

Semiotic: Analysis of Verbal and Nonverbal Signs of Canggu Weekly Advertisement

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Abstract

An advertisement is a form of communication used to persuade an audience (viewers, readers, or listeners) to take some action concerning the product, the ideas, or the service. This study focuses on a single advertisement; The Canggu weekly advertisement Strongly conveys promotion Using verbal and nonverbal signs. The study Determined to find out the verbal and nonverbal signs in used in the advertisement and their meaning. The study uses a qualitative descriptive method and two theories in analysing the data. The first was the theory of Semiotic by Saussure (1893), and the theory of meaning by Barthes (1977). The findings show that the signs in this advertisement typically have a literal or denotative meaning in explaining the product. The same thing in the nonverbal signs the dominant meaning used was denotative meaning. It is because the literal meaning is making the reader easier to catch the message delivered by a print advertisement or an online advertisement.

INTRODUCTION

According to Saussure (1893), the general definition of semiotic defined signs as the composition of signifier and signified. The signifiers are the forms in which signs appear. The language's subject matter includes letters, sounds, and symbols that are used to represent what the speaker or writer wants to convey. In everyday communication, people use a combination of these two expresses what they mean.

In other words, signified is the concept of representation or meaning that the sign refers to. A sign is a whole that is created from the association between the signifier and the signified. A signifier

is a word that signifies. The letters, sounds, and symbols allow the speaker or writer to convey what they intend to communicate. Thus, the concept or implication is that people must reach a safe place rapidly. The purpose of this study is to analyse the verbal and non-verbal signs used in the *Canggu Weekly* advertisement to identify the message values it seeks to convey.

In this study conducted through eight selected advertisement of *Canggu Weekly*. Those advertisements such as; edition October 2021: Ubud Village Jazz Festival 2021, Ubud Writers Readers Festival, Friday Sunset Market, edition September 2021: September to

Remember, Sea Sand & Sweet Memories (Hotel Tugu Lombok), edition July: Locked in Paradise (Bali Mandira Hotel), edition Juni: Stay Longer & Work from Paradise (Hotel Tugu Bali or Lombok), edition May: One-Eighty Day Pass.

According to Leech (1966), an advertisement is a form of communication to persuade an audience (viewers, readers, or listeners) to take action concerning the product, the ideas, or the service. The traditional media, such as television, print, and radio, are usually used to view advertising. In our daily life, we find many advertisements on brochures billboards or direct email, new media like websites and text messages, etc. Part of advertisement such as property or accommodation, food, fashion, treatment, and so on. Most people think that the advertisement's use is to boost the product, but in fact, there are specific messages that the creator wants to deliver to the reader by the sign on the advertisement. In advertising, the verbal sign is the text, including the motto and all other words. The signs make the advertisement more interesting and creative, so it can influence the reader or customer to buy the advertised product or service.

METHOD AND THEORY

In this study, *Canggu Weekly* Advertisement was chosen as the data source collected from the internet on the website www.cangguweekly.com. The *Canggu Weekly* is available online and offline. The researcher chose two hotel event advertisements in *Canggu Weekly* online as the data source. It was edition September 2021: Hotel Tugu Lombok, and edition October 2021: Friday Sunset Market. After finding the advertisement website on the internet, classify the verbal and nonverbal signs by note-taking and screenshots. From the advertisement, the writer found fifteen verbal signs and thirteen nonverbal signs.

The data were analysed by the descriptive qualitative method using semiotic theory purposed by Saussure (1893) to analyse verbal and nonverbal and the theory of meaning by Barthes (1977). Supporting theory was the color term proposed by Wierzbicka (1996). There are many similar studies of verbal and nonverbal especially in advertisements. The study analyse verbal and nonverbal signs in the Canggu Weekly advertisement and the meaning of each sign. As the first same analysis by Pratiwi (2021), entitled Make It Happen: A study of verbal and non-verbal signs representing feminism in an English language advertisement in ESL setting. Thus, the concept or implication is that people must reach a safe place rapidly. The study uses a qualitative method and two theories to analyse its data: Saussure's Semiotic Theory cited by Daniel (2002), and Abramovitz's Theory of Feminism (1996). The similarities between this study and the previous study this study used electronic advertisement as a data source and the study used printed advertisement as the data source the similarities are both of these studies analyse the verbal and nonverbal signs.

The second by Juliarta,(2020) entitled An Analysis Semiotic found in Nivea's advertisement. The study focusing on analysing verbal and nonverbal signs. The theory that applied in this research is theory of signs by Saussure (1983), theory of meaning by Leech (1974) and theory term colour by Wierzbicka (1996). The data was collected through observation and presented through descriptive qualitative method. The result of this study there were found 60 verbal and 31 nonverbal sign. The similarities of this study and the previous study was in analysing verbal and nonverbal sign, and the data source was different.

The third by Zaina (2021), carried out a study of cartoons of semiotic analysis of themes and lessons. The study

was focused on (positive or negative) verbal and non-verbal signs that are dominant in the selected episodes of Tom and Jerry. The theory that applied in this research is the theory of signs by pierce (2014) and verbal and nonverbal language by Leonard (2012). The similarities of this study are in analysing the signs and the difference is the data source used. the result of the study is that negative verbal and nonverbal signs are dominant over positive verbal and nonverbal signs.

The fourth by Simarmata (2022), this previous study identified the verbal and nonverbal signs found in Walt Disney posters and explained the meaning of these verbal and nonverbal signs. This previous study has the same analysis to the current study finding out the verbal and non-verbal signs and analyse the meaning of verbal and non-verbal signs. Both of these studies are related to discussion and the theory used to discuss meaning, but the data source on analyse is different.

The fifth by Pratiwi (2021), the previous study analysed the meaning of verbal and nonverbal signs of the posters. The study used qualitative method to analyse the verbal and nonverbal signs, using the theory semiotic purposed by Barthes (1998) and supporting theory by Wierbicka (1996). The similarities between this study and previous study both of the study analyse the verbal and nonverbal signs.

Semiotic Theory from Saussure (1893)

Semiotics are the science of the sign meaning that studies myth and metaphors. The basic concept of semiotics are symbols, codes, meaning, myths, and metaphors. Accordabove Saussure (1893:158) Sign is divided into three-component, namely:

- a. Sign: include material aspect (sound. Letters, image, motion, shapes)

- b. Signifier: the signifier is the material aspect of the language: what is said or heard and what is written on read
- c. Signified: the concept it represents. Signified are mental images, thoughts, and concept of what the signifier means.

Diagram 2.1 Saussure Diagram



(Source : Saussure, 1893:69)

According to the diagram above, the whole sign results from the combination of the signifier and the signified. From the diagram above we can conclude that the representation of the signifier and signified through a sign can not be separated from each other. In a linguistics example, the word “close” (when it is invested, meaning by someone encounters it on a shop doorway) is sign consisting of the word “close” (signifier) and that the shop is close for business (signified).

Theory of meaning from Barthes (1977)

According to Barthes (1977), meaning is divided into components namely connotative and denotative meaning. In the book *Element of Semiology*, Barthes (1977:93) explains that a denotative meaning is a meaning directly related to what we see or to reality, resulting in an explicit, direct, and definite meaning. And a connotative is the style of text, the manner with which it is decorated. Barthes stated a “connotation sign” refers to the signified of an ideology, the signified becomes a

“rhetoric,” both pointing back to an “areal system” via metalanguage, and there are no differences made between message and message sign.

Theory of color term proposed by Wierzbicka (1996).

According to Wierzbicka (1996 : 303), the opposite colors are black and white, which are related to the dark and light. In Wierzbicka, color has many different meaning, there are:

1. Green

Wierzbicka (1996:307) stated green is associated with ambition, fertility, success, natural, and harmony. Green is physiologically associated with balance and harmony of mind, body and emotions.

2. Blue

Wierzbicka (1996:310) in his theory divided blue color and dark blue. Blue is the color that usually used to describe the sky. Beside the sky, blue is also use to describe water, such as lake or sea. The blue color describes health, healing, calm, understanding and softness. And the dark blue represents knowledge, power, integrity, and seriousness.

3. Red

Meaning as cited in Wierzbicka (1996:310), declares that red is ‘a rich warm color’ of course the word ‘rich’ and ‘warm’ are used here morphological. Light red represents joy, sexuality, passion, sensitivity, and love. It denotes feminine qualities and passiveness. Dark red is a color used to describe with vigr, willpower, rage, anger, leadership, courage, longing, malic, and wrath.

4. Yellow

Wierzbicka (1996:316) proposed yellow is also considered as a ‘warm’ because it is associated with the sun. Different from red, yellow is considered a light colour that symbolizes joy. Light yellow is associated with intellect, freshness, and joy. The gold color is cousin to the color yellow and the color brown and is also associated with illumination, love, compassion, courage, passion, magic, and wisdom.

5. Brown

Wierzbicka (1996:327) proposed brown color is mainly dark-grayish orange and dark-grayish or blackish yellow color. There are many browns in our environment. For example, earth, wood, leather, and human skin are considered as brown which has different proposition of black and white. This color is most associated with reliability, stability, and friendship.

RESULT AND DISCUSSION

The analysis was taken from *Canggu Weekly* advertisement, those eight advertisements selected randomly. From the table bellow the data can be clasify as verbal and visual or nonverbal signs.

Verbal and Nonverbal Signs of Canggu Weekly

Table 1. Verbal and Nonverbal Signs of Canggu Weekly

No.	The Signs	Total	%
1	Verbal Signs	49	53%
2	Nonverbal Signs	43	47%
Total		92	100%

Table 2. The classify of verbal and non verbal signs of canggu weekly advertisement

Advertisement	Verbal Signs	Nonverbal Signs
Ubud Village Jazz Festival 2021	<ol style="list-style-type: none"> 1. Ubud Village Jazz Festival 2021 2. Revival 3. Saturday Friday 29-30 October 2021 4. Arma Ubud 5. Visit Us! Ubudvillagejazzfestival.com 6. Instagram: ubudvillagejazzfestival, Facebook: ubud_village_jazz_festival, Twiter: @ubudvillagejazz 	<ol style="list-style-type: none"> 1. Picture of Balinese Gapura 2. Picture of Balinese temple 3. Pitures of stars 4. The dark blue background 5. Orange, white, and green font color Picture of coconut tree
Ubud Writers Readers Festival	<ol style="list-style-type: none"> 1. Ubud Writers Readers Festival 2. 08 oct- 17 Oct 2021 3. Mulat sarira 4. Self-reflection 	<ol style="list-style-type: none"> 1. Picture of Dulang and book 2. Picture of bird 3. Green Sea water 4. Picture of fishes 5. Picture of father and son in the sailboat 6. The blue background with buble
Friday Sunset Market	<ol style="list-style-type: none"> 1. Friday Sunset Market 8 October 2021 2-9pm at Bali Mandira 2. Bali Mandira Beach Resort & Spa 3. 40th anniversary 4. Music by pinalple can sing 5. kids corner with face paint 6. buy 1 get 2 selected cocktails 7. free entry & access to the pool Amana, Azul beach club, Bali safari, Inara; ethical-organic-alchemy 	<ol style="list-style-type: none"> 1. The coconut tree with orange or yellow sky and sun 2. Outlet stand 3. Lamps 4. picture of Boma Mask 5. Pinapple with glasses Pictureuse of head lion and 2 teeth of the elephant
September to Remembers	<ol style="list-style-type: none"> 1. September to Remembers 2. Bali Mandira Beach Resort & Spa 3. 40th anniversary 4. Special rates start from IDR 599,000 Nett/Night (Stay period until 30 sept 2021) 5. IDR 99.000 Resort credit per room for every 2 concecutive nights stay Check in time 9am & check out time 9pm 	<ol style="list-style-type: none"> 1. pictures of coconut tree 2. picture of Boma mask 3. poto of swimming pool 4. poto of joglo 5. the white font color 6. the blue sky
Sea, Sand & Sweet Memories At Hotel Tugu Lombok	<ol style="list-style-type: none"> 1. Sea, Sand & Sweet Memories At Hotel Tugu Lombok 2. Enjoy complimentary beach activities, lavish breakfast anywhere your heart desire, resort credit and extra discounts the longer you stay 3. Nightly rate starts from IDR 1,750,000 nett/night 4. Weekly rate starts from IDR 9,900,000 nett/7nights 5. Inclusive of: IDR 500,000 resort credit for 4 night stay IDR 1,000,000 resort credits for 7 nights stay daily lavish breakfasts signature afternoon tea complimentary beach activities 6. Use promo code to redeem offer: longstay *valid until sept 2021 Hotel tugu Lombok: lombok@tuguhotels.com, whatsapp: 081246601625, Facebook & Instagram: @tuguhotels, website: www.tuguhotels.com 	<ol style="list-style-type: none"> 1. picture of Boma mask 2. Happy couple kid photo 3. Table and chair 4. Green Beach water 5. White Sand 6. Blue sky The white font color

Locked in Paradise	<ol style="list-style-type: none"> 1. Locked in Paradise 2. Weekday start from IDR 550,000 nett/night weekend start from IDR 650,000 nett/night stay period until 01 august 2021 3. Bali Mandira Beach Resort and Spa 40 aniversary 	<ol style="list-style-type: none"> 1. picture of Boma mask 2. The white and yellow font color 3. Blue water in the Beach and white sand Swimming pool 4. Photo of coconut tree
Stay Longest & Work from Paradise At Hotel Tugu Bali or Lombok	<ol style="list-style-type: none"> 1. Stay Longest & Work from Paradise At Hotel Tugu Bali or Lombok 2. Daily night rate Rp. 1.750.000 nett, weekly rate 7 night stay Rp.9.900.000 nett 3. Stay 2 weeks get 10% off stay 3 weeks get 20% off stay 4 weeks get 25% off 4. Use promo code to redeem offers LONGSTAY 5. *valid until 31 march 2022, *valid for Indonesian residents with KTP and KITAS holder 6. Hotel Tugu Bali: bali@tuguhotels.com, Whatsapp: 081337020904 Hotel Tugu Lombok:lombok@tuguhotels.com, whatsapp: 081246601625 Instagram and facebook: @tuguhotels, website:www.tuguhotels.com 	<ol style="list-style-type: none"> 1. Coconut tree and blue sky 2. Green Beach Water 3. Building 4. picture of Boma mask
One-Eighty Day Pass	<ol style="list-style-type: none"> 1. One-Eighty Day Pass 2. General admission IDR 300.000 nett per guest including IDR. 200.000 food & beverage credit 3. VIP admission IDR. 450.000 nett per guest including IDR. 300.000 food & beverage credit, cold towel, granita and free flow water. VIP admission is for guest abouve 12 years only. 4. Children IDR. 200.000 net per guest including IDR. 100.000 credit 4-11 years old 5. Contact us at intouch@theedgebali.com 6. Jl. Pura Goa Lempeh, Banjar Dinas Kangin, Pecatu, Uluwatu Bali, Indonesia Prior reservation are required, WA +6282147487431, email: oneeighty@theedgebali.com 	<ol style="list-style-type: none"> 1. Safety ring 2. Green beach water 3. Swimming pool 4. Coconut tree 5. Building

The table 2 presents the result of the verbal and nonverbal signs analysis on eight selected Canggu Weekly advertisement advertisements. The table of verbal signs, it can be seen those all advertisements have verbal signs. There were forty-nine verbal signs and thirty-seventh nonverbal signs from the eight selected festival and event advertisement of *Canggu Weekly* advertisement.

Conotative and Denotative Meanings of Canggu Weekly

Table 3 Conotative and Denotative Meanings of Canggu Weekly

No.	Meanings	Verbal Signs	Nonverbal Signs	%
1	Conotative	5	27	35%
2	Denotative	44	16	65%
3	Total	49	43	100%

Tabel 4 Verbal S. and Visual S.

Ad vts.	Verbal S.	Meaning	Visual S.	Meaning
1.	1. Ubud Village Jazz Festival 2021 2. Revival 3. Saturday Friday 29-30 October 2021 4. Arma Ubud 5. Visit Us! Ubudvillagejazzfestival.com 6. Instagram: ubudvillagejazzfestival, Facebook: ubud village jazz festival, Twiter: @ubudvillagejazz	Denotative Connotative Denotative Denotative Denotative Denotative	1. Picture of Balinese Gapura 2. Picture of Balinese temple 3. Pitures of stars 4. The dark blue background 5. Orange, white, and green font color 6. Picture of coconut tree	Conotative Conotative Denotative Conotative Conotative Denotative
2.	1. Ubud Writers Readers Festival 2. 08 oct- 17 Oct 2021 3. Mulat sarira 4. Self-reflection	Denotative Denotative Conotative Denotative	1. Picture of Dulang and book 2. Picture of bird 3. Green Sea water 4. Picture of fishes 5. Picture of father and son in the sailboat 6. The blue background with bubble	Conotative Conotative Conotative Conotative Conotative Conotative
3.	1. Friday Sunset Market 8 October 2021 2-9pm at Bali Mandira 2. Bali Mandira Beach Resort & Spa 3. 40 th anniversary 4. Music by pinalple can sing 5. kids corner with face paint 6. buy 1 get 2 selected coctails 7. free entry & access to the pool 8. Amana, Azul beach club, Bali safari, Inara; ethical-organic-alchemy	Denotative Denotative Denotative Denotative Conotative Denotative Denotative Denotative	1. The coconut tree with orange or yellow sky and sun 2. Outlet stand 3. Lamps 4. picture of Boma Mask 5. Pinapple with glasses 6. Pictuse of head lion and 2 teeth of the elephant	Conotative Denotative Denotative Conotative Denotative Denotative
4.	1. September to Remembers 2. Bali Mandira Beach Resort & Spa 3. 40 th anniversary 4. Special rates start from IDR 599,000 Nett/Night (Stay period until 30 sept 2021) 5. IDR 99.000 Resort credit per room for every 2 concecutive nights stay 6. Check in time 9am & check out time 9pm	Conotative Denotative Denotative Denotative Denotative Denotative	1. pictures of coconut tree and blue sky 2. picture of Boma mask 3. poto of swimming pool with white sand and gazebo 4. the white font colors	Conotative Conotative Conotative Denotative
5.	1. Sea, Sand & Sweet Memories At Hotel Tugu Lombok 2. Enjoy complimentary beach activities, lavish breakfast anywhere your heart desire, resort credit and extra discounts the longer you stay 3. Nightly rate starts from IDR 1,750,000 nett/night	Denotative Denotative Denotative	1. picture of Boma mask 2. Happy couple kid photo 3. Table and chair 4. Green Beach water 5. White Sand 6. Blue sky 7. The white font color	Conotative Conotative Denotative Conotative Conotative Conotative Denotative

4.	Weekly rate starts from IDR 9,900,000 nett/7nights	Denotative		
5.	Inclusive of: IDR 500,000 resort credit for 4 night stay IDR 1,000,000 resort credits for 7 nights stay daily lavish breakfasts signature afternoon tea complimentary beach activities	Denotative		
6.	Use promo code to redeem offer: longstay *valid until sept 2021	Denotative		
7.	Hotel tugu Lombok: lombok@tuguhotels.com , whatsapp: 081246601625, Facebook & Instagram: @tuguhotels, website: www.tuguhotels.com	Denotative		
6.	1. Locked in Paradise	Conotative	1. picture of Boma mask	Conotative
	2. Weekday start from IDR 550,000 nett/night weekend start from IDR 650,000 nett/night stay period until 01 august 2021	Denotative	2. The white and yellow font color	Conotative
	3. Bali Mandira Beach Resort and Spa	Denotative	3. Blue water in the Beach and white sand	Conotative
	4. 40 aniversary	Denotative	4. Swimming pool	Denotative
			5. Photo of coconut tree	Denotative
7.	1. 1.Stay Longest & Work from Paradise At Hotel Tugu Bali or Lombok	Denotative	1. Coconut tree and blue sky	Conotative
	2. Daily night rate Rp. 1.750.000 nett, weekly rate 7 night stay Rp.9.900.000 nett	Denotative	2. Green Beach Water	Conotative
	3. Stay 2 weeks get 10% off stay 3 weeks get 20% off stay 4 weeks get 25% off	Denotative	3. Building	Denotative
	4. Use promo code to redeem offers LONGSTAY	Denotative	4. picture of Boma mask	Conotative
	5. *valid until 31 march 2022, *valid for Indonesian residents with KTP and KITAS holder	Denotative		
	6. Hotel Tugu Bali: bali@tuguhotels.com , Whatsapp: 081337020904 Hotel Tugu Lombok:lombok@tuguhotels.com, whatsapp: 081246601625	Denotative		
	7. Instagram and facebook: @tuguhotels, website:www.tuguhotels.com	Denotative		
8.	1. One-Eighty Day Pass	Denotative	1. Safety ring	Denotative
	2. General admission IDR 300.000 nett per guest including IDR. 200.000 food & beverage credit	Denotative	2. Green beach water	Conotative
	3. VIP admission IDR. 450.000 nett per guest including IDR. 300.000 food & beverage credit, cold towel, granita and free flow water. VIP admission is for guest above 12 years only.	Denotative	3. Swimming pool	Conotative
			4. Coconut tree	Denotative
	4. Children IDR. 200.000 net per guest including IDR. 100.000	Denotative	5. Building	Denotative

-
- credit 4-11 years old
5. Contact us at Denotative intouch@theedgebali.com
 6. Jl. Pura Goa Lempeh, Banjar Denotative
Dinas Kangin, Pecatu, Uluwatu
Bali, Indonesia
 7. Prior reservation are required, Denotative
WA +6282147487431, email:
oneeighty@theedgebali.com
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From the table 4 presents the result of the analysis of the connotative and denotative meaning of eight selected Cangu Weekly advertisements. There were forty-four denotative meanings and five connotative meanings in the verbal signs. Meanwhile, there were twenty-seventh connotative meaning and six teen denotation meanings in the nonverbal signs.

Here are the example of the result which describes the verbal and nonverbal signs and their meaning has been found below:

Data 1: Sea, Sand & Sweet Memories at Hotel Tugu Lombok



Picture 1. Hotel Tugu Lombok Advertisement

Verbal Signs of Hotel Tugu Lombok Advertisement

The advertisement above was first published by the hotel industry of the Hotel Tugu Lombok. This advertisement has a sentence as its verbal sign "Sea, Sand & Sweet Memories at Hotel Tugu Lombok". Those verbal signs of the sentence have a denotative and

connotative meaning. the denotative meaning of the sentence is "Hotel Tugu Lombok", hotel tugu Lombok it means the name or branch of the hotel itself. While in connotation meaning it explains sea and sand are the creatures balancing the earth. And the blue sea represents if the place is the best choice for healing with family and kids after struggling with the hustle and bustle of the city and job duty.

A hotel is a commercially managed building to provide service to guest or visitor in the form of accommodation service and other services offered to the guest to meet guest' need during their stay, as well as to benefit the hotel. To promote a hotel or resort, they make any event or package to draw guests' attention to buy their room package or join the event. Therefore, the advertisement implies that the hotel offers visitors a great place to give them sweet memories while on a vacation or staycation.

The second signifier is "nightly rate starts from IDR 1,750,000 net/night" which means the information about the price of staying in the resort. This sentence has a denotative meaning because there is no hidden meaning. The word "IDR 1,750,000 net/night" means the start price per night to enjoy the staycation at Hotel Tugu Lombok. Nett/Night means the fixed price with no negotiation and the price included tax and service charges.

Nonverbal Sign of Hotel Tugu Lombok Advertisement

The advertisement from Hotel Tugu Lombok above has non-verbal signs that make the poster interesting to appeal the attention of the readers. Non-verbal signs in this advertisement depict two happy kids playing together. It signifies that the kids having fun playing in the beach during stay in the hotel. The picture conveys the promotion of the place from the way they express the activities in the picture. The two kids as models in the advertisement. The photo conveys that the visitor can explore the view of the place and enjoy playing on the white sand. This picture has a connotative meaning. based on the hotel Tugu Lombok advertisement there is a hidden meaning on the picture, it means the hotel is also kids friendly.

The second is the green beach water. The green color expresses material wealth because this color is usually related to describing nature. It has a connotative meaning because the advertisement conveys that the place has a clean beach. The beach is a piece of land made of sand or small particle such as gravel. Green beach water means the beach water is clear so that the green coral in it is visible. The green water on the beach conveys the beach water cleanness and green beach water adds to the beauty of the beach.

Data 2. Bali Mandira Beach Resort & Spa



Picture 2. Bali Mandira Beach Resort & Spa

Verbal Signs of Bali Mandira Beach Resort & Spa

The advertisement above was published by Bali Mandira Beach Resort & Spa to inform the reader about their new event. Bali Mandira Beach Resort and Spa is one of the accommodations in Nusa Dua Bali. The advertisement has one completed verbal signs, namely "Friday Sunset Market" this verbal sign expresses the meaning that the resort has an event on Friday. The word "sunset" has connotative meaning because it indicates the event that starts at sunset time.

Sunset is the time in the evening when the sun disappears or daylight fades. Enjoying sunset panorama is something that many travellers are looking for while travelling. Hotel events are usually held on the beach in the afternoon because the beach is the most favourite place for the guest while staying at the hotel.

The second signifier is "40th Anniversary" it has a denotative meaning. The denotative meaning of the word is the number of the anniversary of the resort. In the book *Element of Semiology*, Barthes (1977;93) explains that a denotative meaning is a meaning directly related to what we see or to reality, resulting in an explicit, direct, and definite meaning.

An anniversary marks the date on which an event occurred in a previous year. Anniversary is not only for humans; this expression can be given to any moment that needs to be celebrated once a year. For example, the anniversary of a company or relationship. The anniversary has the meaning of birthday but it is addressed to objects other than humans.

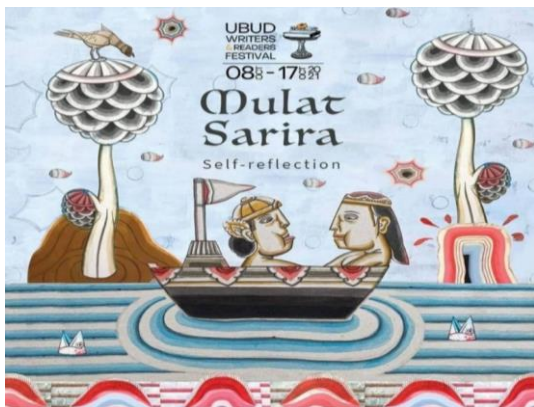
Nonverbal signs of Bali Mandira Beach Resort & Spa

In this advertisement, there are some nonverbal signs to create a good advertisement, that make the poster

interesting to appeal to the attention of the readers. The first signifier is sunset in the sky. It has a connotative meaning because the picture of the yellow sunset has a hidden meaning, yellow sunset presents a warm atmosphere or many people like sunset because it has a warm impression. The dark-orange grey colour in the sky means same thing brown. Brown is the colour used to describe land. The colour also gives off a warm impression. It means the colour tells the visitor if the place gives the impression of warm. The sunset is too beautiful to move into light to dark, so it is a perfect moment to enjoy with a partner or family.

The second is the picture of the green coconut tree as the signifier in this advertisement. It has a connotative meaning because the picture has a hidden meaning. The coconut tree means the event was held on the beach; the coconut tree also means the place looks natural with the green view from the coconut tree. Green coconut tree cones give the atmosphere calm and are suitable for relieving fatigue.

Data 3. Ubud Writers Readers Festival Advertisement



Picture 3. Ubud Writers Readers Festival Advertisement

Verbal Signs of Ubud Writers Readers Festival Advertisement

The advertisement above was first published by the Ubud writers readers

festival, to inform the reader about their new festival. This advertisement has a sentence as its verbal sign “Ubud writers readers festival”. Those verbal signs of the sentence have a denotative. These verbal signs express the meaning that the festival is held in Ubud. And the festival accommodates all works of art from various segments such as artists, writers, researchers, and performers.

A Festival (dictionary.cambridge) is an organized set of special events, such as musical performances or plays, usually happening in one place, or a special day or period, usually in memory of a religious event, with its own social activities, food, or ceremonies.

The second signifier is “mulat sarira” it is taken from Balinese Hindu philosophy. The statement has a connotative meaning because there is a hidden meaning in the statement. The meaning of mulat sarira is a concept of spiritual understanding in terms of acting, thinking, and judging someone with the aim of building the deepest understanding and self-reflection in pursuit of dharma, truth.

Nonverbal Signs of Ubud Writers Readers Festival Advertisement

The advertisement from the Ubud writers readers festival above has non-verbal signs that make the poster interesting to appeal to the attention of the readers “Picture of fish waiting for bait” which means the young generation who are thirsty for knowledge. The image has a connotative meaning because there is a hidden meaning in the image. The point is that the younger generation is thirsty for knowledge, in general, young people have a high curiosity for new things. Which can hone their skills and knowledge and define their identity.

The second is “green sea water” the sea symbolizes broad and deep knowledge. The picture has a connotative meaning because there is a hidden

meaning in the picture. The green color represents ambition and success. The meaning is someone who has the ambition to hone his knowledge deeper in his field to achieve success in his life. in other words, someone who has ambition will definitely get success in life.

Data 4. Ubud Village Jazz Festival 2021 Advertisement



Picture 4. Ubud Village Jazz Festival 2021 Advertisement

Verbal Signs of Ubud Village Jazz Festival 2021 Advertisement

The advertisement above was published by Ubud village jazz festival to inform the reader of their new festival. This advertisement has a sentence as its verbal sign "Ubud village jazz festival". This verbal sign of the sentence has a denotative meaning. These verbal signs express the meaning that Ubud village held a jazz festival.

Ubud village is known as an arts and culture center, it has developed a large tourism industry in Bali. Ubud itself come from the word Ubad (Balinese language) which mean medicine.

The second signifier is website "Visit Us! Ubudvillagejazzfestival.com" the sentence has a denotative meaning because this statement informs the reader, they can get more information such as the place where the festival is held, a picture of the festival, etc.

Nonverbal Signs of Ubud Village Jazz Festival 2021 Advertisement

In this advertisement, there are some nonverbal signs to create a good advertisement, that make the poster interesting to appeal to the attention of the readers. The first signifier is the dark blue background. It has a connotative meaning of integrity, integrity conveys trust and professionalism as a vessel of art, and musician.

The second is orange, white, and green font color. It was a literal meaning of orange, white, and green font color. White as pure color without any mixture a pure and clean in the advertisement. The hotels want to focus on the information that has written in the advertisement. it also makes the reader easier to understand the information written in the advertisement.

CONCLUSION

Advertisement becomes useful for humans in daily life to get attention from the target reader. Advertisements will be designed in a very attractive, persuasive, and entertaining way. The advertisement itself consists of verbal and nonverbal signs. Verbal signs are used to communicate words to the public. Nonverbal in this advertisement is classified into pictures, models, and scenery background which consists of color, slogan, and symbol. Meanwhile the types of verbal signs found in this advertisement were phrases and sentences that enable to tell the advertiser's idea and feeling to others which consist of the name of the place, price, event theme, social media name, contact person, date, and month. Although this online advertisement commonly focuses on explaining the product detail, *Canggu Weekly* has taken a different approach to draw the attention of the target consumers.

Additionally, this study focused on the meaning of the verbal and nonverbal advertisements that made up the *Canggu Weekly*. Denotative meaning is the true meaning or the literal meaning without additional feelings. The types of denotative meanings found in this advertisement were the description of price, address, social media name, date, and month. Meanwhile, the connotative meaning is a hidden meaning that contained additional feelings. The types of connotative meanings found in this advertisement were the symbol and colors. In the connotative meanings, the dominant signs used were nonverbal signs. Meanwhile, in denotative meanings, the dominant signs used were verbal signs.

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