maintain and terminate contact between the advertiser and the consumer. Although advertiser and consumer are not in visual contact, they communicate through the channel which in this case is an advertisement.

## **2. Problems**

1. What were the types of meaning and function of verbal and non-verbal messages in *Garnier* product advertisement?
2. What were the meanings of verbal and non-verbal sign presented in *Garnier* product advertisement?

## **3. Aims**

The aims of the study were:

1. To explain the types of meaning and function of verbal and non-verbal messages in *Garnier* product advertisement.
2. To describe the meanings of verbal and non-verbal sign presented in *Garnier* product advertisement.

## **4. Research Methods**

### **4.1 Data Source**

The data that was used as the object were presented in the form of skincare product advertisement. This study used a skincare product advertisement which the brand was *Garnier*. The data was taken from internet site.

The reason to choose Garnier due to this brand was quite popular in various places and it was an attractive advertisement which consisted verbal and non-verbal sign.

#### **4.2 Methods and Techniques of Collecting Data**

The data was collected by documentation method and note taking technique was applied. There were three steps of techniques to collect the data. The first step was obtaining the printed skincare product advertisement from the internet. The second step was reading and identifying the verbal and non-verbal sign in the advertisement. The third step was noting down and classifying the meanings of verbal and non-verbal sign and the types of meanings and functions of verbal and non-verbal sign on *Garnier* product advertisement.

#### **4.3 Methods and Techniques of Analyzing Data**

Qualitative method was used in analyzing the data. The data was analyzed descriptively through three steps. First, the verbal and non-verbal signs of the advertisement were classified by using theory of sign proposed by Chandler (2001). Second, the types of meaning and function of the advertisement were classified by using theory of meaning and function proposed by Leech (1974) and the third, the colour terms of the advertisement were described by using the theory of colours by Herman Cerrato (2012).

### **5. Result and Discussion**

The *Garnier* product advertisement was *Garnier Sakura White*. It was the newest product of *Garnier*. The benefit of this product is for brightening up the skin tone and makes it more luminous.

#### **5.1 Types of Meaning and Function of Verbal and Non-verbal Messages in *Garnier Sakura White* Advertisement**

The meaning and function was analyzed according to the components of the advertisement.

1. The headline of this advertisement is *5000 Sakura Pearls in Super Hydrating Gel*. This sentence reflected conceptual meaning because it showed sparkled beads of pink pearls in the product. The headline also has informational and

aesthetic function due to the advertiser gives new information to the readers that this product contains a thousand beads of pink pearls in it.

2. There were two body copies of this advertisement. The first sentence was *For rosy, glowing, soft skin*. It reflected conceptual meaning and informational function because the advertiser gives information about the result when using this product through the image of a young girl whose skin is baby pink, gentle and glowing. The second sentence was *New Garnier Sakura White*. It reflected conceptual meaning and informational function because the advertiser gives new information through the image of a bottle of the product which contains sakura white flowers in it and this product is a new product which is offered by *Garnier*.
3. The signature line (logo) of this advertisement is in the form of the brand name of the product *Take Care. Garnier*. It reflected conceptual meaning because it showed the brand name of the product in this advertisement. It also contained informational function because the advertiser introduces the product by mentioning the name of the product to the readers. The advertiser wants the readers to get and buy this product.

## **5.2 The Meanings of Verbal and Non-verbal Sign Presented in *Garnier Sakura White* Advertisement**

### **5.2.1 Verbal Sign**

The headline was *5000 Sakura Pearls in Super Hydrating Gel* signified the gel product contains 5000 sakura pearls. The sentences as the body copy were *For rosy, glowing, soft skin* and *New Garnier Sakura White*. The first sentence signified this *Garnier* product can makes the skin more pink, shining, and gentle. The second sentence was the recent product of *Garnier*. The signature line (logo) was *Take Care. Garnier*. signified the brand name of the product.

### **5.2.2 Non-verbal Sign**

The image of a young and beautiful Thai girl whose skin is rosy and smiling with a pink flush on the cheeks which described when the girl used the product, it makes her skin beautiful and her cheeks is more pink. There is a bottle of sakura white product beside the girl which colour is pink, purple, and white which represents that the product can make the girl skin become clean, more bright, looks sweet, and admirable. The images of two beads of pink pearls, sakura flowers, and pink gel described that this product contains beads of pink pearls, sakura flowers extract, and the foam is a gel-like texture in pink. The background colour of the advertisement is pink and white which symbolizes femininity, admiration, cleanliness, and freshness. There is also an image of green leaf which closes to the logo of the product. It represented the naturalness and freshness.

## **6. Conclusion**

Generally, the types of meaning and function were conceptual meaning and informational function which were recognized in this advertisement in order to persuade the consumers.

In the meanings of verbal and non-verbal sign, it can be said that those signs were related to each other due to what was written by the advertiser in the form of verbal sign was appropriate with what was described by the advertiser in the form of non-verbal sign. The advertiser conveyed the meanings through interesting images and colours of non-verbal signs and the verbal signs have creative language and simple structure which can be easily attracting one's attention and it makes the consumer easy to understand.

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