

Verbal and Non-Verbal Signs in Football Shoes Advertisements

Kadek Ari Sukmantara

English Department – Faculty Of Arts – Udayana University
[arick.ciil@yahoo.com]

Abstrak

Studi ini berjudul "Verbal and Non-verbal Signs In Football Shoes Advertisements". Permasalahan yang dirumuskan dalam penelitian ini adalah jenis fungsi bahasa dan hubungan tanda verbal dengan tanda non verbal yang disajikan dalam iklan sepatu sepak bola. Hal ini bertujuan untuk mendeskripsikan jenis fungsi bahasa dan menganalisa relasi tanda verbal dengan tanda non verbal yang disajikan dalam iklan sepatu sepak bola.

Iklan sepatu sepak bola diambil dari Adidas, Nike dan Puma di situs internet yang digunakan sebagai sumber data karena iklan ini menyajikan perpaduan yang baik antara warna, gambar dan pilihan kata daripada iklan lainnya yang juga terdiri dari tanda-tanda verbal dan non-verbal. Penelitian yang dilakukan dengan metode kepustakaan dengan metode dokumentasi dan teknik pencatatan digunakan untuk mengumpulkan data maka metode kualitatif digunakan untuk menganalisis data berdasarkan teori yang diajukan oleh Leech tentang fungsi bahasa. Dia menyatakan bahwa ada lima fungsi bahasa. Teori tanda yang dipakai adalah teori yang diusulkan oleh Chandler. Dia menyatakan bahwa sebuah tanda terdiri dari "penanda" dan "tanda".

Dalam hasil analisis data fungsi bahasa dalam iklan sepatu sepak bola, pengiklan cenderung menggunakan fungsi informasi untuk menyampaikan atau memberi informasi kepada pembaca tentang produk sehingga mereka dapat menarik minat dan membelinya. Kedua jenis tanda saling terkait karena apa yang tertulis dalam tanda verbal sesuai dengan apa yang ditunjukkan dalam tanda non-verbal. Mereka saling mendukung untuk membuat kombinasi yang bagus dalam iklan.

Kata kunci: fungsi bahasa, tanda verbal dan non verbal, iklan.

1. Background of the study

According to Merriam-Webster, sign is a piece of paper, wood, etc., with words or pictures on it that gives information about something. Saussure cited in Chandler (2001:28) defines a sign as the composition of a "signifier" and "signified". Signifier is the form

which the sign takes. Signified is the concept it represents both in verbal and non-verbal.

Verbal sign is the text of an advertisement. The text in an advertisement explains the product and other terms supporting the product. Non-verbal sign is the picture, which

presents the kind of product; logo of the company and the color of the advertisement.

The reason to choose advertisement as the analysis of verbal and non-verbal sign is that there are many attractive and unique advertisements with awesome pictures, nice colors and good words or sentences to make consumers interested in it. The advertisements of football shoes from Adidas, Nike and Puma are interesting to analyze because they present good combination between colors, pictures and the unique word choices than other advertisements. Based on those reasons, it is interesting to analyze those advertisements based on verbal and non-verbal signs.

2. Problems of the study

Based on the background mentioned above, the problems are:

1. What types of language function of verbal and non-verbal signs are found in football shoes advertisements ?
2. What are the relations between verbal and non-verbal signs presented in football shoes advertisements ?

3. Aims of the study

Having looked at the problems above, the aims of the study are:

1. To describe the types of language function of verbal and non-verbal signs in football shoes advertisements.
2. To analyze the relations between verbal and non-verbal signs presented in football shoes advertisements.

4. Research Method

The research method applied in this study can be divided into four components, they are data source, method and technique of collecting data, method and technique of analyzing data, method and technique of presenting data analysis.

4.1 Data Source

The data required for this research were taken from football shoes advertisements on internet site. The data were taken from Adidas ACE15 advertisement published on May, 2015, Nike Mercurial Vapor Superfly III advertisement published on August, 2011 and Puma Lightweight Dragon evoSpeed 1.3. advertisement published on June, 2015.

4.2 Method and technique of Collecting Data

The research was done by library research with documentation method and note-taking technique. The data were downloaded from internet site. The first thing to do was downloading and conducting the football shoes advertisements, then reading them while doing note-taking for the types of language function of the advertisements and finally analyzing the relations between verbal and non-verbal signs in football shoes advertisements.

4.3 Method and Technique of Analyzing Data

The data were analyzed using the descriptive qualitative method through three steps. First, the types of language functions of the advertisements were described using the theory of language function proposed by Leech (1974: 40-42) then the relations between verbal and non-verbal signs were analyzed using the theory of sign proposed by Chandler (2001: 28).

4.4 Method and Technique of Presenting Data

The descriptive qualitative method was used to present data analysis. The result of data analysis of the first problem was explained descriptively based on the theory of language functions proposed by Leech (1974: 40-42). On the second problem, the result of data analysis was explained descriptively based on the theory of sign proposed by Chandler (2001: 28).

5. Analysis



Nike Mercurial Vapor Superfly III
Advertisement

5.1 Types of Language Function of Verbal and Non-verbal Signs in Nike Mercurial Vapor Superfly III Advertisement

The analysis types of language function are found in this advertisement can be seen as follows:

5.1.1 Informational Function

The sentences “THE MERCURIAL VAPOR SUPERFLY III, OUR MOST EXPLOSIVE BOOT YET. SUPERLIGHT, SUPER STRONG WITH ADAPTIVE STUD TECHNOLOGY FOR MAXIMUM SPEED AND TRACTION. THE NEON HEEL GRAPHIC INCREASES VISIBILITY FOR INSTANT DECISION MAKING AND DEADLY PASSING FROM YOUR TEAM MATES. OWN THE SPOTLIGHT”, “MERCURIAL VAPOR SUPERFLY III”, and the technical term “NIKEFOOTBALL.COM” have informational function because the advertiser would like to deliver or give information to the readers about Nike Mercurial Vapor Superfly III, its technologies that have capability to make the wearers run faster than before and its official website

“NIKEFOOTBALL.COM” where the consumers can get further information about this product. It is supported by the pictures of this football shoes which step the ground and makes it upraised by its strong stud then the lighting strips that represent this football shoes is the faster one. The colors show the lifting spirit, creativity, perfection, freshness and the luxurious colors. It shows that this football shoes are perfect for the wearers who need faster in luxurious way so they can increase their spirit to be creative in the play.

5.1.2 Expressive Function

The sentences “BE FAST BE SEEN”, “THE MERCURIAL VAPOR SUPERFLY III, OUR MOST EXPLOSIVE BOOT YET. SUPERLIGHT, SUPER STRONG WITH ADAPTIVE STUD TECHNOLOGY FOR MAXIMUM SPEED AND TRACTION. THE NEON HEEL GRAPHIC INCREASES VISIBILITY FOR INSTANT DECISION MAKING AND DEADLY PASSING FROM YOUR TEAM MATES. OWN THE SPOTLIGHT”, “MERCURIAL VAPOR SUPERFLY III” have the expressive function because the advertiser would like to

express his/her feeling to the readers about the benefit of Nike Mercurial Vapor Superfly III which can “BE FAST BE SEEN” with its technologies such as adaptive stud technology and neon heel graphic. It is supported by the pictures of strong stud that penetrate the ground and lighting strips and also the colors that show the lifting spirit, creativity, perfection, freshness and the luxurious colors. It shows that this football shoes are perfect for the wearers who need faster in luxurious way so they can increase their spirit to be creative in the play.

5.2 The Relation Between Verbal and Non-verbal Signs in Nike Mercurial Vapor Superfly III Advertisement

The analysis of relations between the verbal and non-verbal signs found in nike mercurial vapor superfly III advertisement.

5.2.1 Verbal Signs

The explanation about the analysis of the verbal signs in Nike Mercurial Vapor Superfly III advertisement is explained below:

5.2.1.1 Sentences

- a. The sentence “BE FAST BE SEEN” signifies that this Nike Mercurial Vapor Superfly III makes the wearers look faster in running than before. This sentence is the headline of the advertisement because it is written in the largest font size and all capitalized. The colors of the words “BE FAST” are yellow and the words “BE SEEN” are white on the dark background and they are written in capitalized. The color of the words “BE FAST” is yellow and the words “BE SEEN” is white on the dark background represent the happiness to “BE FAST” and perfection to “BE SEEN” in the luxurious of Nike Mercurial Vapor Superfly III.
- b. In the body copy of the advertisement, there are sentences “THE MERCURIAL VAPOR SUPERFLY III, OUR MOST EXPLOSIVE BOOT YET. SUPERLIGHT, SUPER STRONG WITH ADAPTIVE STUD TECHNOLOGY FOR MAXIMUM SPEED AND TRACTION. THE NEON HEEL GRAPHIC INCREASES VISIBILITY FOR INSTANT DECISION MAKING AND DEADLY PASSING FROM

YOUR TEAM MATES. OWN THE SPOTLIGHT” which signify that the advertiser introduces the new generation of the most explosive football shoes which make the wearers faster, more visible than before with the adaptive stud technology and neon heel graphic so they can be superstar on the field.

- c. The sentence “MERCURIAL VAPOR SUPERFLY III” signifies the name of the product is “MERCURIAL VAPOR SUPERFLY III”. The word is written capitalized with their trademark font style because the font style has become popular around the world and Roman number “III” signifies the third generation of the Mercurial Vapor Superfly. The sentence is shown in the signature line (logo) as it gives information about the product’s name.

5.2.1.2 Technical Terms

- a. The technical term “NIKEFOOTBALL.COM” signifies the sport brand’s website where the readers can get further information or buy the product “NIKEFOOTBALL.COM”. The sentence is called standing detail

because it adds additional information on the advertisement. It is written in white letters and capitalized on the dark background in order to make the readers easy to catch the information.

5.2.2 Non-verbal Signs

The explanation about the analysis of the non-verbal signs in Nike Mercurial Vapor Superfly III advertisement is as follows:

5.2.2.1 Pictures

- a. The picture of swoosh logo represents the logo of Nike (the sport brand).
- b. The shadows of lighting strips represent that this Nike Mercurial Vapor Superfly III can help the wearers get the high speed.
- c. The picture of Nike Mercurial Vapor Superfly III in front part that steps the ground represents the strong studs on Nike Mercurial Vapor Superfly III that makes the wearers unstoppable because they only step using the front part of it.
- d. There is chunk of football field’s ground that is upraised that represents that this Nike Mercurial Vapor Superfly III makes the

wearers faster and stronger when playing on the field.

- e. There are sharp studs penetrating the ground which represents the strong studs for the maximum speed and traction.

5.2.2.2 Colors

- a. The green color represents the nature and freshness of this football shoes.
- b. The purple color of the football shoes represents the creativity, so when the wearers wear this football shoes they can increase their creativity in playing football.
- c. The black color represents luxury, elegance and sophistication of this football shoes.
- d. The white color of the football shoes represents perfection, so when the wearers wear this football shoes they can do their perfect play.
- e. The yellow color of the football shoes represents happiness, lift spirit, and raise expectations, so when the wearers wear this football shoes they can increase their happiness in playing football.

In relation to the relation between verbal and non-verbal signs, this advertisement has a good combination between those elements.

Nike Mercurial Vapor Superfly III is the football shoes especially made for the wearers who want to increase the speed. The verbal sign supports it using the sentence “BE FAST BE SEEN” in the headline of the advertisement and non-verbal sign also supports it showing the pictures of lighting strips, the studs that penetrate the ground and the chunk of football field that is upraised represent that this football shoes is especially for increasing speed so if the wearers wear this football shoes, they can “BE FAST BE SEEN” and be a superstar in the game.

6. Conclusion

There are five language functions used to analyze the types of language function in advertisement, they are informational, expressive, directive, aesthetic and phatic function. In the result of data analysis of language function in the football shoes advertisements, the advertiser tends to use informational function to deliver or give information to the readers about the product so they are interested in and buy it.

The analysis of the verbal sign presented in the football shoes is based on the components such as headline,

sub headline, body copy, signature line and standing detail but the analysis of the non-verbal sign presented in the football shoes advertisements is based on the illustration component. In this analysis, it shows that the verbal and non-verbal signs are related to each other as what is written in the verbal sign is appropriate with what is shown in the non-verbal sign. They support each other in order to make a good combination in the advertisement.

7. Bibliography

- Adnan. 2007. Verbal and Visual Presentation In The English Advertisement. Undergraduate Thesis. Denpasar: Udayana University.
- Cerrato, Herman. 2012. *The Meaning of Colors: How Colors Impact Our Daily Life In Business, Art, Work And Love*. Accessed on 12th of April, 2016. Available from <http://hermancerrato.com/graphic-design/images/color-images/the-meaning-of-colors-book.pdf>
- Chandler, Daniel. 2001. *Semiotic for Beginners*. Accessed on 12th of April, 2016. Available from <http://visual-memory.co.uk/daniel/Documents/S4B/>
- Dohaei. 2015. A Discourse Analysis of Coffee and Chocolate Print Advertisement: Persian EFL Learner's Problems in Focus. *International Journal of Social Science*. Vol. 6
- Dyer, Gillian. 1982. *Advertising as Communication*. Accessed on 12th of April, 2016. Available from http://www.academia.edu/9183295/Advertising_as_Communication
- Hornby, A.S. 1995. *Oxford Advanced Learners Dictionary*. Oxford: Oxford University Press
- Karang. 2015. Analysis of Cosmetic Product Advertisements In English Printed Magazines. Undergraduate Thesis. Denpasar: Udayana University.
- Leech, G. 1966. *English in Advertising a Linguistic Study of Advertising*. *Great Britain*, London: Longman Group Limited.
- Leech, G. 1974. *Semantics: The Study of Meaning*. London: Penguin Books. Accessed on 12th of April, 2016. Available from https://yanjianghk.files.wordpress.com/2014/09/geoffrey_leech_semant

ics the study of meani
ng.pdf

Najafian. 2011. Advertising Social Semiotic Representation: A Critical Approach. International Journal of Industrial Marketing Vol.1.

Rakanita. 2016. Verbal and Non-Verbal Messages In Garnier Product Advertisement. Undergraduate Thesis. Denpasar: Udayana University.

Webster, Merriam. *Sign*. Accessed on 12th of April, 2016. Available from <http://www.merriam-webster.com/dictionary/sign>