

# THE ANALYSIS VERBAL AND NON-VERBAL SIGNS OF PRINTED PUBLIC SERVICE ADVERTISEMENTS

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## ABSTRAK

1. *Internet merupakan media iklan yang sangat efektif pada masa kini karena internet sangat mudah diakses oleh banyak orang kapanpun dan dimanapun baik dari layanan internet yang diakses dengan menggunakan computer jinjing, tablet computer, atau juga dengan handphone. Setiap iklan layanan masyarakat di internet mengandung tanda-tanda verbal dan non-verbal yang memiliki makna dan fungsi. Penelitian ini menggunakan 2 iklan layanan masyarakat yang diambil dari internet, sebagai data di dalam penelitian ini. Setiap tanda-tanda dalam iklan layanan masyarakat memiliki makna tersendiri yang saling berhubungan dan saling mendukung satu sama lainnya. Tanda-tanda di dalam iklan memiliki makna yang berfungsi membuat masyarakat lebih sadar dan memahami tentang apa yang disampaikan dalam iklan tersebut. Selain memiliki makna, tanda-tanda di dalam iklan juga mempunyai fungsi yang juga mengacu pada fungsi iklan tersebut. Iklan yang digunakan sebagai data dalam penelitian ini pertama-tama diidentifikasi strukturnya dan di analisa sesuai dengan struktur iklan tersebut. Penelitian ini menggunakan teori dari Leech yang mengidentifikasi conceptual dan connotative meanings (1981:9-11) dan juga teori functions (1974:47-50). Selain teori dari Leech penelitian ini juga menggunakan teori dari Color Psychology, (2000) 'How Colors Impact Moods, Feelings and Behaviors, untuk menganalisa makna dari warna-warna yang digunakan dalam iklan tersebut. Penelitian ini menghasilkan temuan ternyata makna dari tanda-tanda dalam iklan layanan masyarakat menyadarkan kita tentang hal-hal yang berguna untuk kehidupan kita. Fungsi dari dibuatnya iklan layanan masyarakat adalah untuk menyadarkan dan mengajak kita melakukan sesuatu yang berguna bagi kehidupan kita.*

*Kata kunci: iklan layanan masyarakat, makna, fungsi*

### 1. Background of the Study

The term advertisement is a common phrase heard every day in our lives. It exists in many forms of information and communication media such as

newspaper, magazines, television, radio, and internet. According to Leech (1966:25), advertisement is a means of communication which tries to persuade people or tell people about certain product, job or service and it can take the form of a notice, picture, text, film, song, or combination of all. Advertisement usually contains verbal signs and non-verbal signs used to get readers attention and to persuade the readers.

Generally, advertisement can be differentiated in two types, commercial advertisement and public service advertisement. Commercial advertisement is advertisement which gives information about something product, product launching or promotes sales and service. Public service advertisement is advertisement which is used to promote something positive for society, for examples as a government site to launch the new regulation, a warn, and to give national information. Public service advertisements are also at two kinds, government public service advertisement and non-government public service advertisement. Government public service advertisement is the advertisement which is used to launch new regulation, and to give national information. Non-government public service advertisement is the advertisement which gives social education to society, for example, advertising which gives explanation to stop illegal logging, advertising on the invitation to care and adopt the homeless animal, and advertising who tell the reader to respect environments. Advertisement usually contains verbal signs, verbal signs in advertisement always represents words, or texts.

Press (newspaper, magazine), television, films, and internet, is the media of advertisement. Talking about media of advertisement, internet is the famous media to advertise something, it is because internet is one of the easiest media found nowadays, the internet can be accessed through our mobile phone or other gadgets. Public service advertisement is totally different from the objective of a standard advertisement that is to market a product. It is intended to change the public interest by raising awareness of an issue, affect public attitudes, potentially stimulating action, and persuade to do something good for society.

What are the meaning and functions of the verbal and non-verbal messages of the printed public service advertisement? Based on those phenomena

printed public service advertisement is chosen as the object of this study. This study must be conducted because not all people can interpret the meaning, and function of the advertisement. The reason of choosing internet site as the main focus of this study is that it is very popular media to advertise in this century and it can also be access easily by everybody.

## **2. Problems of the Study**

What are the meaning and functions of the verbal and non-verbal messages of the printed public service advertisement?

## **3. Aims of the Study**

According to those problems, the aims of this study are to analyse the meanings and functions of the verbal and non-verbal messages of the printed public service advertisements.

## **4. Research Method**

In this study, the research method can be described as follows:

### **4.1 Data Source**

The data for this study were obtained from *google.com* because in *google.com* there are many examples of public service advertisement provided. Therefore, it makes this study easier to find the best examples that can give the best result.

From *google.com* there are two examples taken as the data source of this study. They are: Public Service Advertisement by Oddycentral, campaign the right of animal and public service advertisement by LCAAnimal.Org.

They were chosen as the data sources because they are the most important issue in the last few years in the world. It can be seen from the world summit about global warming in 2008 in Bali. Some countries discuss about the reasons why the global warming has happened. Care about animal and the environment is the important thing to do by all the people in this century to save the ecosystem and make people respect with animal and environment.

## 4.2 Method and Technique of Collecting Data

The data were collected using documentation method. The techniques which were done in collecting the data consist of three steps. The first step was obtaining the printed public service advertisement from the internet, the second step was identifying the structure of the public service advertisement, and the last was identifying the verbal and non-verbal signs of the advertisement. Internet was chosen because internet is one of the easiest media to be found nowadays, internet can be accessed through our mobile phone or other gadgets every time.

## 4.3 Method and Technique of Analyzing Data

The collected data were analyzed qualitatively based on the theories proposed by:

2. Leech who identifies the conceptual and connotative meanings (1981:9-11) and about functions (1974:47-50).
3. Color Psychology, (2000) '*How Colors Impact Moods, Feelings and Behaviors*'.

## 5. The Analysis Verbal and Non-Verbal Signs of Printed Public Service Advertisements.

### 5.1 Analysis of Picture 1

Picture 1 is a Public Service Advertisement by Oddycentral, campaigning, the rights of animal. The picture can be accessed by clicking the link below:

<http://www.oddycentral.co.uk/advertising-campaign-the-rights-of-animals>.

#### 5.1.1 Meaning

The analysis of meanings that found in picture 1 can be seen in the followings table:

#### VERBAL SIGNS

COMPONENT	SIGNIFIER	MEANING
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Headline	Thousands of animals are made homeless every month.	Illegal logging made a lot of animals homeless every month, because their home is broken by the human.
Body Copy	Help keep wildlife in the wild at <a href="http://bornfree.org.uk">bornfree.org.uk</a> .	We must keep the wildlife and don't only exploited the wild for whatever reason, we can keep the wildlife with Born Free organization.
Signature Lines	Born Free	That information shows us about the publisher of the advertisement.
Standing Detail	-	There is no information about the standing details of this advertisement. (The advertisement does not include standing details).

#### NON- VERBAL SIGNS

COMPONENT	SIGNIFIER	MEANING
Illustration(s)	A gorilla which sit down in the street like homeless people.	The publisher of this public service advertisement shows us the effect of activities which is broke the wild.
	The blue color of the background that advertisement.	Blue is the color of peace and depression. The publisher shows us depression of animal which is homeless and want get the peace.
	The garbage which is there near with the Gorilla.	The publisher shows us the irony that animal which is homeless.

### 5.1.2 Function

According to picture, 1 the function of language in this Public Service Advertisement was informational function because the publisher of the Public Service Advertisement gave us the information about the bad effect of illegal logging to animals which live in the forest because broke the environment of the animal. Illegal logging is the most important international issue in the last few year, we must not only think the human life but also must think about the right of animal.

### 5.2 Analysis of Picture 2

Picture 2 is a Public Service Advertisement by *LCAnimal.org* which respects animals. The picture can be accessed by clicking the link below:

<http://photoblogchat.blogspot.com/2012/03/new-psa-last-chance-for-animal>.

#### 5.2.1 Meaning

The analysis of meanings that found in picture 2 can be seen in the followings table:

#### VERBAL SIGNS

COMPONENT	SIGNIFIER	MEANING
Headline	It starts in the home.	This statement states that we should always teach the family for respect with environment and animal.
Body Copy	young and old respect	That statement means we should respect with the environment and animal start from young until old.
Signature Lines	Evie Rose Valentine. Photo: Cristhoper Ameruoso.	That information shows us about the publisher and the actor of the advertisement.

Standing Detail	<i>www.LCAanimal.org</i>	<i>www.LCAanimal.org</i> , it was the official address of the website of the publisher.
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#### NON-VERBAL SIGNS

COMPONENT	SIGNIFIER	MEANING
Illustration(s)	The background of this public service advertisement represent in black color.	Black color associated with power, elegance, and formality.
	The clothes of the baby in this public service advertisement represented in white color.	White color of clothes the baby associated with light, goodness, innocence and purity.
	The main picture in this public service advertisement represents in picture a baby which is looking the squirrel outside the window, with very eager to know.	The position main picture of this advertisement make the readers can see the respect of the human with animals.

#### **5.2.2 Function**

According to picture 4, the function of language in this Public Service Advertisement was directive function because the publisher of this Public Service Advertisement influenced our behavior to always care with the environment and animals which live there. That behavior must always be told to children because it will be effective if we teach them since young old. If we are adult we will always remember with that behavior.

#### **5. Conclusion**

Based on the previous discussion, there are some conclusions which can be drawn as follows :

1. This study identified two Public Service Advertisements taken from internet. Most of the printed public service advertisement used conceptual meanings which make the readers more interested in learning and knowing more about that advertisement, this is the main goal of the public service advertisement that is intended to get attentions from the reader.
2. The advertisements in this study have informational and directive functions. Having informational function to inform the people to more care and respect with animals and their environments, and having directive function to influence the behavior and attitude the readers.

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