



Interpretation of Verbal and Visual Signs in the Converse Shoes Printed Advertisement

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Abstract

This study, entitled "Analysis of Verbal and Visual Signs in Converse Shoe Advertisements," aims to identify and analyze the verbal and visual signs in Converse advertisements. The data was sourced from three printed Converse shoes advertisement found on Pinterest. The analysis is based on Saussure's (1983) and Barthes's (1976) semiotic theories, alongside Cerrato's (2012) theory on color analysis. The study employs a qualitative method, focusing on both image and text analysis. The analysis reveals three main findings: first, each advertisement contains verbal signs that can be analyzed for both denotative and connotative meanings; second, advertisements without verbal signs still convey important messages through visual signs, with images carrying different meanings in line with the context; third, color plays a significant role in reinforcing the messages conveyed through the visuals. The findings highlight that both verbal and visual elements work together to communicate the advertisement's message effectively.

Keywords: *verbal, visual, sign, advertisement, Converse*

Abstrak

Penelitian yang berjudul "Analisis Tanda Verbal dan Visual pada Iklan Sepatu Converse" ini bertujuan untuk mengidentifikasi dan menganalisis tanda verbal dan visual pada iklan Converse. Data penelitian ini bersumber dari tiga iklan sepatu Converse yang ditemukan di Pinterest. Analisis didasarkan pada teori semiotika Saussure (1983) dan Barthes (1976), serta teori Cerrato (2012) tentang analisis warna. Penelitian ini menggunakan metode kualitatif, dengan fokus pada analisis gambar dan teks. Analisis tersebut mengungkapkan tiga temuan utama: pertama, setiap iklan mengandung tanda-tanda verbal yang dapat dianalisis untuk makna denotatif dan konotatif; kedua, iklan tanpa tanda-tanda verbal masih menyampaikan pesan penting melalui tanda-tanda visual, dengan gambar yang memiliki makna yang berbeda sesuai dengan konteksnya; ketiga, warna memainkan peran penting dalam memperkuat pesan yang disampaikan melalui visual. Temuan-temuan ini menyoroti bahwa elemen verbal dan visual bekerja sama untuk mengkomunikasikan pesan iklan secara efektif.

Kata kunci: verbal, visual, tanda, iklan, Converse

Introduction

In the world of advertising, brands rely on a combination of verbal and visual signs to convey messages that go beyond mere product descriptions. These signs whether they are words, images, or symbols are essential tools in creating a brand identity and establishing an emotional connection with consumers. This is especially true in lifestyle and fashion advertising, where brands aim to communicate values, cultural significance, and a sense of belonging. Converse, an iconic footwear brand, is widely recognized not only for its classic Chuck Taylor sneakers but also for its powerful and creative advertising strategies. By using a blend of verbal and visual signs, Converse effectively conveys a message of individuality, creativity, and authenticity that resonates with its diverse audience. This study explores how Converse uses these signs in its advertisements to shape consumer perceptions and maintain its status as a cultural symbol.

Converse has a long-standing history in popular culture, especially within youth, music, and art communities. Since its introduction in the early 20th century, the Converse Chuck Taylor All Star has evolved from a functional basketball shoe to a symbol of individuality, creativity, and non-conformity. Today, Converse's advertisements do more than simply promote a shoes. they reflect a lifestyle that values uniqueness and personal expression. The brand's ability to use both verbal and visual signs to communicate these values has helped it maintain relevance across generations and global markets. In semiotics, signs consist of a "signifier" (the form of the sign, such as a word or image) and the "signified" (the concept it represents). In advertising, these signs work together to convey a message, evoking emotions, associations, and values. Converse uses verbal signs like taglines, slogans, and short phrases to reinforce its brand message, while visual signs such as imagery, color schemes, and product placements help convey the brand's identity and cultural associations. Through these signs, Converse connects with consumers on an emotional level, reinforcing its brand values and establishing a lasting impression.

The previous study utilized in this article is written by Pradnyanita (2022) entitled *The Analysis of Semiotic in The Nudes Eye Shadow Palette Advertisement by Maybelline New York*. This study explores how language serves as a tool for communication, addressing both explicit and implicit methods of delivering messages. While some people convey their ideas directly, others use subtle cues, including signs and symbols, to imply meaning. This study centers on semiotics, the discipline that examines signs, which are divided into verbal signs (words and text) and visual signs (imagery and symbols). The aim of this research is to identify and interpret the verbal and visual signs within advertisements, noting that advertisers often embed hidden meanings to communicate with audiences indirectly. Using a qualitative approach, the study analyzes data from YouTube advertisements to investigate these signs and their meanings. The analysis is based on Saussure's semiotic theory (1983), Barthes' theory of meaning (1976), and Cerrato's theory on the significance of color (2012). Findings from this analysis reveal a total of eight verbal signs and nine visual signs within the sampled advertisements. These results underscore the importance of both language and visual elements in advertising, as they work together to convey layered, implicit messages that engage audiences on multiple levels.

The second is a thesis written by Wulandari, (2020) entitled *Semiotic Analysis of Lazada Online Shop Advertisement*. This study focuses on the meanings conveyed through verbal and visual signs in advertisements by the Lazada online shop. The research aims to identify these signs and analyze the messages they communicate. Using a qualitative approach, the study presents a detailed description of the data and applies two main theories: Saussure's semiotic theory (1960) for analyzing signs and Barthes' meaning theory (1967) for interpreting the messages within these signs. The findings reveal 28 verbal signs and 23 visual signs in Lazada advertisements. Verbal signs include engaging sentences that provide information to customers and promote products. Visual signs incorporate elements like color, body language, outfits worn by models, and settings, all of which complement the verbal signs to enhance the advertisement's message. This research highlights how Lazada's advertisements use a combination of verbal and visual elements to effectively communicate with and attract customers.

The third is an article written by Pratami, (2022) entitled *A Semiotic Analysis in Downy Collection Advertisement*. This study provides an insightful analysis of the verbal and visual signs in Downy product advertisements, focusing on how these signs convey both denotative and connotative meanings. Using a descriptive qualitative method, the research applies Saussure's semiotic theory to analyze the signs and Barthes' theory of meaning to distinguish between the denotative (literal) and connotative (cultural or symbolic) aspects. The findings reveal a balance between these two types of meaning, with 38 instances of connotative meaning (such as colors, backgrounds, and models) and 34 denotative meanings (including product names, ingredients, and functions). The study highlights the complexity of advertising messages, showing how both visual elements (like color and model representation) and verbal elements (such as product descriptions) work together to convey deeper layers of meaning beyond the product itself.

The fourth is an article written by Cahyani, (2022) entitled *Meaning within the Movie Posters of Despicable MeMovie Series: A Semiotic Analysis*. This study analyzes the semiotic signs in four *Despicable Me* movie posters to uncover the underlying messages they convey. Using Barthes' theory of meaning (1977) and Wierzbicka's color theory (1996), the research explores how visual elements communicate beyond their surface representation. The study employs a qualitative research method to examine how these signs such as colors, images, and text work together to provide deeper context about the movie's themes, story, and characters. The findings indicate that the semiotic signs in the posters help establish a richer understanding of the film, offering audiences more insight into its narrative and character dynamics before watching.

The last is an article written by Artawan, (2023) entitled *Semiotic Analysis of Icon and Symbol Found on Ed's Heinz Video Advertisement*. This study explores the semiotic process in Ed's Heinz advertisement videos, using Charles Sanders Peirce's triadic semiosis theory (1991) to analyze the icons and symbols present in the ad. The research focuses on three key elements of semiosis: representamen, object, and interpretant, to identify how these signs convey meaning. Using qualitative analysis, the study examines data sourced from a YouTube advertisement for Heinz ketchup. The findings reveal 16 icons and 4 symbols across three scenes, with each component

of the advertisement offering distinct meanings and interpretations. The study highlights how visual elements in the commercial work together to communicate both literal and symbolic messages to the audience, enriching the overall brand narrative.

The problem of this study are :

1. What semiotic signs can be identified in Converse shoes advertisement ?
2. What messages are conveyed through the signs present in the advertisement?

The main objectives of this study are:

1. To Identify the semiotic sign present in the Converse shoes advertisement
2. To understand the messages conveyed through the sign found in the advertisement

This study explores how Converse uses verbal and visual signs in its advertisements to create a brand image that resonates with consumers. Through semiotic analysis, the research aims to provide insights into how Converse communicates its values and identity, and how these signs influence consumer perceptions. By examining Converse's advertising strategies, this research contributes to the broader understanding of semiotics in advertising and offers practical insights for brands seeking to build a strong, culturally relevant identity.

Method

The data in this study was analyzed using three theoretical frameworks: Saussure's (1983) theory of semiotics, Barthes' (1976) theory for interpreting meaning, and Cerrato's (2012) supporting theory regarding color terms to examine the significance of colors in the advertisements. The application of these three theories in data analysis will be further explained as follows:

2.1 Theory of Semiotic

Saussure's theory of semiotics focuses on the concepts of the signifier and the signified. This theory is pertinent for analyzing both the signifier and its meaning in this study. Saussure further elucidated the relationship between the signifier and the signified through diagrams and examples, as detailed below:

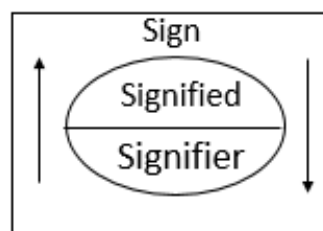


Figure 2.1 Saussure Diagram

1. Signifier: the word "open".
2. Signified: the word "open" represents that the shop is open for a business.

From this example, it can be concluded that the signifier refers to the form or expression of the sign, while the signified represents the concept or meaning conveyed by the sign.

2.2 Theory of Denotation and Connotation

In *The Basics* (2002) by Chandler, provides an overview of Barthes' theory, explaining how denotation and connotation function in the interpretation of signs.

1. **Denotation:** This is the first level of meaning, referring to the straightforward, literal interpretation of a sign. Denotation involves recognizing the explicit, surface level meaning that is generally agreed upon. For instance, in the context of an advertisement for a product, denotation might simply involve identifying what the product is a makeup palette or an article of clothing, for example.
2. **Connotation:** This is the second level of meaning, which goes beyond the literal to explore the associated, culturally specific meanings that a sign may evoke. Connotation involves subjective interpretations shaped by cultural, social, and individual factors. Barthes argued that these connotations add layers of meaning, evoking emotions, attitudes, or values linked to the sign. For instance, an advertisement for an eye shadow palette might connotatively suggest ideas of beauty, empowerment, or glamour, depending on the colors used, the models, and the setting.

According to Chandler's interpretation of Barthes, denotation and connotation work together to create a more complex message, with the denotative meaning providing the foundation for the more nuanced, culturally influenced connotative meanings. Barthes' theory illustrates how advertisements and other forms of media can communicate multiple layers of meaning, appealing to audiences on both a direct and symbolic level.

2.3 Theory of Color

The article draws on the color theory presented in Cerrato's 2012 book, *The Meaning of Color*, to support its analysis of the verbal elements in the advertisement. Cerrato classifies colors into 16 unique types, each associated with specific meanings, which are outlined in detail.

1. Red : Conflict, hazard, passion, and strength.
2. Orange : Attractiveness, cheerfulness, innovation, and warmth.
3. Yellow : Brainpower, happiness, privilege, and spirit.
4. Green : Aspiration, growth, harmony, and refreshment.
5. Turquoise : Calmness, cleanliness, and self-interpretation.
6. Blue : Calm, intellectual, paradise, and trust.
7. Indigo : High innovation, faithfulness, and honesty.
8. Purple : Aspiration, capability, and royalty.

- 9. White : Goodness, hygiene, justice, perfection, and purity.
- 10. Black : Bad, death, formality, gracefulness, luxury, and self-confidence.
- 11. Magenta : Highest level of love and represents new ideas.
- 12. Pink : Feminism, love, and romance.
- 13. Gold : Luxury and glamour.
- 14. Silver : Glamour and modernity.
- 15. Gray : Knowledge and safety.
- 16. Brown : Natural and landscape.

The data source in this study was taken from website Pinterest with 3 printed Converse shoes advertisement. The data was collected by qualitative method, which conducted in some technique. First, selecting the data that contained interested messages in the Converse Shoes advertisement. Second, watch the printed picture of the advertisement carefully and note the sign appears. Third, classifying the verbal and visual sign found in the converse Shoes advertisement and finding the meaning that conveyed by verbal and visual signs. Afterward, the writer analyzed the meaning that conveyed by verbal and visual signs using the theory of meaning by Barthes (1975).

Result and Discussion

Result

The data source is a 3 printed Converse shoes advertisement composed of verbal and visual signs that found in Pinterest. The advertiser sometimes puts the message behind the advertisement, so the message is not only clearly shown in the advertisement. Here is the finding that is collected from the data source. Based on this research, the writer found in the 3 printed Converse shoes Advertisement contained 7 verbal signs and 17 visual signs and also have 4 denotative and 3 connotative meaning in the verbal sign.

Table 1. Printed Converse Shoes Advertisement Composed of Verbal and Visual Signs

Advertisement	Verbal Sign	Visual Sign
Advertisement 1	<ol style="list-style-type: none"> 1. Impossible without them 2. On March 2, 1962, Wilt Chamberlain scored 100 points in a single game. He still holds that record thanks to Converse. 	<ol style="list-style-type: none"> 1. The image Wilt Chamberlain (Basketball Legend) 2. Converse shoes and iconic shoes design 3. Athlete's Confident Expression and Posture 4. Black and White Background

Advertisement 2	<ol style="list-style-type: none">1. Everyone has his own style2. Converse All Star	<ol style="list-style-type: none">5. Contrast Between White Text and Black Background6. Converse logo <ol style="list-style-type: none">1. Eight Models of Different Heights2. Sporty Outfits (Jackets, Hoodies, Sweatpants):3. Height Measuring Line4. Variety of Poses and Relaxed expression5. Diversity in Clothing Styles and Postures
Advertisement 3	<ol style="list-style-type: none">1. Where Ever You Go2. Chuck Taylor All Star	<ol style="list-style-type: none">1. Converse Chuck Taylor All Star Shoes in White2. Pink Background3. Foot Wearing the Shoe in the Center emphasizes4. Contrasting Background Color5. Black and White Photos.6. Converse logo

Discussion

Data 1

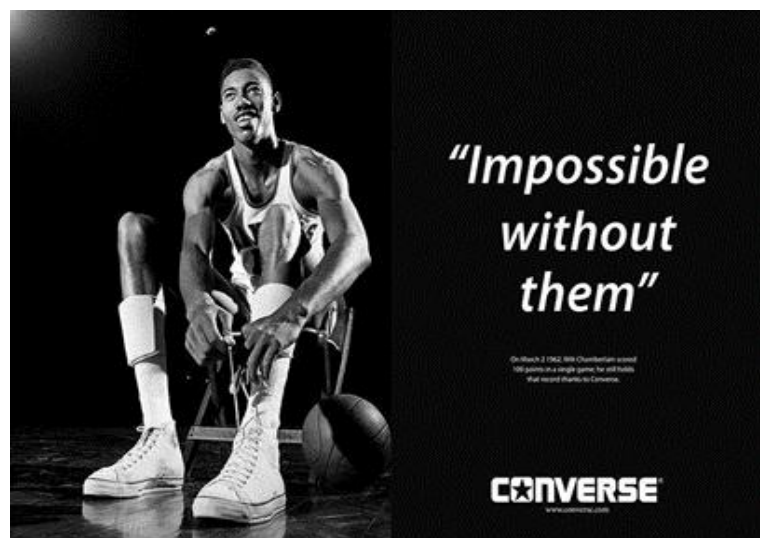


Figure1. Impossible without them

. The first verbal sign, “IMPOSSIBLE WITHOUT THEM,” serves as the signifier, conveying a strong message that great achievements, such as the record set by the basketball player in the image, would not have been possible without Converse shoes. This statement implies that the shoes are an integral part of success, suggesting that extraordinary accomplishments require their presence. Beyond its literal meaning, the phrase carries a connotative message from Barthes’s theory, evoking emotional associations about the essential role of Converse in achieving greatness. Saussure’s semiotic theory helps explain this relationship, where meaning is constructed through the interaction between the signifier of the phrase “IMPOSSIBLE WITHOUT THEM” and the signified of the concept of necessity, success, and achievement linked to Converse shoes. This connection reinforces the idea that Converse is not just footwear but a crucial element in reaching athletic excellence.

The second verbal sign, “ON MARCH 2, 1962, WILT CHAMBERLAIN SCORED 100 POINTS IN A SINGLE GAME. HE STILL HOLDS THAT RECORD THANKS TO CONVERSE,” serves as a signifier in Saussure’s semiotic theory, providing historical context while reinforcing the main message of the advertisement. The signified is the concept of an extraordinary athletic achievement, linking Wilt Chamberlain’s success to Converse shoes. This statement falls under Barthes’ theory of denotation because it presents an objective and literal meaning, offering factual information about Chamberlain’s record without additional symbolic or emotional nuances. However, while the sentence remains direct and descriptive, the phrase “THANKS TO CONVERSE” subtly introduces an implied connection between the shoes and the achievement, suggesting that Converse played a role in his success, thereby reinforcing the brand’s association with greatness in sports.

The first visual sign is the image of Wilt Chamberlain, a legendary figure in basketball, is a visual symbol of achievement, greatness, and success. Chamberlain’s legacy as one of the greatest basketball players of all time gives weight and authority to the image. When associated with the Converse brand, his presence emphasizes excellence and high performance. This use of a renowned athlete ties Converse to a narrative of success, suggesting that the shoes are more than just footwear but also, they are part of the journey toward greatness. The visual power of Chamberlain’s image enhances the perception that Converse shoes are trusted by the best in the world.

The second visual sign is the Converse shoes and its iconic design which serves as the main visual cue in the image, representing performance, quality, and a deep connection with sports culture. More than just footwear, Converse has become a cultural icon synonymous with basketball heritage, particularly through its association with legendary athletes like Wilt Chamberlain. The design of Converse shoes plays a crucial role in this symbolism, embodying heritage, tradition, and timeless appeal. Their iconic design, which has remained largely unchanged over the years, reflects an enduring legacy that continues to resonate with athletes and fans across generations. By maintaining their relevance in the sports world, Converse shoes are not just seen as products but as symbols of authenticity, success, and continuity, reinforcing their status as an integral part of basketball history.

The third visual sign is Wilt Chamberlain's confident expression and posture which acts as a visual sign of strength, power and accomplishment. The way Chamberlain carries himself in the image directly conveys the message that he is the

dominant force in his sport, and furthermore, his association with Converse shoes underscores the idea of success and mastery. His body language—straight, confident, with a direct gaze—adds to the confidence of the product. This depiction visually connects the idea of athletic victory with the Converse brand, suggesting that wearing Converse is not just about style, but also about embodying the strength and determination exhibited by athletes like Chamberlain.

The fourth visual sign is the black and white background that creates a dramatic and serious atmosphere that focuses attention on the subject matter without distraction. It enhances the sense of gravitas and underscores the history and legacy associated with both the athlete and the Converse brand. The simplicity of the background serves to highlight the importance of the subject matter—Chamberlain, his achievements, and the Converse shoes he is wearing. The high contrast between the background and the subject makes the visual impact stronger, ensuring that the message of achievement and success comes through clearly.

The black and white background serves as a powerful visual sign, creating a dramatic and serious atmosphere that draws attention to the subject without distractions. This choice enhances the sense of gravity, history, and legacy associated with both Wilt Chamberlain's achievements and the Converse brand. The simplicity of the background highlights Chamberlain, his record-breaking performance, and the Converse shoes he wears, reinforcing their significance. According to Cerrato's theory of color, black and white imagery symbolizes timelessness, authenticity, and prestige, making the achievement feel even more monumental. The high contrast between the background and the subject strengthens the visual impact, ensuring that the message of success is clearly conveyed. Additionally, the monochrome scheme evokes a sense of credibility and reverence, aligning with Cerrato's argument that color choices influence emotions and perception. Through this strategic use of color, the advertisement reinforces Chamberlain's legendary status while positioning Converse as an enduring symbol of basketball greatness.

The fifth visual sign is the contrast between the white text and the black background, a carefully considered design element. The sharp contrast ensures that the verbal message stands out, making it easy to read and visually striking. This design choice works not only to grab attention but to make the message feel bold and memorable. The white text against the black background adds to the dramatic tone of the image, emphasizing the importance of the message being conveyed, while also aligning with the themes of strength, impact, and clarity.

The last visual sign is the Converse logo in the bottom corner of the advertisement, presented in bold, uppercase, sans-serif typography, reinforcing a strong, modern, and timeless brand identity. The white text against the black background creates a high-contrast effect, ensuring maximum readability and impact. The use of white, based on Cerrato's color theory, symbolizes purity, simplicity, and innovation, aligning with Converse's reputation as a classic yet progressive brand. The star symbol, an integral part of the Converse identity, conveys excellence and achievement, complementing the advertisement's message about legendary basketball player Wilt Chamberlain. The compact placement of the logo in the lower right ensures that it does not overpower the central image but still cements brand recognition, subtly reminding viewers of Converse's legacy in sports and culture.

Data 2



Figure 2. everyone has his own style

The first verbal sign is the phrase “EVERYONE HAS AN OWN STYLE” functions as a signifier in Saussure's semiotic theory, representing the concept of 'individuality and self-expression in fashion and lifestyle. This phrase conveys the understanding that everyone has a unique way of dressing, speaking, working or expressing themselves, which reflects their personality and preferences. According to Barthes theory of connotation, this statement has a connotative meaning, which emphasizes the importance of uniqueness and authenticity in personal style. While the denotative meaning simply states that everyone has different ways of expressing themselves, the connotative meaning shows that Converse supports freedom of expression and diversity in fashion. This illustrates that there is no right or wrong style, but everyone is free to express themselves in their own way. By promoting this message, Converse positions itself as a brand that celebrates authenticity, inclusivity and creative individuality, which reinforces its identity as a supporter of personal freedom and diversity in fashion and lifestyle.

The second verbal sign is the phrase “CONVERSE ALL STAR” serves as a signifier in Saussure's semiotic theory, representing more than just a brand name but also conveys a deeper cultural meaning tied to individuality, rebellion, and self-expression. As the branding of the Converse products featured in the ad, it introduces the brand's shoes and casual wear while associating itself with the idea of non-conformism and street style that is not bound by certain rules. This reinforces the concept of individualism conveyed by the main text. According to Barthes's theory of connotation, this phrase carries an implied connotative meaning beyond its literal reference to footwear. It embodies a sense of freedom, youthfulness, and creativity, suggesting that Converse is not just a fashion choice but a symbol of a lifestyle that values authenticity and self-expression. By associating itself with counterculture movements and non-traditional styles, Converse positions itself as a brand that encourages individuals to embrace their uniqueness and break away from conventional norms, making its shoes a representation of personal identity and independence.

The first visual sign is the eight models of different heights serves as a visual representation of diversity and inclusivity. By showing a range of body types, the image directly communicates that Converse products are for everyone, regardless of

physical appearance. This visual choice highlights that Converse is a brand that is welcoming to all individuals and does not conform to traditional standards of beauty or body image. It promotes the idea that the brand's products can be worn and appreciated by people of all backgrounds, body types, and identities, reinforcing the universal appeal of Converse.

The second visual sign is the sporty outfits which include items like jackets, hoodies, and sweatpants are visual signs of an active and casual lifestyle. These clothing choices suggest that Converse is not just a fashion brand, but one that is associated with comfort and movement. The use of casual, athletic wear also hints at the brand's long history within the world of sports, particularly basketball, and positions the brand as part of a youthful and energetic lifestyle. The outfits visually reinforce the idea that Converse is a brand for people who value both style and comfort in their everyday lives, especially in situations where freedom of movement is important.

The third visual sign is the height measuring line in the background is a direct visual reference to police mugshots, which immediately suggests rebellion and defiance. This visual cue connects the scene to an imagery commonly associated with being in trouble with the law, representing someone who challenges or rejects authority. The mugshot-style background gives the overall scene a sense of edginess and non-conventionality, implying that the models are part of a countercultural movement. This reinforces the idea that Converse is a brand for people who don't follow rules and are unafraid to stand out and express themselves in bold ways.

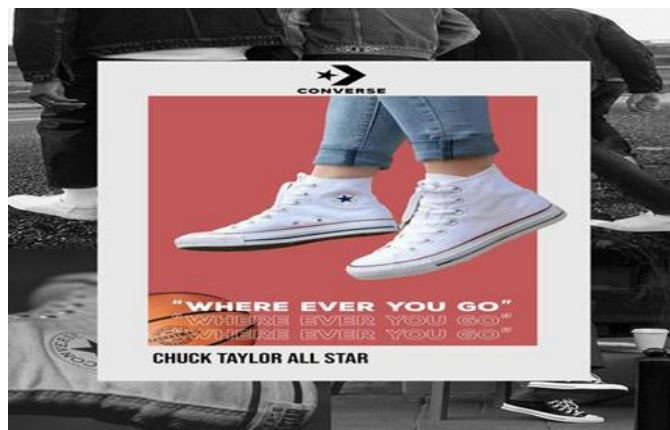
The fourth visual sign is the different poses and relaxed expressions of the models in the advertisement highlight a strong sense of individuality and confidence, visually reinforcing the message of freedom and self-expression. Each model's body language and expression convey assertiveness, suggesting that they are unafraid to be themselves. The variety of expressions, ranging from serious and intense to playful and carefree, emphasizes the brand's inclusivity, showing that Converse is for everyone, regardless of personality. Additionally, the relaxed and nonchalant posture of the models further strengthens this message, implying that wearing Converse is not about impressing others but about being true to oneself. Their laid-back attitude suggests self-confidence and resistance to societal pressures, positioning Converse as a brand that resonates with independent-minded individuals who embrace their authentic identity without fear of judgment.

The fifth is the diversity in clothing styles and the variety in postures is another important visual sign that emphasizes acceptance and celebration of different personal styles. The models' clothing choices are not uniform, which reinforces the idea that Converse is a brand for everyone, regardless of how they choose to express themselves. Whether someone prefers a more sporty look, a punk aesthetic, or a casual streetwear style, Converse accommodates all kinds of individual expression. This diversity highlights that Converse is a brand that celebrates individuality and encourages people to embrace their own unique identities without feeling pressured to conform to mainstream trends.

The last visual sign is the white background in the Converse advertisement holds deep meaning according to Cerrato's theory of color, symbolizing freedom, simplicity, and open space. This color creates a focus on the models and their styles,

reinforcing the message of individuality without visual distractions. White also gives a modern and timeless impression, reflecting Converse's relevance across generations. Additionally, it serves as a symbol of detachment from norms, aligning with Converse's spirit of nonconformity. The combination of white with other design elements, such as height chart lines and bold black typography, further strengthens the message of self-expression and inclusivity, making Converse more than just a brand but a symbol of freedom in style. White also acts as a blank canvas, allowing individuals to fill and define their own identities, reflecting the inclusivity Converse aims to convey. Thus, the use of white in this advertisement is not merely an aesthetic choice but a visual communication tool that reinforces values of freedom, authenticity, and self-expression, making Converse not just a fashion product but a symbol of a bold and free-spirited lifestyle.

Data 3



The first verbal sign is the phrase “WHEREVER YOU GO” serves as a signifier in Saussure’s semiotic theory, representing the versatility, adaptability, and freedom of movement associated with Converse Chuck Taylor All Star shoes. As the main slogan of the advertisement, this text highlights that Converse shoes can be worn anywhere, emphasizing their comfort and practicality. At a denotative level, as explained by Barthes’ semiotics, the phrase has a clear and direct meaning, simply referring to the idea of being able to wear the shoes in any place without restriction. However, on a connotative level, the phrase conveys a deeper meaning, symbolizing a lifestyle of adventure, spontaneity, and limitless possibilities. It suggests that Converse is not just footwear but a representation of independence, exploration, and self-expression, aligning with the brand’s identity as a cultural icon that resonates with individuals who embrace movement, freedom, and personal style.

The second verbal sign is the phrase “CHUCK TAYLOR ALL STAR” serves as a signifier in Saussure’s semiotic theory, representing not only the specific product being advertised but also the cultural and historical significance attached to it. The signified is more than just a shoe but also embodies a long-standing tradition in sports, music, and street fashion, making it an iconic symbol of style and individuality. At a

denotative level, as explained by Barthes' semiotics, the phrase directly refers to a particular model of Converse shoes, making it clear that the advertisement is promoting the Converse Chuck Taylor All Star. However, at a connotative level, the name carries deeper associations with authenticity, rebellion, and self-expression. Over the decades, Chuck Taylor All Star shoes have been worn by athletes, musicians, and cultural icons, reinforcing their status as more than just footwear but a representation of non-conformity and creativity. Through this semiotic analysis, the advertisement positions Converse as a brand that transcends function, offering a product that is deeply embedded in cultural identity and personal expression.

The first visual sign is The choice of white for the Converse Chuck Taylor All Star shoes is a significant visual sign. White is often associated with cleanliness, simplicity, and timelessness. It conveys a sense of purity and neutrality, making the shoes versatile enough to be worn in a variety of settings. White shoes are often seen as classic, never going out of style, which ties into the idea that the Converse Chuck Taylor All Stars have been an iconic part of popular culture for decades. The color also suggests freshness and newness, despite the shoes being a long-established product. In this way, the white color not only emphasizes the classic impression of the shoes but also connects them to contemporary fashion trends, demonstrating that Converse shoes are both timeless and relevant today.

The second visual sign is the pink background serves as a bold and striking visual element that immediately draws the viewer's attention. The choice of pink creates a vibrant contrast with the white shoes, making the product stand out and become the focal point of the image. According to Cerrato's theory of color, pink is often associated with youthfulness, playfulness, and energy, reinforcing Converse's dynamic and fun identity. This visual sign connects Converse shoes to a younger, energetic audience while also signalling that the brand embraces a vivid and lively attitude toward fashion. Additionally, pink evokes warmth and friendliness, suggesting that Converse shoes are approachable and welcoming to everyone, regardless of style or personality. The use of pink, as Cerrato highlights, also conveys creativity and nonconformity, aligning with Converse's reputation for encouraging individual expression and bold fashion choices.

The third visual sign is the placement of the foot wearing the shoe in the center is a deliberate design choice that draws direct attention to the product. By focusing on the foot and shoe, the visual emphasizes the functionality and appeal of the Converse Chuck Taylor All Star. The centered placement creates a sense of balance and focus, which highlights the shoe's design features and fit. This visual sign reinforces the idea that the shoes are not only stylish but also designed to fit well and serve their purpose. The image encourages the viewer to imagine themselves wearing the shoes, creating an association between the product and the consumer's lifestyle. It also positions the shoe as comfortable, giving the impression that it's something people would want to wear on a regular basis.

The fourth visual sign is the contrasting background color, with a bold pink backdrop against black-and-white elements, plays a critical role in enhancing the visual impact of the shoes. The stark contrast creates visual tension, directing the viewer's eye straight to the product, making it the clear focal point of the composition. According to Cerrato's theory of color, pink represents energy, creativity, and

modernity, while black and white symbolize timelessness and authenticity. The combination of these elements creates a dynamic balance between modern and classic design, reinforcing the idea that Converse shoes are both fresh and relevant while staying true to their rich heritage. This contrast not only enhances visual appeal but also conveys Converse's ability to blend tradition with bold self-expression, making the brand appealing across generations.

The fifth visual sign is the use of black and white photos in the background serves as a strong visual connection to the heritage and tradition of the Converse brand. The monochromatic imagery creates a classic and timeless feel, signalling the long history of Converse Chuck Taylor All Stars and their enduring cultural significance. According to Cerrato's theory of color, black and white symbolize elegance, authenticity, and nostalgia, evoking a sense of history and credibility. These photos remind viewers of past eras while reinforcing the idea that Converse remains relevant across generations. The contrast between the monochrome background and the vibrant pink foreground reflects Converse's ability to honour its legacy while embracing modern trends, making the shoes not just a product but a cultural icon that evolves with time.

The last visual sign is Converse logo at the top of the advertisement serves as a key visual signifier, reinforcing brand recognition and credibility. The logo consists of a black star and chevron symbol, which conveys movement, direction, and progress, aligning with the slogan "WHERE EVER YOU GO." The minimalist black design contrasts sharply with the lighter background, ensuring high visibility and maintaining a modern, timeless aesthetic. This aligns with Cerrato's color theory, where black represents strength, authority, and sophistication, reinforcing Converse's heritage and authenticity. By placing the logo prominently, the ad ensures immediate brand association, emphasizing Converse as a trusted and iconic choice for self-expression and everyday wear.

Conclusion

The Converse shoes advertisement effectively uses a blend of verbal and visual signs to create a compelling and memorable message for its audience. The seven verbal signs provide a direct and impactful communication, appealing to the viewer's emotions and lifestyle associations, while the three visual signs reinforce the brand's iconic identity and image. The four denotative signs give clear, straightforward information about the product, which builds a foundation for understanding its quality and appeal. Meanwhile, the three connotative signs add layers of meaning, associating Converse shoes with individuality, freedom, and rebellion. Together, these elements contribute to a powerful advertisement that resonates emotionally and visually, reinforcing Converse's identity and appeal in the minds of its audience. This strategic integration of verbal and visual cues ultimately strengthens the brand's message and enhances its impact on consumers.

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