



An Analysis of Verbal and Non-Verbal Signs in Nivea Nourishing Body Lotion Advertisements

Ni Nyoman Tri Jayanti¹, I Dewa Ayu Devi Maharani Santika², Desak Putu Eka Pratiwi³

English Study Program, Mahasaraswati University, Jl. Kamboja No.11A, Dangin Puri Kangin, Denpasar Utara, Bali.

Mangtrija2001@email.com, devimaharani17@gmail.com, desak.eka.pratiwi@gmail.com

Abstract

This study is aimed to analyze the meaning of verbal and non-verbal signs which are found in Nivea Nourishing body lotion Signs are commonly used in advertisements in order to make them attractive and can deliver the messages properly. This research used a qualitative data collection approach and the data source came from YouTube Nivea Body advertising for the Nivea Nourishing body lotion. Saussure's (1983) semiotic theory uses this research issue to evaluate verbal and non-verbal signs and Barthes' (1977) theory of meaning to examine the meaning of verbal and non-verbal signs in advertising for body lotion. 5 verbal signs and 9 nonverbal signs were included in the result. In advertisements, most of these signs contain connotative and denotative meanings, with 1 denotative meaning and 13 connotative meanings identified by the researcher. In all ads, the use of connotative significance is prevalent because advertisers use hidden meanings to communicate messages and encourage buyers to try these goods.

Keywords: *semiotics, verbal signs, non-verbal signs, advertisements, body lotion, denotative, connotative.*

Abstrak

Penelitian ini bertujuan untuk menganalisis makna tanda verbal dan nonverbal yang terdapat pada body lotion Nivea Nourishing Signs yang umum digunakan dalam iklan agar menarik dan dapat menyampaikan pesan dengan baik. Penelitian ini menggunakan pendekatan pengumpulan data kualitatif dan sumber data berasal dari iklan YouTube Nivea Body Body Lotion Nivea Nourishing. Teori semiotik Saussure (1983) menggunakan isu penelitian ini untuk mengevaluasi tanda-tanda verbal dan non-verbal dan teori makna Barthes (1977) untuk menguji makna tanda-tanda verbal dan non-verbal dalam iklan body lotion. 5 tanda verbal dan 9 tanda nonverbal dimasukkan dalam hasil. Dalam iklan, sebagian besar tanda tersebut mengandung makna konotatif dan denotatif, dengan 1 makna denotatif dan 13 makna konotatif diidentifikasi oleh peneliti. Di semua iklan, penggunaan makna konotatif lazim karena pengiklan menggunakan makna tersembunyi untuk mengomunikasikan pesan dan mendorong pembeli untuk mencoba barang tersebut.

Kata kunci: *semiotika, tanda verbal, tanda nonverbal, iklan, body lotion, denotatif, konotatif.*

I. INTRODUCTION

Semiotic is the study of sign, symbols and how we can understand the meaning of the sign itself. According to Saussure (1857-1913) defines a sign as the composition of a signifier and signified. Signifier is the form which the sign takes. Signified is the concept of verbal and non-verbal. Verbal sign is used in communication which is spoken or written language. It contain conventionalized linguistic symbols such as word, phrases, and sentences that tells us the idea or feeling to other people.

Advertising is a type of information produced by companies or businesses containing messages about a product in order to draw consumer attention, to display the product and to use it. According to Leech (1966: 25), advertisement is a means of communication which tries to persuade people or telling people about certain product, job or service and it can take the form of notice, picture, text, film, song or combination of all. There are several types of items, such as cosmetics, style, food and others, that can be offered. There are two forms of advertisements, namely commercials advertising and public service advertising. The two advertisements have different aims in order to draw the interest of individuals with the message of the advertised product. Commercial advertising is advertising for a product's promotion process, although public service advertising is advertising that offers social messages or provides public feedback that serves to inspire the audience. Researchers decided to examine a commercial advertising in this research that is offered through electronic media, social media and print media. Body lotion is one of the commercial advertising.

Body lotion is a moisturizing skin product that must be used by individuals for their everyday activities. Since body lotion also has a function to hydrate and protect the skin from the sun, in addition to being used to clean the body. Judging from the body lotion feature has a lot of advantages that can be used by adults, children and parents to be good for the skin. Companies manufacturing body lotion goods have a strategy to market these products with unique messages, such as slogans about verbal and non-verbal signs, so that the commercial has a secret meaning. How advertising messages communicate information without words is the non-verbal sign found in the advertisement, but we convey information to audiences using body language, gestures and eye contact.

This research aims to define and examine the hidden meanings found in advertisement body lotion that is video Nivea body lotion as a data source for this brand has the latest developments to attract customer interest, ranging from the benefits found in the body lotion to the very appealing colors on this packaging of body lotion. Not only that, this body lotion has a secret meaning that is portrayed in the advertisements by words or phrases containing different images and colors.

II. MATERIAL AND METHOD

Materials

There are two theories and one supporting theory used in this study. It is used to help analyzing or solve the problems. The first theory of semiotic is by Saussure (1983: 65), the second theory of meaning semiology is by Barthes (1977: 89) and the supporting theory of color by Wierzbicka (1996).

Method

The research data was taken from YouTube-downloaded videos of Nivea Nourishing Body Lotion. The promotion is a recording with a time of 0.26 seconds. The Nivea body lotion brand was used in this study because the brand was well recognized and had many secret meanings behind the messages communicated to consumers, and it also had verbal signs and unique non-verbal signs to examine in this video. This research focused on interpreting a Body Lotion video advertisement that presented verbal and non-verbal signs and the message itself. There are some method of colleting the data used in this study. Those are downloading video advertising from YouTube NIVEA Middle East, namely: watching videos and researchers taking data through screenshots of scenes with signs in the video, even carefully understanding the signs in the video body lotion advertisements, taking notes by writing down the verbal and non-verbal signs containing. The first approaches to examine the data in this analysis are the Saussure theory (1983: 65) to figure out the verbal and non-verbal signs found in the video Nivea Nourishing Body Lotion The second Barthes problem theory (1977: 89) analyzes the meaning of the verbal and non-verbal sign in the video Nivea Nourishing Body Lotion, and can support these advertisements by examining the colors (1996). Formal and informal approaches used in this research to present the findings were described in this analysis. The formal approach of this finding introduces the findings of the research using images and tables. Then, using explanations, an informal approach is used to present the findings of the meaning analysis in selected advertising as a data source.

III. RESULT AND DISCUSSION

The video advertising for Nivea Nourishing body lotion was evaluated on the basis of Saussure's semiotic theory (1983: 66) and theory meaning by Barthes (1977). In this study, the video advertisements for Nivea Nourishing body lotion found 5 verbal signs and 9 non-verbal signs. It is important to show data from found advertisements as follows:

| No | Advertisements | Verbal signs | Non-Verbal Signs |
|----|------------------------------------|---|---|
| 1. | Video Nivea Nourishing Body Lotion | <ul style="list-style-type: none"> • REWARDING YOURSELF WITH SOME ME TIME? | <ul style="list-style-type: none"> • A woman who became a model in the video advertisements using • The background in the video is a garden |
| | | <ul style="list-style-type: none"> • DON'T FORGET TO REWARD YOUR SKIN | <ul style="list-style-type: none"> • The unique of the packaging • The background look like the splash of milk |

| | | | |
|--|--|---|---|
| | | <ul style="list-style-type: none"> • YOUR SKIN GOES THROUGH A LOT IRRITATION, DRYNESS | <ul style="list-style-type: none"> • A woman's feet illustrations irritation skin • The hands of a woman wearing a navy shirt have dry skin |
| | | <ul style="list-style-type: none"> • TIME TO REWARD IT | <ul style="list-style-type: none"> • A woman wearing a navy shirt that touches her hand |
| | | <ul style="list-style-type: none"> • Nivea Body Lotions deep moisture serum for 48-hour DEEP NOURISHMENT | <ul style="list-style-type: none"> • A woman touching her feet with used white dress • Light Blue color of the background |

There are two styles in this study that are the primary subject. The video advertisement for Nivea Nourishing body lotion consists of verbal and non-verbal signs, based on the table above. Verbal signs contain spoken statements that provide audiences with details. Meanwhile, the non-verbal signs that occur are in the form of a Nivea Nourishing body lotion video advertisement, featuring pictures filled with colors, gestures of the model, and facial expressions.

3.1 The Analysis of Video Nivea Nourishing Body Lotion Advertisements

Scene 1



Figure 3.1 Video Nivea Nourishing Body Lotion Advertisements

(Source:<https://www.youtube.com/watch?v=GCTw6ZXMhfc&feature=youtu.be>)

3.1.1 The Analysis of Verbal Signs in Video Nivea Nourishing Body Lotion Advertisements

The first scene, the verbal sign is defined as a "REWARDING YOURSELF WITH SOME ME TIME?" , which indicates that it is possible to recognize body as taking care of oneself. By using the advertised product, advertisers aim to provide the viewer with knowledge to take care of themselves. It has a connotative meaning because it has a hidden meaning. In this imperative sentence the message to be conveyed is to give the

body the opportunity to get more intensive care. This product is believed to help women provide better care for their bodies, especially for their skin. Body lotion is a skin care product that needs to be used and this is one such procedure that is expressed in terms of 'rewarding'. In everyday activities, body lotion must be treated and applied in order to get skin that is both moisturized and light. Of necessity, you will always pay attention to the wellness of your body by loving yourself, so that the priority in this commercial is body lotion that helps to keep the skin moist. This sentence states that loving yourself means paying attention to your skin or taking care of it to make it healthier. Taking care of yourself is the responsibility of everybody, so advertisers want to invite the public to use the advertised product, namely body lotion, to actually take care of themselves with something easy.

The capital letters used in this sentence are the technique of the business to persuade customers to use this body lotion at all times. The "?" punctuation, which is used after an immediate question or to suggest that something is unclear, according to the Merriam-Webster dictionary. So this sentence uses a message to ensure that for his own life, whoever can take care of himself will be responsible. In addition, maintenance actually needs to be performed. Therefore, this phrase really allows people to believe that taking the time for care with this product is very important.

3.1.2 The Analysis of Non-Verbal Signs in Video Nivea Nourishing Body Lotion Advertisements

A woman walking in the park with a beautiful smile wearing white and dark blue clothes is the first on the scene. This highlights the significance of this symbol, which is to represent enjoyment to a woman who is happier with her skin and free to do outdoor activities. It is not difficult to get it, since this model wants to reveal that it is really important to pay attention to the body for a healthy and well-groomed body. People can freely participate in outdoor activities by having a healthy body and skin. Body lotion from Nivea will help to get good skin. He's very popular for his white and dark blue shades. The colour of the clothes that the woman is wearing also supports this. White and dark blue, which are correlated with Nivea Body lotion, are the colors of the clothes this woman wears. White means for goodness and integrity, and the navy symbolizes Wierzbicka (1996) wellness, healing and gentleness, which can be interpreted as offering many life benefits to the body's happiness and freshness. Because of a woman with a beautiful smile who shares happiness with others where the woman wears white and dark blue clothing, meaning good, healing, and gentle, this picture is classified as a connotative meaning.

The object's environment, in the form of a garden, is another sign. Park signs are outdoor spots that woman whose skin has been covered by this substance openly explore. Sunlight, which can not be prevented and damages the skin, is typically a lot of pollution in the open. The woman in the advertisement model, however, still feels good about going out because the advertiser wants to show that the woman who takes care of herself, particularly with the moisturizing products that are frequently used, will feel free to do any activities outdoor. This is because she knows that her skin is protected by this product.

Scene 2



Figure 3.2 Video Nivea Nourishing Body Lotion Advertisements

(Source:<https://www.youtube.com/watch?v=GCTw6ZXMhfc&feature=youtu.be>)

3.1.3 The Analysis of Verbal Signs in Video Nivea Nourishing Body Lotion Advertisements

This scene classifies verbal signs as signs. "DON'T FORGET TO REWARD YOUR SKIN." is the first verbal sign. It means a compulsory sentence to remind people to pay respect to their skin. This means that because the *reward* here means good skin care, it connotes how to do good skin care, such as washing yourself with clean water and soap that is appropriate for your skin, for example. Another cares for skin are always using sunscreen while traveling, start a balanced lifestyle and eat vitamins for the skin, use scrubs daily, and use the right lotion.

Advertisers want to highlight the message in the Nivea body lotion products advertising by using capital letters that people must always remember to preserve the wellness of their skin, namely by using Nivea body lotion as a moisturizer that can protect the skin from sun exposure and reduce the incidence of dry skin. It can have many advantages for the skin to keep it looking good by always offering skin care.

3.1.4 The Analysis of Non-Verbal Signs in Video Nivea Nourishing Body Lotion Advertisements

The design of the packaging is the first signifier of the scene. What can be seen is that this product's shape is very unique in order to draw customer interest. The product type can also express its own sense that can draw attention and can affect the purchase of the product by consumers. The branding of this marker is that, in all Nivea products, this product type is the official form used. The shape of the pump can be said to be a function of Nivea products. Therefore, people can realize that the product they see is a Nivea product by looking only at the form of the pump. From the interpretation of the above signs, since it has a meaning other than the actual meaning, this symbol is then called a connotative meaning. The shape of the pump that reflects the product is not just about the shape of the standardized product.

A further sign of this scene is the appearance of the background as a splash of milk. On the product packaging, this contrasts with the navy blue colour. The sense of this sign suggests that it means something more than just a white color. In this scene, White implies that milk is used in the formula. Therefore, to show the good skin benefits that milk can get from this formula, white is chosen here. Furthermore, white is synonymous with light, goodness, innocence, and purity, according to Weirzbicka (1996).

Scene 3



Figure 3.3 Video Nivea Nourishing Body Lotion Advertisements

(source:<https://www.youtube.com/watch?v=GCTw6ZXMhfc&feature=youtu.be>)

3.1.5 The Analysis of Verbal Signs in Video Nivea Nourishing Body Lotion Advertisements

"YOUR SKIN IS THROUGH A LOT OF IRRITATION, DRY" is this scene sign, indicating that the issue facing the skin has a connotative meaning because it tries to express the skin actually often faces different problems, such as irritation or dryness that makes the skin unhealthy. A condition of inflammation or a painful reaction to an allergy or damage to the cell layer is a biological and physiological discomfort. Irritation also has non-clinical applications that apply to physical or psychological pain or irritating irritation, whereas dry skin is a painful condition characterized by skin, itching, and cramping. Every part of the body may be affected by dry skin. The hands, arms, and legs are commonly affected by this. The use of capital letters implicitly convinces the reader to reach the conclusion that the public would be able to prevent these skin issues by using this product.

3.1.6 The Analysis of Non-Verbal Signs in Video Nivea Nourishing Body Lotion Advertisements

An example of a woman's feet with skin discomfort is the first sign. This illustrates that there is typically one instance of frustration. This example illustrates how a woman experiences skin irritation due to sun exposure, so we have to use body lotion as humans so that the skin is shielded from direct sun exposure so it would be hard to treat if irritation happens, so you always use it before skin irritation. The right body lotion can have many advantages and your skin can always be taken care of.

Then a woman who described her skin as having discomfort on her legs suggested that the woman was experiencing anxiety, but the irritated skin healed by using body lotion. A body lotion that offers good advantages is what the skin needs. If proper care is given to the skin to provide human comfort, this image is classified as a connotative sense because it provides the public with knowledge that discomfort is very harmful to the skin that can make the body feel uncomfortable.

A woman's hand feeling dryness on her skin is the next sign of this scene. This is characterized by dry skin since the skin is exposed to the sun too much and does not have a skin care moisturizer. The sun is very warm and the skin is burning, leaving the skin dry. So women also need skin care, namely body lotion that can help moisturize and protect the skin from the sun.

The body lotion referred to here is the Nivea body lotion according to the clothing color used by women to endorse the same color, namely navy, from the packaging of the Nivea body lotion product. Ocean color is associated with wellness, recovery, calmness, understanding and tenderness, according to Wiezbicka (1996). This is because advertisers want to encourage their readers to believe that using this item will help individuals take care of their skin so that it is still safe from dry skin. This explanation is classified as a connotative sense because it provides the public with knowledge that by using Nivea body lotion that can improve skin protection and softness, dry skin can be handled.

Scene 4

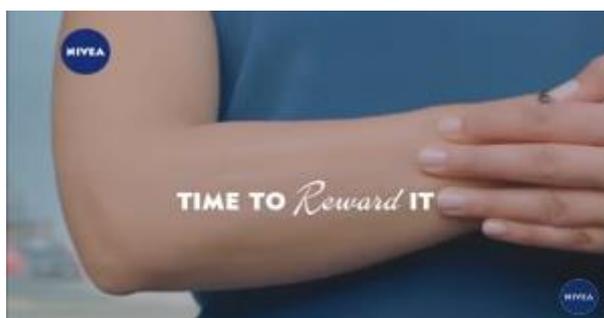


Figure 3.4 Advertising Video Nivea Nourishing Body Lotion

(source: <https://www.youtube.com/watch?v=GCTw6ZXMhfc> & feature =youtu.be)

3.1.7 The Analysis of Verbal Signs in Video Nivea Nourishing Body Lotion Advertisements

The verbal sign in this scene is "TIME TO REWARD IT", means that a woman should begin to accept receiving good skin care. It categorized as connotative meaning since it has a hidden meaning through these words. By using capital letters, it is clear how a simple way to reward skin is the need of advertisers to remind the public to value their skin, namely to always pay attention to skin health by paying attention to time so that skin discomfort does not occur. It reminds the public that it is now the best time to take care of their skin to reduce skin irritation and dryness.

3.1.8 The Analysis of Non- Verbal Signs in Video Nivea Nourishing Body Lotion Advertisements

The first sign is a picture of a woman wearing a dark blue shirt rubbing her side. What is suggested is that it is time to consider care when the skin feels dry. This image illustrates how a woman rubbing her hands is an expression that wants to prove that she

has dry skin on her hands and therefore wants to persuade the public implicitly that we need to be able to give the best treatment now. Skin so as to shield the skin from dryness.

This implies that the blue color reveals the distinctive color of this brand on the shirt. It represents health, healing, and softness that can be interpreted as providing the body with many benefits, especially skin health. In fact, this woman demonstrates that Nivea body lotion will help protect healthy skin, which means that everyone just needs to pay attention to how to make good use of time. Since a woman who caresses her hand wears a navy blue dress, this picture is classified as a connotative meaning, which means she wants to tell the public that she has dry skin.

Scene 5



Figure 3.5 Advertising Video Nivea Nourishing Body Lotion

(source: [https://www.youtube.com/watch? V = GCTw6ZXMhfc](https://www.youtube.com/watch?v=GCTw6ZXMhfc) & feature =youtu.be)

3.1.9 The Analysis of Verbal Signs in Video Nivea Nourishing Body Lotion Advertisements

This scene classifies verbal signs as signs. The first verbal sign is 'deep moisturizing serum for nutrition within 48 hours' by Nivea Body Lotions, which indicates the content of Nivea body lotion that can moisturize for up to 48 hours. This term is categorized as denotative since it describes the benefits of Nivea body lotion, which contains serum that can provide the skin with good moisture.

Since advertisers choose to prioritize the benefits or weaknesses of Nivea Body Lotion products, DEEP NOURISHMENT through including capital letters. This sentence tells the public that the Nivea body lotion sold is a product that can well treat and moisturize the skin because Nivea body lotion contains a serum that can hydrate the skin with natural ingredients for 48 hours and has very powerful benefits. Care for the skin and shield it from damage to the light. We know how difficult it can be to find a lotion that provides the dry skin requirements for deep moisture. This rich formula is intensively

nourished with Deep Moisture Serum and Almond Oil to lock in deep moisture and leave the skin looking smoother for 48 hours.

3.1.10 *The Analysis of Non-Verbal Signs in Video Nivea Nourishing Body Lotion Advertisements*

A woman rubbing her feet with a used white skirt is the first item in the scene. This suggests that the woman using this product has nourished her skin. The color of the skirt that the woman uses also supports this. This means that the color of the skirt used by this woman is white, which means healthy, decent and holy, so that it can be known that our lives will also feel the happiness that we will feel if we have healthy and bright skin.

This woman has actually shown after using Nivea body lotion that using Nivea body lotion will help brighten and properly care for the skin because it contains a serum that can brighten and retain skin moisture for up to 48 hours so that the skin stays healthy. From exposure to the sun. In the image, the woman claimed that having fair and bright skin is the dream of everyone. This image is classified as a connotative sense since a woman caressing the skin of her feet implies that by using Nivea body lotion like the skirt used by women, which is white, which means kindness, purity, the woman wishes to reassure the public that she has fair skin and kindness.

A light blue background is another sign. This means that fitness, cleanliness, calm and gentleness are signified by the light blue hue. It can be concluded that to keep it looking clear, this Nivea body lotion product can soften and keep the skin clean. Advertisers want to invite people to have healthier skin in this case, because it is necessary for everyone to have healthy skin.

The background picture using light blue in this study is the color selected so that product ads can provide calm since the light blue color is often associated with wide bodies of water where the water has a blue color that can make marketers feel calm when viewed. When using Nivea body lotion, people can directly feel relaxed. As it wishes to enable individuals to have safe, clean, relaxed and soft skin, this sense is categorized as a connotative meaning.

IV. CONCLUSION

This research indicates the types of verbal and non-verbal signs found in the commercial for the Video Nivea Nourishing Body Lotion. The data implies 5 verbal signs and 9 non-verbal signs. Verbal signs are classified into words and phrases that help to convey the emotions, thoughts and feelings of the readers. In addition, the features of verbal signs are written in capital letters and the advertisements headlines show colorful words. These are to provide details or make people interested in the advertised product. The sentence contains details about the product's advantages. Non-verbal signs are, meanwhile, conveyed by several movements and facial expressions used in advertisements for body lotion and are accompanied by several colors to make ads more cheerful and draw customers' attention. The denotative meaning was found one in this analysis, while the connotation was found 13. In this research, the denotative sense

consists of the product's content and purpose. The connotative sense, meanwhile, consists of the advertisement sentence, the advertisement color, the advertisement context and the model used in the advertisement.

REFERENCES

- Barthes, R. 1977. *Element of Semiology*. New York: Hill and Wang.
- Dyer, G. (1982). *Advertising as Communication*. London. Routledge.
- Leech, Geoffrey. (1981). *A Linguistic Guide to English Poetry*. New York: Longman Inc.
- Ming, F. & Yan, S. (2015). Reinterpreting some key concepts in Barthes' theory. *Journal of Media and Communication Studies*. Retrieved May, 25, 2019 from <http://academicjournals.org/>
- NIVEA nourishing body lotion (Advertisements). Retrieved November 25, 2020, from: <https://youtu.be/GCTw6ZXMhfc>
- Question mark. Merriam-Webster.com Dictionary, Merriam-Webster, <https://www.merriam-webster.com/dictionary/question%20mark>. Accessed 27 Dec. 2020.
- Saussure, Ferdinand de. 1983. *Theory of Signified and Signifier*. Geneva: McGrawHill Book Company
- Weirzbicka, A. (1996). *Semantic Primess and Universal*. United Kingdom. Oxford University.