



A SEMIOTIC ANALYSIS IN DOWNY COLLECTION ADVERTISEMENT

**Dewa Ayu Nadya Darma Pratami¹, I Dewa Ayu Devi Maharani Santika², Ni
Made Verayanti Utami³**

English Study Program Faculty of Foreign Languages, Mahasaraswati Denpasar University,
Jl. Kamboja No. 11 A Denpasar – Bali, 80233

Correspondence Email : gexnadia.co@gmail.com

Abstract

In an advertisement there must be some verbal and visual signs are used. The signs also have certain meaning to deliver the message of the product or service. The aims of this study are to describe the verbal and visual sign and to analyze the type of meaning verbal and visual signs found in Downy Product Advertisements. The study was conducted by observation method in order to obtain detail information. The method that used in analyzing this study is descriptive qualitative method. The analysis used the theory proposed by Saussure (1983:65) to analyze and described verbal and visual signs and to analyze the meaning of verbal and visual signs of the advertisements used theory from Barthes (1967) about the denotative and connotative meaning supported by theory of color by Wierzbicka (1996). Through the analysis the researcher found there are 72 data of verbal and visual signs divided into 38 connotative meanings and 34 denotative meanings. The denotative meaning in this research consists of the name of products, ingredients, also functions of each product. In the other hand, the connotative meaning consists of the statement in the advertisement, the color, the background, and also the model used in each advertisement that has hidden meaning.

Keywords: *Verbal sign, Visual sign, Downy, Aadvertisement*

Abstrak

Pada sebuah iklan, ada beberapa tanda verbal dan visual yang digunakan. Tanda – tanda tersebut juga membawa makna yang akan menyampaikan pesan dari produk ataupun service yg diiklankan. Penelitian ini bertujuan untuk mendeskripsikan tanda verbal dan visual serta menganalisis tipe makna pada tanda verbal dan visual dalam Iklan Produk Downy. Penelitian dilakukan dengan metode observasi untuk memperoleh informasi yang detail. Metode yang digunakan dalam menganalisis penelitian ini adalah metode deskriptif kualitatif. Analisis menggunakan teori yang dikemukakan oleh Saussure (1983:65) untuk menganalisis dan mendeskripsikan tanda-tanda verbal dan visual dan untuk menganalisis makna tanda-tanda verbal dan visual dari iklan menggunakan teori dari Barthes (1967) tentang makna denotatif dan konotatif yang didukung oleh teori warna dari Wierzbicka (1996). Melalui analisis peneliti menemukan ada 72 data verbal dan visual sign dengan 38 makna konotatif dan 34 makna denotatif. Makna denotatif dalam penelitian ini terdiri dari nama produk, bahan, serta fungsi dari masing-masing produk. Sedangkan makna konotatif terdiri dari pernyataan dalam iklan, warna, latar, serta model yang digunakan dalam setiap iklan yang memiliki makna tersembunyi.

Kata kunci: *Tanda verbal, Tanda visual, Downy, Iklan*

Introduction

Semiotics is relate to all of the things that can be considered as a sign for the example images, gesture, sound and objects. According to Saussure (1983:65) Semiotic is a science and symbol that specifically communicate something verbally and unspoken. In interpret the meaning or information of the sign semiotic is really important to use. One of a way to communication tool in the form of promotional messages that will be shown to everyone such as in advertisement. According to Leech (1996: 25) Advertisement means communication, which attempts to influence someone or advising someone of a certain product, job, or service, and it can take the shape of notice, image, textual content, film, track, or mixture of all. Advertisement usually used to sell and promote the product or service that offered. Advertisement has a unique and brief language and also additionally advertisement has a sign that needed to be deciphered. In advertisement the sign that contained need to motivate, persuade and attract the people to try or buy the product.

The sign has the goals to influence the people. The producer of advertisement should be creative to make the people interested with the product in advertisement. Good advertisement depends on clear text and creative visual. Verbal sign in the form of written. Meanwhile visual sign in the form of image and gestures or without saying a word in advertisement. Sign carries meaning which help the reader to understand the messages that contained in the advertisement. According to Leech (1981) meaning means of word is complex, which they have such component such are an idea, a quality, a relationship, personal feeling and association. The advertisement is using verbal and visual signs to deliver the meaning.

In this study there are some theses about verbal and visual sign were taken to get a good understanding about this topic. First thesis entitled "*The Analysis Of Verbal and Visual Sign Found in Burger King's Official Audiovisual Advertisement*" from Wirasana (2021). They found that there are 17 verbal and 26 visual sign which are mostly having connotative meaning. This is because visual signs carried implicit meaning through the picture, facial expression and colors. There were two research problem in this study: What are verbal and visual sign found in in Burger King's Official Audiovisual Advertisement and what are the meaning of verbal and visual sign found in Burger King's Official Audiovisual Advertisement. The second theses with the title "*An Analysis Verbal and Non Verbal Sign in the Selected Shampoo Advertisement*" written by Wijaya (2020). In this thesis, there were two research problem which are: what are verbal and non-verbal sign used in shampoo advertisement and what are the meaning of the verbal and non-verbal sign in shampoo advertisement. The result show there are 27 verbal and 43 non-verbal sign from ten data of shampoo advertisement. The third is a journal article from "*Kulturistik, Jurnal Bahasa dan Budaya*" entitled "*Semiotic Analysis of Hotel Advertisement*" from Agustina (2021). This study are analyzing the sign, codes and the sign meaning of

advertisement and analyzing the sign that make up the text in advertisement. The result of the study show completed are the relationship among symbols and meanings used in a hotel promotion advertisement. The semiotic science variables may be delivered inside the pattern of a hotel advertisement as it offers a top level view of the suitability among the application of semiotics and hotel advertising in the advertisement. The fourth is theses entitled “*An Analysis of Verbal and Visual Signs In The Selected Skincare Advertisements*” written by Suwitri (2021). This study revealed that there were found 41 verbal signs and 32 non-verbal signs with two research problem which are what verbal and non-verbal sign used in skincare advertisement and what is the meaning of verbal and non-verbal signs in skincare advertisements. The fifth thesis with the title “*An Analysis of Verbal and Non-verbal Signs in the Selected Facial Wash Advertisement*” written by “Andriani (2021). They found that there are 35 verbal and 28 visual sign. In the verbal signs of the advertisements show most all of them contained denotative meaning and the non-verbal sign which partly contain connotative meaning in those advertisements.

Based on the background of the study, there are two problems can be solved in this study which are: (1) What are Verbal and Visual signs found in Downy Collection advertisement and (2) What is the meaning of Verbal and Visual sign found Downy Collection advertisement. The aims of writing this study are to find out Verbal and Visual sign used in Downy Collection product advertisement and to analyze the hidden meaning of Verbal and Visual sign used in Downy Collection product advertisement. It will help reader in understanding the meaning and the messages of the signs that contained in advertisement and also for preventing misunderstanding of the information which conveyed through in product advertisement to the reader.

Method/Metode

The method that used by the writer to collect the data is observation method with note-taking techniques. The aims of using observation method in order to have detail and accurate information about the data. There are some steps to collect the data in this study, such as :

1. Searching and selecting Downy Perfume Collection printed advertisements,
2. Downloading the data from <https://google.com>.
3. Reading and taking note the data
4. Classifying the data based on the category verbal and visual sign.

The method was used by the writer to find out and analysing verbal and visual sign in advertisement based on theory that proposed by Saussure (1983) about signified and signifier. Analysing the meaning of verbal and visual sign found in advertisement were used theory proposed from Barthes (1967) about theory of meaning connotation and denotation and also supported theory proposed by Wierzbicka (1996) about theory of colour terms that used to support the analysis of the sign and the meaning of the sign itself.

Result and Discussion/Hasil dan Pembahasan

In this part this study presented the classification of verbal and visual sign and also the meaning of connotation and denotation found in Downy Advertisement. The researcher found 9 verbal signs and 11 visual signs from three advertisement. The data as follows :

Table 1. Result of Verbal and Visual signs in Downy Collection Advertisement

ADVERTISEMENT	VERBAL SIGN	VISUAL SIGN
Downy Sports Advertisement	1. Downy Sports 2. New 3. 24 Hour Odor Protection	1. The picture of someone playing football 2. The picture of flower in the bubble 3. The picture of outdoors 4. Blue color as the color of the product
Downy Premium Parfume	1. Downy Premium Parfume 2. Last Longer than expensive parfume on fabric 3. Day till Night	1. The picture of woman who is smiling and brings the red variant product on her hands 2. The picture of flowers in the dress of the model 3. The picture of variant of the product collection 4. Dark color or night as the background of the advertisement
Downy Garden Bloom	1. Downy Garden Bloom 2. New 3. Smell fresh even when you sweat!	1. The picture of child using clothes half sweat and half fresh 2. The picture of many flowers 3. Blue colour as dominant in advertisement

Data 1 :



Figure 1. Downy Sports Advertisement

First verbal sign in this advertisement is the statement “Downy Sports”. This statement use to show the name of the product collection that already well-known to the public as a result that wants to take the audience’s attention by using the brand name of the company. In this advertisement, this sign categorized as denotative meaning because this statement provides the information about the brand name of product which indicates this product is one of product from Downy.

The second is the statement “New” in this advertisement as verbal sign. It means that the word “NEW” to show that Downy Sports is the new collection product that launch by Downy. The word new has the purpose to attract the audience’s attention to try and buy this new product since this fabric softener the newest product from Downy. This verbal sign considered as denotative meaning because it is explaining this product is the new product from Downy.

The last verbal sign in this advertisement is the statement “24 Hour Odor Protection”. It means if this product can protect the users from body odor until 24 hours. Associated with the name of the product collection is “sport”, sports can make the clothes musty smell and of course will cause the body odor. Because of that Downy launched the product that can covered the clothes from body odor due to sports. This sign categorized as connotative meaning because the statement tells the benefits of the product and also to attract the customer who like doing activities sports.

First visual sign in this advertisement is the picture of someone playing football. Football is one of the sports that much liked and loved by someone between boys and girls. Football also become one of the most popular sports. The picture of someone playing football in this advertisement has the goal to emphasize the name of the product collection which is sports. This sign brings to denotative meaning. This sign wants to attract the customer’s attention by the picture of playing football because it related to the name of the product in this collection.

The second visual sign in this advertisement is the picture of flower in the bubble. It means this product covered the body odor with the fragrant of the flower. Flower also related to the ingredients of the product. The fragrant of the fabric softener made from the combination of the flowers. The fragrance of flowers can covered the musty of body odor due to activities carried out all day. This sign categorized as denotative meaning because this sign wants to show one the ingredients of the product and also the fragrance that given from this product.

The third visual sign in this advertisement is the picture of outdoor. The outdoor is especially under the sun. This picture to show if this product made for the people who like doing activities outdoor especially under the sun. Related to the name of the collection, sports usually do in outdoors. Outdoors also associated with the picture of playing football which is usually football playing outdoors. This sign brings to connotative meaning because this picture related to the name of the product collection but also provides the information if this product made for people who like doing activities outdoor.

The last visual sign in this advertisement is the blue colour as the colour of the product. Blue associated with the sky. Blue means softness and safety. It show that this product is really soft and safety for the clothes and the skin. The safety here mean does not damage the fabric fibers on the clothes. The fabric fibers need something that has a soft and save ingredients. This sign has connotative meaning because the color does not only color but it is also implicitly shows that this product is safety for our clothes or the other fabric.

Data 2 :



Figure 2. Downy Premium Perfume Advertisement

First verbal sign in this advertisement is the statement “Downy Perfume Collection”. This statement shows the name of the product collection that already well-known to the public. The statement in that advertisement also wants to take the audience’s attention by using the brand name of the company. In the advertisement,

this sign brings to denotative meaning because it provides information about the brand name of product which indicates this product is one of product from Downy.

Second verbal sign in this advertisement is the statement “Last Longer than expensive parfume on fabric”. It means if this product provide long lasting fragrance on the clothes. The fragrance resistance of this fabric softener beats expensive perfumes branded that known for their fragrance resistance. This sign brings to connotative meaning. This statement not only wants to tell the benefits of the product but also want to attract the customer’s attention to try this product on the clothes.

The last verbal sign in this advertisement is the statement “Day till Night”. This statement means if the fragrance of this product can last all day. The people who doing activities start from morning until night no need to worry about the musty smell of clothes because this product can keep the clothes stay fragrance all day. This sign categorized as denotative meaning since the statement in this advertisement conveying information about function of the product.

The first visual sign in this advertisement is the picture of woman who is smiling and brings the red variant product on her hands. This sign is represents the happiness that show on the beautiful woman’s face after using this product on her clothes. Her hand brings the red variant of the product because it is related to the color of her dress. It means the dress of the woman using the red variant of Downy in this collection. The advertisement used woman as the model with function to attract the audience attention about the product since the target market of this product is women. This sign is categorized as connotative meaning because this picture show the happiness expression and self-confidence of the model.

The second visual sign in this advertisement is the picture of the flowers. The pictures of flowers are used to convey information that in making fragrances the main ingredient is the fragrance of flowers. The flower of roses are used as symbols because roses are also contained in the ingredients for making this product. This visual sign has connotative meaning because the picture of the flower is not just give information about the ingredients of the product but also to tells the audience if the scent of this product as the perfect combination of flowers ingredients.

The third visual sign is the picture variant of Downy Premium Parfume Collection. In this advertisement the picture shows some variants of Downy. Those variants have different fragrance with different color. There are some variants of this collection The color of the product categorized based on the fragrance. This picture brings to denotative meaning because it conveys something truthfully and show the real variants of the Downy Premium Parfume Collection.

The last visual sign in this advertisement is the dark color or night as the background of the advertisement. Dark here to emphasize the night in this advertisement, because the night related to benefits of this product which this product can keep the fragrance of the clothes start from day until night. This sign considered as connotative meaning because this product want to tell the benefits of this product by using a picture.

Data 3 :



Figure 3. Downy Garden Bloom Advertisement

First verbal sign is the statement “Downy Garden Bloom”. This sign is the brand name and the tagline name of the product. ‘Downy’ is the brand name of the product and the words ‘Garden Bloom’ is one collection of Downy product aimed specially for fabric softener. The statement clearly describe that the product wants to get the customer’s attention by using the brand name that is already famous and it will attract the customer curiosity to buy this product. This sign brings to denotative meaning because this sign is clearly give explanation and describe that Ultra Downy is one of product in this series.

The second verbal sign is the statement “New”. This sign means this product is the new product collection launch by Downy. The word ‘NEW’ could attract the audience attention to try and buy the product since this product is the Downy newest product. This sign considered as denotative meaning because the statement provides information to the audience that this product is one and the newest of Downy product with name Downy Garden Bloom.

The last verbal sign in this advertisement is the statement “Smell fresh even when you sweat!”. This statement means if this product can keep the clothe fresh and smell good even though the users smells musty and sweats. Sweating causes clothes to stink and of course takes away the user’s self-confidence. This product made to the people who likes doing activities too much until make the body odor and sweat quickly. This sign brings to connotative meaning because the statement tells about the benefit of the product which this product can keep the clothes still smells good and fresh.

First visual sign is the picture of child using clothes half sweat and half fresh. It is to emphasize the benefits that given by the product to the users. This product can keep the user’s clothes still fresh even though the users sweating. Sweating gives the bad and musty smells to the clothes. Beside that sweating also can make the other people feel disturbed and uncomfortable. With this product will eliminate worries

about the problems of the sweat odor. This sign considered as connotative meaning because this picture not only shows the benefits of the product but also to show if this product can solve the problems about sweat odor.

The second visual sign is the picture of many flowers. This picture related to the name of the collection which is Garden Bloom. Garden synonymous with various flowers. Garden also symbolize freshness. It is related to the benefits of this product which can make the clothes still fresh. This sign brings to connotative meaning because this picture has hidden meaning. This picture provide the name of the collection in this product and also to tells if this product made from flowers to produce a fragrant.

The last visual sign in this advertisement is Blue color as dominant in advertisement. Blue color are used as the color of the product in this advertisement. According to Wierzbicka (1996) blue means softness and safety. It show that this product is really soft and safety for the clothes and the skin. The safety here mean does not damage the fabric fibers on the clothes. The fabric fibers need something that has a soft and save ingredients. This sign has connotative meaning because it is implicitly shows that this product is safety for our clothes or the other fabric.

Conclusion

Based on finding of the analysis, it can be concluded that Downy Collection advertisements consist of 20 data divided into 9 verbal sign and 11 visual sign from three advertisement of Downy Collection. For the meaning of verbal and visual sign, from the data discussion there are 9 denotative meaning and 11 connotative meaning. The connotative meaning in this research consists of the facial expression of the model, the picture of the advertisement, also the colour. In the other hand, the denotative meaning consists of the statement in the advertisement, the name of the product, and also the function of the product. The connotative meaning is the dominant meaning that appears in the advertisements in order to make the advertisement more mysterious to be seen for the audience and make them catch the meaning of the advertisement when they buy the product. This is also as one of Downy's marketing tricks in products offering through advertisement.

Reference

- Agustina, Komang. Trisna. (2021). Semiotic Analysis of Hotel Advertisement. *Kulturistik Jurnal Bahasa dan Budaya*, 5, 8-13.
- Andriani, Ria. (2021). Thesis. In *An Analysis of Verbal and Non Verbal Sign in The Selected Facial Wash Advertisement*. Denpasar: Mahasaraswati University.
- Barthes, Roland. (1964). *Elements of Semiology*. New York: Hill and Wang.
- Chandler, Daniel. (2002). *The Basics Semiotic*. London and New York: Routledge.
- Downy Garden Bloom Advertisement. Retrieved January 7, 2022, from <https://images.app.goo.gl/gH56FteCQUm4DoyP9>

- Downy Premium Perfume Collection Advertisement. Retrieved January 7, 2022, from <https://encryptedtbn0.gstatic.com/images?q=tbn:ANd9GcR2u5NgcROMPOAYEnUj0sBT3RUxqwwwED8tXg&usqp>
- Downy Sports Advertisement. Retrieved January 7, 2022, from <https://images.app.goo.gl/s62FPgEWtjzRfJqf8>
- Dyer, Grillian. (1993). *Advertising as Communication*. London: Routledge.
- Juliarti, Kadek. 2020. An Analysis of Semiotic Found in Nivea's Advertisement. *Thesis*. Denpasar: Faculty of Foreign Language, Mahasaraswati University.
- Leech, G.N (1981). *Semantic: The study of meaning*. (Print book) Second Edition. London: Penguin Books
- Saussure, Ferdinand. De. (1983). *Course in General Linguistics*. New York Chichester West sussex: Columbia University Press.
- Suwitri, Ni Luh. (2021). Thesis. In *An Analysis of Verbal and Non Verbal Sign in Selected Skincare Advertisement*. Denpasar: Mahasaraswati University.
- Wierzbicka, Anna. (1996). *Semantics Primes and Universal*. United Kingdom: Oxford University.
- Wijaya, I. Komang. (2020). Thesis. In *An Analysis of Verbal and Non Verbal Sign in Selected Shampoo Advertisement*. Denpasar: Mahasaraswati University.
- Wirasana, Ida. Bagus. (2021). Thesis. In *The Analysis of Verbal and Visual Sign Found in Burger King's Official Audiovisual Advertisement*. Denpasar: Mahasaraswati University.