

**VERBAL AND VISUAL SIGNS
IN BMW WINTER TYRES ADVERTISEMENT
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Abstrak

Judul dari jurnal ini adalah “Tanda Kalimat dan Tanda Gambar pada Iklan Ban Musim Dingin BMW.” Majalah sebagai media cetak berisikan banyak iklan yang ditawarkan oleh perusahaan. Setiap iklan memiliki dua tanda yaitu tanda kalimat dan tanda gambar. Oleh karena itu, jurnal ini bertujuan untuk menganalisis tanda kalimat dan tanda gambar yang terdapat pada iklan ban musim dingin BMW. Iklan tersebut diambil dari majalah BMW Car (Nopember, 2012). Untuk menganalisis iklan tersebut, jurnal ini menggunakan metode dokumentasi pada pengumpulan data dan metode kualitatif pada penganalisisan data. Dalam menganalisis pokok permasalahan menggunakan teori tanda kalimat dan gambar yang dikemukakan oleh Dyer dan teori pendukung yang dikemukakan oleh Leech mengenai komponen media cetak yang terdiri dari headline/kepala berita, illustration/gambar, body copy/isi berita, signature line/cap dagang, dan standing details/informasi. Hasil dan pembahasan menunjukkan bahwa tanda kalimat dan tanda gambar terdapat pada iklan ban musim dingin BMW. Tanda kalimat terdapat pada beberapa komponen media cetak, seperti pada kepala berita, isi berita, cap dagang dan informasi. Sementara ilustrasi/ gambar sebagai komponen media cetak terdapat pada tanda gambar yang terlihat penuh dengan warna untuk memberikan pesan dan menarik perhatian pembaca.

Kata kunci: tanda kalimat, tanda gambar dan iklan.

1. Background of the Study

Dyer (1982:2) proposed advertising is a means of drawing attention to something or notifying or informing somebody about something. The primary function of advertising is to introduce a wide range of consumer goods to the public and thus to support the free market economy.

Printed advertisement which is also known as press advertisement can be found, for instance, in the form of brochures, newspapers, catalogues, and magazines. In the printed advertisement, especially the magazine, there are two signs that occur, namely verbal and visual signs. Language, sentence or words are verbal signs whereas visual sign is commonly presented by the picture. Both verbal and visual signs are really important in order to convey the message intended for the readers, therefore it can arouse the interest or attention of the readers and at the same time passing on truthful information about the product or service to be sold.

Regarding to the globally rapid development, automotive companies, especially car companies are compete in showing, selling and promoting the products. They are trying to get the people's attention using advertisements, especially printed advertisement. In order to persuade the target market to buy their product, they have creative method to motivate the reader and consumer.

BMW as a biggest car company has BMW Car Magazine as the mass communication to promote the products. The readers can find more news about BMW in the magazine, such as; latest BMW, favorite BMW, old BMW, BMW accessories, BMW car insurance, BMW in race, etc. The verbal and visual signs are easily found in the BMW Car Magazine. It is very interesting to investigate the presentation of visual part or picture and the language or text used in the BMW Car Magazine.

2. Problems of the Study

Based on the background stated above, the problem of the study was "What are the verbal and visual signs presented in the BMW Winter Tyres advertisement?"

3. Aims of the Study

Based on the background and problems stated above, the aim of the study was "To describe and analyze the verbal and visual signs in the BMW Winter Tyres advertisement."

4. Research Method

Research method is a method used in a process of how people approach the problems and seek the answers through finding, collecting and analyzing the data. Qualitative method was used in this writing. The qualitative method is a method to find out the answer to the problems and the information in narrative way. In this writing, there are three steps formulated as follows:

4.1 Data source

The data source were presented and analyzed in the form of advertisement taken from English magazine, namely *BMW Car Magazine* (November 2012). It is a monthly magazine and contains more news about BMW, especially the advertisement about BMW products. The advertisement is *BMW Winter Tyres*.

4.2 Method and Technique of Collecting Data

Data collection should be relevant, accurate, and reliable. The documentation method was used in collecting the data. The data were chosen randomly, then read and understood carefully. Next, the data were collected and analyzed to make them easier to be analyzed.

4.3 Method and Technique of Analyzing Data

The data were analyzed qualitatively. First, the components of this advertisement were analyzed based on theory of components of printed advertisement proposed by Leech (1966) that consists of headline, illustration, body copy, signature line and standing details. Then, the verbal sign and visual sign presented in the data were analyzed based on theory the verbal sign and visual sign proposed by Dyer (1993).

5. Analysis of Verbal and Visual Signs in BMW Winter Tyres Advertisement



The advertisement features a central visual equation: a thermometer showing a temperature drop, followed by a plus sign, a BMW winter tyre, an equals sign, and a traffic light with the red light illuminated. This visualizes the concept of 'Drop, Swap, Stop'.

BMW Winter Tyres
www.bmw.co.uk/winter-tyres

The Ultimate Driving Machine

DROP, SWAP, STOP.
WHEN TEMPERATURES FALL BELOW 7°C
IT'S TIME FOR A WINTER TYRE CHANGE.

Many drivers don't appreciate that the performance of their tyres is affected when temperatures drop below 7°C which, let's face it, is on most days in a typical British winter.

A set of winter wheels and tyres with their special rubber compound and grooves is available from £700 RRP per set*, and means you'll have no problem stopping – or going – during the colder months. To make life easier for you, we'll even store your standard wheels and tyres for just £30 until it's time to switch them back again in spring.

For more information on using winter tyres in colder conditions, or to locate your nearest dealer, please visit www.bmw.co.uk/winter-tyres or call us on 0800 5610 080.

Participating dealers only, winter wheels and tyres are available on selected models and subject to availability. Calls to BMW Customer Information are free from BT landlines. Call charges from other networks may vary, please check with your provider.
*Recommended retail price of £700 is based on steel wheel style 12, tyre dimension 195/55R16 87H and one set of wheel covers for BMW 1 Series. Wheel shown is alloy wheel style 141, tyre dimension 205/50R17 89H, recommended retail price of £1,340. All prices are for a set of four wheels and tyres, prices include VAT but exclude fitting.

5.1 Presentation of Verbal Sign

The verbal sign in advertisement of BMW Winter Tyres is in the form of text. It was analyzed based on its components of printed advertisement. The components of printed advertisement are:

- a. Headline of this advertisement is:

DROP, SWAP, STOP.

- b. Body copy of this advertisement consists of several sentences and phrases.

It tells about winter tyres for the BMW. The body copy consists of:

- **WHEN TEMPERATURES FALL BELOW 7°C**
IT'S TIME FOR A WINTER TYRE CHANGE.

Many drivers don't appreciate that the performance of their tyres is affected when temperature drops below 7°C which, let's face it, is on most days in a typical British winter.

A set of winter wheels and tyres with their special rubber compound and grooves is available from £700 RRP per set*, and means you'll have no problem stopping - or going - during the colder months. To make life easier for you, we'll even store your standard wheels and tyres for just £30 until it's time to switch them back again in spring.

c. Signature line consists of:

- BMW Winter Tyres
www.bmw.co.uk/winter-tyres
The BMW logo
The Ultimate Driving Machine

These trademark, website, logo and slogan are placed on the top of page in the two white boxes. The logo is formed in circle with BMW letter in the black color and also blue and white color in the middle. This is the characteristic of BMW logo.

d. Standing details of this advertisement consist of:

- For more information on using winter tyres in colder conditions, or to locate your nearest dealer, please visit www.bmw.co.uk/winter-tyres or call us on 0800 5610 080.
The text above is placed in near the bottom of page which written in blue color.
- Participating dealers, winter wheels and tyres are available on selected models and subject to availability. Calls to BMW Customer Information are free from BT landlines. Call charges from other networks may vary, please check with your provider.
- *Recommended retail price of £700 is based on steel wheel style 12, tyre dimension 195/55R16 87H and one set of wheel covers for

BMW 1 Series. Wheel shown is alloy wheel style 141, tyre dimension 205/50R17 89H, recommended retail price of £1,540. All prices are for a set of four wheels and tyres, prices include VAT but exclude fitting.

These sentences above is placed in the bottom of page which written in small style.

5.2 Presentation of Visual Sign

The visual sign in advertisement of BMW Winter Tyres can be defined in the form of picture. It was analyzed based on its components as printed advertisement. The component of printed advertisement is:

- a. Illustration of this advertisement gives some impression of the subject or picture. The visual signs consist of the picture of a thermometer, a tyre and a traffic light are the main attraction for the readers. It is because the pictures are placed near the top of page of the advertisement and dominating half a page of the advertisement. All pictures are known by everybody and can be faced in everywhere. But, in this case, the advertiser describes differently, that is, the thermometer plus the new tyre with grey wheel equalizes the red traffic light.

6. Conclusion

In this case, there were some points explained based on the analysis and findings in the chapter three. These points can be described as the conclusion of this study as follows.

First, presentation of verbal sign as text or sentence can be found in the BMW Winter Tyres advertisement. It was analyzed based on the components of printed advertisement. The headline is placed in the middle of page or under of the picture written in capital letters with the bold style and black color. The headline is usually called the theme of the advertisement. The body copy is written with long texts or sentences to give information on all of the products offered by the company. The

signature line is placed on the top of page in the two white boxes with trademark, logo and slogan of the company. The standing details is written in the bottom of page of the advertisement and aimed to give further information from the website or phone number, explains other information, such as models and prices of the products.

Second, presentation of visual sign as picture can be found in the BMW Winter Tyres advertisement. It was analyzed based on illustration as part of the component of printed advertisement. The illustration usually gives some impression of the subject or picture. In the BMW Winter Tyres, the illustration consists of some pictures, there are a thermometer, a new tyre with grey wheel and a red traffic light.

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