

Verbal And Visual Signs On Airlines Advertisements: A Semiotic Study

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Abstrak

Tulisan ini berjudul " Verbal and Visual Sign on Airlines Advertisements: A Semiotic Study". Data diambil dari satu sumber yaitu www.youtube.com, dengan teknik observasi dan pencatatan. Skripsi ini menganalisis dan membicarakan bentuk-bentuk aspek visual dalam Garuda Indonesia dan Singapore Airlines iklan yang berbentuk video dan pengertian dari narasi berdasarkan aspek-aspek verbal didalam kedua iklan. Alasan dari memilih iklan Garuda Indonesia dan Singapore Airlines adalah karena kedua iklan memiliki visualisasi yang baik yang juga merupakan perwakilan Asia Tenggara untuk menjadi maskapai penerbangan terbaik didunia.

Terdapat dua teori yang digunakan untuk menganalisis kedua data ini. Teori elemen-elemen komunikasi visual dan teori penggambaran verbal dalam buku yang berjudul "Advertising as Communication" dengan pengarang Dyer (1993) dan juga teori makna dengan pengarang Geoffrey leech (1974) yang berjudul Semantic.

Dari analisis tersebut, ditemukan bahwa macam-macam aspek visual dan verbal dengan menganalisis kedua video memiliki makna untuk menarik pemirsa dan membantu mereka mengungkapkan makna yang lebih dalam dari video iklan Garuda Indonesia dan Singapore Airlines.

Keywords: visual, verbal, video, communication, advertisement, airlines

1. Background of the Study

In the global era, advertisement exists everywhere because we cannot walk down the street, go through our email, read a magazine or take a train without encountering one. As a communication for the public, the companies usually use the verbal and visual communication to make people interested in the product itself. Many companies already understand the effectiveness of video to reach consumers through advertising. Semiotics is the study of sign and symbols, and of their meaning and use (*Oxford Advanced Learner's Dictionary* (2007). The advertisement in videos of Garuda Indonesia and Singapore Airlines are two types seen from the semiotic viewpoint that obviously

consist of sign, symbol, and meaning. Plain direct language can attract attention and emphasizes the picture. It means that the verbal signs as the language are also supported by the visual or nonverbal signs.

2. Problems

Based on the background above, the problems can be formulated as follows:

1. What kinds of verbal and visual signs are used in the Garuda Indonesia and Singapore Airlines flight advertisements?
2. What is the meaning of verbal and visual signs found in the Garuda Indonesia and Singapore Airlines flight advertisements?

3. Aims

- a) To describe the kinds of verbal sign and visual signs in Garuda Indonesia and Singapore Airlines flight advertisements.
- b) To analyze the meaning of verbal and visual sign in the Garuda Indonesia and Singapore Airlines flight advertisements.

4. Research Method

The data were produced by the official account of Garuda Indonesia and Singapore Airlines companies on www.youtube.com. The data were collected by observation and documentary methods and the data were also collected through library research and online research. Each advertisement video is analyzed using the descriptive method using Dyer's theory and Leech Theory's.

5. Result and Discussion

There are six components of visual communication elements used in Garuda Indonesia and Singapore Airlines advertisements or commercial videos. The identification could be presented as follows:

No	Elements	Garuda Indonesia	Singapore Airlines
1	Appearance	The passenger who is a little	The cabin staff,

		boy named Nicky, but the age for all models between 8-50 years old.	which is the flight attendant and has proportional body the age between 8-60 years old
2	Manner	Expressions	Gesture
3	Activity	The characters are take attention to the main character	The main character take attention to the other support actor and actress
4.	Props	Garuda Indonesia facilities	The things that describe many countries from the places they took.
5.	Setting	Airport and Garuda Indonesia Airplane	San Francisco, India, London, Thailand
6.	Photographs and Images	Close up to the expressions	Focus to the main character

The verbal representation for Garuda Indonesia and Singapore Airlines Commercial Video 2014 was textual analysis. The interpreter or the analysis discovered the meaning of the story and the message that they want to share to their customer. It was important to know the message of the narrator's stories.

GARUDA INDONESIA ADVERTISEMENT VIDEO

1 st Line	I Remember the day Young Nicky a bit reluctant to a farewell to his friends.	The young child name Nicky have to go and separated with his friends to his new home.
2nd Line	As he embarked to his journey to his new home. To somewhere his never heard of Some place fare away I can feel his restlessness and anxiety.	He felt bad and worried that can see in his face about his life and the new situation in his new place with different people, language, and culture.
3rd Line	And then, it happened, His heavy heart eased Making way for the widest wild.	Nicky feels better and his face like said he is ready to meet a new friend when he meets young Indonesian girl.
4th Line	His never too young To understand that discovering something new can be magical. When you open his mind and heart.	Make a new journey and feel many things in this world also have huge experience which is really memorable is not depends on age.
5th Line	When you open your mind you senses open to endless possibilities Isn't it time you fly with one of the most awarded airlines in the world.	Every possibility will come and Garuda Indonesia which is get many awarded from international achievements can bring that moment to make new friends with their international flight.
6th Line	Garuda Indonesia The airlines of Indonesia	The tag line from Garuda Indonesia

SINGAPORE AIRLINES ADVERTISEMENT VIDEO

1 ST Line	Growing Up, I have always wanted to fly To see the world and all the beauty that lies inside.	when we have a dream to visit many countries and just dreaming about flying free like a bird to see all of the beautiful things in the world.
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2 nd Line	The touch, the smell and the taste, Seem all familiar.	Although go to some places and different culture that we will meet, but from the comfortable flight we can know the place we never visit before.
3 rd Line	Feels like home Sometimes what I love most.	The comfortable conditions with different culture we can feel a home when we accepted in a many situation and follow the rule also the tradition.
4 th Line	We are sharing the many magical moment and bring the world To the life of many others.	Sharing with many people that many places really magical.
5 th Line	Singapore girl You are great way to fly.	The logo of Singapore Airlines

6. Conclusion

The meaning of Garuda Indonesia advertisement video is about the child that would be moved from his own (west) Country to Indonesia using Garuda Indonesia in his first flight with his strange feeling until He got something happen on the way in the airplane making him unworried any more about his new journey.

The meaning of the Singapore Airlines video in the video is the flight attendant in full uniform flying to many countries. She always does not forget to smile and always helps take care of the people she meets. The message from the video is understood from this flight attendant, a Singaporean girl, who is really kind and a great woman to take care of people as commonly practiced in all cabins in Singapore Airlines Company.

The two airlines videos used 20 elements from 6 categories of visual communication elements, and the textual analysis for the verbal presentation in this Singapore Airlines Video.

From the analysis of verbal meaning from the narration, it could be concluded that the visual and verbal aspects have important role in conveying the narration message of the narration. It can be said that the fusion of the visual and verbal aspects in the video and its narration are the right combination to tell and emphasize to the people about the meaning of the advertisements itself, it would be easier to understand what would be conveyed through the video if the visual signs and verbal representation are mutually supporting with the text.

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