



Verbal and Non-Verbal Sign on Inflight E-Magazine Garuda Indonesia “Colours”

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Abstract

This study focuses on semiotic analysis and explains the meanings expressed by both verbal and non-verbal sign in Garuda Indonesia's in-flight e-magazine "Colours". A descriptive qualitative method was employed in the analysis of this study in order to provide meaningful and well-organised explanations of the problem. Two theories—one supported by the research—were used in the analysis of signifiers and signified signs in this study. The first theories is Saussure's (1983) theory. According to Barthes (1986), there are two theories: denotation and connotation. And the last supported theory by Wierzbicka (1996) is the is the theory of colour terms. The aim of this research is to explain the verbal and non-verbal signs contained in the magazine and also find out what meaning is contained in the data. Through the analysis, the researcher found there are 24 data points for verbal and non-verbal signs. Connotative and denotative meanings were present in both spoken and nonverbal sign. Non-verbal signs are made up of images and colours, whereas verbal signs explain the product.

Keywords: *verbal sign, non-verbal sign, magazine*

Abstrak

Studi ini berkaitan dengan analisis semiotik dan menjelaskan makna yang disampaikan oleh tanda-tanda verbal dan nonverbal yang ditemukan dalam e-magazine inflight “Colours” oleh Garuda Indonesia. Dalam menganalisis penelitian ini, metode yang digunakan adalah metode deskriptif kualitatif untuk melakukan deskripsi yang jelas dan terorganisir tentang masalah. Mengenai analisis, ada dua teori dan satu teori yang didukung yang diterapkan dalam penelitian ini, yaitu teori Saussure (1983) dalam menganalisis penanda dan tanda yang ditandai. Teori kedua adalah arti denotasi dan konotasi oleh Barthes. (1986). Dan teori terakhir yang didukung oleh Wierzbicka (1996) adalah teori istilah warna. Tujuan penelitian ini adalah untuk menjelaskan tanda-tanda verbal dan non-verbal yang terkandung dalam majalah dan juga mencari tahu makna apa yang terdapat dalam data. Melalui analisis, peneliti menemukan ada 28 titik data untuk tanda-tanda verbal dan nonverbal. Tanda-tanda verbal dan nonverbal memiliki makna konotatif dan denotatif, sedangkan tanda-tanda nonverbal terdiri dari gambar dan warna.

Kata kunci: *tanda verbal, tanda non-verbal, majalah*

Introduction

Semiotics is the systematic study of sign processes and the communication of meaning. According to Saussure (1983:65) defined semiotics as a science and symbol

that specifically communicates ideas both orally and nonverbally. In semiotics, a sign is defined as anything that communicates intentional and unintentional meaning or feelings to the sign's interpreter. By analysing the signs around them, semiotics can help people communicate more effectively and take in a lot more information. These days, it's normal to see signs and symbols. Every aspect of daily life has them, including streets, bus and rail stations, public areas, books, and even cellphones. One of the media are part of the news media is Magazine, that can find a lot of information. This media is also one part of communication, where language can also be interpreted as a sign to convey messages. Furthermore, signs in the magazine are the things that analysed in this article.

A sign is composed of a verbal and non-verbal sign. According to Wikipedia (2022) A verbal sign is a sign that is represented by a linguistic symbol, such as words, sentences, phrases, and letters in written and spoken language. Chandler (2001) defines a verbal sign as something that involves words and text. According to Saussure's theory, a word is never only a signifier—a symbol of a certain thing and instead of it has to come together in the brain with either the signified or the actual object in order to function as a sign. Moreover, a sign is made up of a signified, which is the idea or meaning that the signifier indicates, and a signifier, which is the shape that the sign takes any material thing that signs, such words on a page, a facial expression, or a picture.

There are many similar studies about semiotics analysis especially in the printed media such as advertisement, magazine, poster, etc. In this study focus on analysing the verbal and non-verbal sign that found in inflight e-magazine Garuda Indonesia "Colours". Several studies on the topic raised by this study have been conducted. The first study entitled "*A Semiotic Analysis in Downy Collection Advertisement*" from Pratami (2022). They discovered that 72 verbal and visual sign data could be classified into 34 denotative and 38 connotative interpretations. This study looked at two research questions: what verbal and visual cues are used in Downy product advertisements, and what does it signify when it comes to those signs?. The second study with the title "*The Meaning of Verbal and Nonverbal Signs in Maybelline Advertisements*" written by Dewi (2021). There were two research questions in this article: what verbal and nonverbal cues can be detected in Downy collection advertisements, and what do those signs indicate specifically?. The findings indicate that out of four data points from the chosen advertising, there are fifteen verbal and thirteen nonverbal signs. The third is study entitled "*The Meaning of Verbal and Non-Verbal Sign of Insidious Film Poster*" form Wati (2023). This study discussed about find verbal and non-verbal sign in the Insidious film poster. It found 22 data from 3 Insidious film poster. The fourth is a study entitled "*A Semiotic Analysis in Victoria Secret Product Advertisements*" written by Suryantara (2022). This study revealed that there were found 22 data of verbal and non-verbal signs with two research problem which are this study revealed that there was research problem which are what are verbal and non-verbal sign that consist of picture and colour found in Victoria Secret Product Advertisement and What do the message contained in the Victoria Secret Product Advertisement. The fifth thesis entitled "*Semiotic Analysis on Joker Movie Poster Advertisement*" written by Muazzomah (2022). There are 42 non-verbal

indications and 14 verbal signs, according to the results. Signs that were visual or spoken had both denotative and connotative meaning.

Based on the background of the study, this research aims are to find out Verbal and Visual sign used in inflight e-magazine Garuda Indonesia “Colours” and to analyse the hidden meanings Verbal and Visual sign used in inflight e-magazine Garuda Indonesia “Colours” as a data source. This study is different from previous studies in that it uses data that primarily consists of product advertisements or posters. Another difference that can be seen is that most of the authors use video clips from Garuda Indonesia as their data that study using the different data from the others, the data used mostly uses advertisements or posters from a product. In this study, there are two problems can be solved in this study which are: (1) What are verbal and non-verbal sign that found on cover of Inflight e-Magazine Garuda Indonesia “Colours” and (2) What is the meaning that loaded in the form of verbal and non-verbal sign on cover of Inflight e-Magazine Garuda Indonesia “Colours”. In order to inform readers about the meaning and meanings of the signals that were included in magazines as media information, the data was described in both verbal and nonverbal signs.

Method

In conducting this study, uses several magazines that used as data in this research. The magazine used is taken from the Garuda Indonesia website (www.garuda-indonesia.com) which has various features, but one of the features that will be used is in the inflight e-magazine "colours" section. Since this airline publishes 12 editions a year, along with monthly issues and exciting material, there is a wide variety of publications easily available. In this study use selected magazine editions every month in 2024. The important point of using several pages as data in this study is that the pages appear very complete and can be analyzed both verbally and non-verbally, and the signs contained in them are very varied, so that the selected pages, namely pages 25, 77, and 95, were used in this study. The analysis was given in an informal method, and the writer employed a qualitative descriptive method. In analyzing, several processes will be carried out, First, searching and selecting Inflight e-magazine Garuda Indonesia “colours” on the website. Second, downloading the data from the official website Garuda Indonesia. Third is Classifying the data based on the category verbal and non-verbal sign, the theory that used is from Saussure (1983). The last writer used Barthes' (1967) theory of meaning to analyze the meaning of data from magazine articles conveyed through verbal and nonverbal signs. Wierzbicka's (1996) theory of color terms was also supported, as it was used to support the analysis of the sign and the meaning of the sign itself.

Result and Discussion

This section shows the classification of verbal and non-verbal signs and explains the meaning of denotations and connotations contained in the inflight e-

magazine “Colours” by Garuda Indonesia. Researchers found 14 verbal signs and 12 non-verbal signs on 3 pages of a magazine. The data is as follows:

Table 1. Result of Verbal and Non-verbal signs in inflight e-magazine “Colours” by Garuda Indonesia.

MAGAZINES	VERBAL SIGNS	NON-VERBAL SIGNS
Magazine November 2023 edition page 25	<ol style="list-style-type: none"> 1. Yes, it’s another one, but it’s erha’s skincare. 2. Make your first move. 3. ERHA. 4. Intelegent dermabeauty. 5. Webiste of erha skincare. 	<ol style="list-style-type: none"> 1. The model is holding a product. 2. Erha product 3. Black colour as the tunnel background of this page.
Magazine November 2023 edition page 77	<ol style="list-style-type: none"> 1. Garuda Indonesia the airline of Indonesia. 2. Bring More Baggage On Your Trip? No need to worry. 3. Excess Baggage is Very Affordable. 4. 5-Star Airline. 5. Scan Here. 	<ol style="list-style-type: none"> 1. A man is packing things. 2. Barcode 3. Cream colour and living room background.
Magazine November 2023 edition page 95	<ol style="list-style-type: none"> 1. Garuda Indonesia Cargo. 2. Delivering Your Goods To The World. 3. 14 Internationals Routes, 152 International Routes by Interline and Trucking. Operated by Garuda Indonesia, Operated by Other Carrier, Trucking. 4. Contact of Garuda Indonesia Cargo. 	<ol style="list-style-type: none"> 1. Cargo airplane. 2. Plane latitudes spread all over the world. 3. Logo of Contact Garuda Indonesia. 4. Dark blue colour as a background

Above is table of data that has been grouped by verbal and non-verbal signs in the e-magazine. In this table, there are 3 pictures. The first picture of the data found 5 verbal signs and 3 non-verbal signs. The second picture also consist of a 5 verbal sings and 3 non-verbal signs. The last picture consist of about 4 verbal signs and 4 non-verbal signs.

This section of this research will discuss in more detail what has been described in the table above. Analyzing each sign found in both verbal and non-verbal signs in the magazine, to make readers understand better. In order to convey the analysis, a brief explanation of the sign is given using Saussure's (1983) theory of signifiers and signified signs. Barthes' denotation and connotation theory (1986) is the second hypothesis. The theory of color words is the final theory that Wierzbicka (1996) supports.

Data 1:

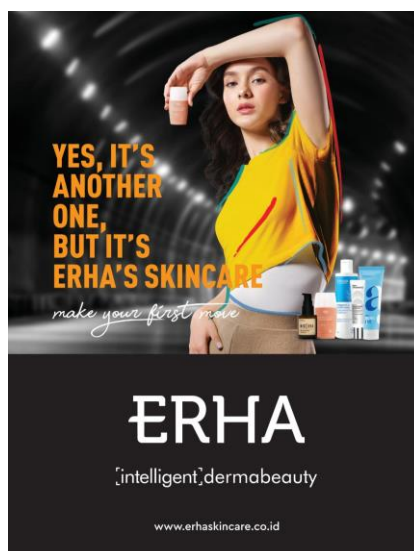


Figure 1. Magazine November 2023 edition page 25

The first verbal sign on this page is “Yes, it is another one, but it is Erha’s skincare.” In the statement, they use jargon to introduce their products to attract the attention of buyers. According to Saussure (1983), that statement conduct as signified. The statement means that there are many kinds of skincare products, and choosing them is also difficult, but can choose the type of this skincare product to be used. In the magazine above, this mark is categorised as having a denotative meaning because the statement provides information about the product to be discussed, namely, that it is a skincare and hair care product.

The second is the statement “Make your first move” on this page as a verbal sign. The statement contains an invitation from the author to use the advertised product. The invitation is an incentive for the reader to do a signification of the products used to create better skin than it is today. Erha skincare has been beautifying skin and hair for 24 years. And this product wants to convey a message to its consumers that it is important to choose the right and experienced facial care. The phrases on this sign implies a request to improve the nursing, thus giving it a connotative meaning.

The third verbal sign on this page is the statement "ERHA." According to Saussure (1983), that statement shows the name of the product by using large letters to make it visible, which means it is categorised in the signifier. As the standard of marketing, listing brand names is crucial in advertising products so readers know what products are being advertised. These statements fall into the category of denotative meaning because they provide information about the brand name of the product.

The fourth statement is "Intelligent dermabeauty." This statement is also one of the introductions to products on this page. It is a concept used by the brand Erha in producing its own products, such as skincare and haircare. Intelligent derma-beauty is a process applied by Erha to create the best care solution for consumers, and it has a denotative meaning. With this product, Erha is positioning its product as intelligent derma-beauty to always create the best solution and quality so everyone has a beautiful appearance.

The last verbal sign is "www.erhaskincare.co.id". The statement is on the website of the product, where it is one of the contacts that can be contacted by the reader after he sees the advertised product. The website is intended to provide a media for a product and is also one of marketing trick if a reader is interested and interested in knowing more about the product. It has a denotative meaning because they provide the real information.

The first non-verbal sign on this page is that the model is holding a product. The model shows a woman holding one of the products of the erha. The woman is used in this magazine because, in the use of a treatment product, the gender is more dominant, namely women. Therefore, some facial and body care products use women in the advertising process. This mark is included in the connotative meaning because there are different meanings shown in holding the product.

The second non-verbal sign on this page is erha product. The product displayed is very influential in advertising a product, so that the reader or buyer knows what the point of view of the product sold is. Erha products aim to emphasize that Erha offers a wide range of products for the care of skin and hair. The meaning used in this sign is the denotative meaning because it corresponds to the product they sell.

The last non-verbal sign on this page is black, which is the tunnel background of this page. Black is used as the color of the product in this magazine. Wierzbicka (1996) states that black is a dark color that connotes strength, maturity, and glitz. It indicates that the color is associated with the feature of the product that is being offered on this page, namely its power and elegance in skincare. After using this product, the skin will add elegance and have power in exposure to sunlight as well as on travel. The meaning in this sign contains a connotative meaning because the color is only on the background used, not just the color but the characteristic of the color used.

Data 2 :



Figure 2. Magazine November 2023 edition page 77

The first verbal sign on this page is the statement "Garuda Indonesia the airline of Indonesia." According to Saussure (1983), that statement conduct as signifier because the above statement only affirms the word, there is no meaning behind the statement. This statement shows that the name of the product that is already well known to the public is one of the Indonesian airlines. The use of a company's brand name in statements on this page is another tactic used to grab readers' attention. This page gives information on a product's brand name by using the denotative meaning.

The second verbal sign on this page is the statement, "Bring More Baggage On Your Trip? No need to worry." That means the author uses the writing in a persuasive way because, in the statement, it contains the meaning of invitation. According to Saussure's theory (1983), a sentence that has a meaning behind it belongs to the category of signified. The statement was made because many people traveling to different regions and countries always carry a lot of luggage, so this brand makes an offer for readers not to worry about carrying more baggage. It has a connotative meaning because it's not just an invitation, the statement is also an offer for a product owned by Garuda Indonesia Airlines, which offers the purchase of excess baggage.

The third verbal sign on this page is the statement, "Excess Baggage is Very Affordable." This means that this brand provides excess baggage services if there are passengers from the Garuda Indonesia airline who want to bring excess baggage. Excess baggage is also provided at affordable prices, so passengers do not need to worry if they have excess baggage when flying. This statement has a connotative meaning because it is not only providing information but also making an offer at an affordable price.

The fourth verbal sign on this page is the statement "5-Star Airline." This means the rating given by world airline companies to Garuda Indonesia Airlines. Garuda Indonesia entered the 5-star ranking because it has achieved achievements in

airline quality and excellence, both in terms of airline product and service provided to passengers. The purpose of this sign is to show that this airline is the best choice if you want to fly. The meaning contained is a denotative meaning because it only provides information that this airline has a 5-star achievement.

The last verbal sign on this page is "Scan Here." The purpose of this article is to explain to the reader and confirm the information explained on the page. This is also part of a marketing strategy to make it easier for readers who are interested and want to book excess baggage when they fly. Since the sentence on this page provides information about how to order excess baggage, it is classified as having a denotative meaning.

The first non-verbal sign on this page is that the man is packing things with many boxes in his living room. This means can be categorised into connotative meanings. that the goods will be carried in large quantities. This image is very related to the verbal sign on the page, the author clearly describes the number of items that the foot will pack. This means that if you are carrying a large number of items, you don't need to worry anymore because the airline offers an excess baggage product. These signs can be categorised into connotative meanings. It's not just packaging product but there is a meaning intended to explain that the author is offering a product.

The second non-verbal sign on this page is the barcode. Just like the explanation in the verbal sign, this barcode is one way to make it easier for passengers to make transactions if they need excess baggage on their trip with Garuda Indonesia Airlines. The purpose of this barcode is that, apart from making the transaction process easier, it is also a marketing program from a company to attract the attention of passengers to buy it because it can be done in an easy way. This simply offers details related to the thing being described, therefore it has a denotative meaning.

The last non-verbal sign on this page is the light color of the background of the living room. The light color is dominant on this page. According to Wierzbicka (1996), light color means daytime light; they are reminded of their experiences seeing things in the light when they see light objects. The light here emphasizes the daytime on this page. Daytime is related to a person's time for carrying out activities, and if it is related to this product, a man carries out packing activities during the day because evening is the time to rest. Given that this product uses an image to represent human activity, it is thought that this symbol has a connotative meaning.

Data 3 :



Figure 3. Magazine November 2023 edition page 95

The first verbal sign on this page is the statement “Garuda Indonesia Cargo.” This is the product's name, which will be discussed on this page. As we know, this statement is one of the products of the same company as Garuda Indonesia, which operates in the cargo sector. The sentence only informs the name of the product, and if associated with Saussure theory (1983), it belongs to the category of signifiers. Cargo is a goods transportation service for commercial and general purposes managed by Garuda Indonesia itself. The purpose of this statement is to clearly explain to the audience what product is being offered. In addition, it is evident that Garuda Indonesia Cargo is one of the airline's offerings, this sign has a denotative meaning.

The second verbal sign on this page is the statement "Delivering Your Goods to the World." This statement tells us that if the audience is interested in sending goods out of town or abroad, Garuda Indonesia Cargo is the right airline as a means of sending goods. Garuda Indonesia Cargo supports audiences to send their goods throughout the world. As a result the statement informs the audience that this product guarantees the delivery of products overseas, this sign is seen as having a denotative meaning.

The third verbal sign in these pages is the statement “14 International Routes, 152 International Routes by Interline and Trucking. Operated by Garuda Indonesia, Operated by Other Carriers, Trucking”. This statement provides a detailed explanation of the number of routes that airlines run and the goods delivery that Garuda Indonesia oversees. By including this statement, the audience will be more interested in using this service because of the large number of routes traveled by this airline. Apart from being an attraction for the audience, this statement is also a verbal marketing trick used

by the company. This statement is categorized as having a denotative meaning. The author provides detailed information to explain several routes taken.

The last verbal sign on these pages is the statement "Contact of Garuda Indonesia Cargo". Contact information is very important when selling a product or service. This information aims to make it easier for the audience to carry out transactions or ask questions related to sending goods without having to go to the company's office, which can be done from home during the day. In this case, it is not only easier for the audience but also for service managers to make offers online without having to make announcements face-to-face. The statement is categorized as having a denotative meaning because it only provides information as stated.

The first non-verbal sign on this page is the Garuda Indonesia Cargo airplane. This sign represents the aircraft that will be used to transport goods to be sent, to provide a clear point of view for the audience about the type of aircraft and description that will be used. The function of this non-verbal sign is to support the audience's attraction to this service, where the target of this service is people who have family or friends outside where they live. This sign has a denotative meaning because the author only includes this information without conveying any meaning.

The image of the plane latitudes dispersed around the globe is the second non-verbal sign on this page. This mark is made to emphasize the verbal marks explained previously on the page. Apart from emphasizing, this non-verbal sign also functions to provide a clear picture to the audience that it is true that Garuda Indonesia Cargo is ready to serve the delivery of goods from customers to various countries. The meaning contained in this sign is a connotative meaning. The author not only shows maps and plane lines but also wants to emphasize that Garuda Indonesia Cargo sends cargo all over the world.

The third non-verbal sign on this page is the logo of contact Garuda Indonesia. There are various contact logos from Garuda Indonesia that the audience can contact if they want to send goods. It is very important to include this contact information in a product because it makes it easier for the audience without having to come to the office to carry out a transaction or ask for information. This sign is categorized as having a denotative meaning because it conveys something truthfully and shows real contact.

The strong backdrop color of dark blue on this page serves as the most important nonverbal sign. Wierzbicka (1996) states that the color dark blue is connected to authority and seriousness. It demonstrates the seriousness with which this service is provided. What is meant by being serious is clearly providing the information and contact person listed when contacting this service. The second is power; this service has the power to send goods overseas and even all over the world safely. This sign has a connotative meaning because it implicitly shows that this service is serious in its delivery.

Conclusion

Based on this study, it can be said that the Garuda Indonesia in-flight e-magazine "Colours" has 15 verbal and 10 non-verbal signs spread over its three pages in the

November 2023 edition. For the meaning of verbal and non-verbal signs, from the data discussion, there are 15 denotative meanings and 10 connotative meanings. The denotative meaning in this study is more dominant than the connotative meaning. The connotative meaning includes the model's face, product range, and color. The product name, contact information, and description make through the denotative meaning. In order to explain a product that the audience sees without having to guess based just on photos, the denotative meaning of this study predominates, followed by the connotative meaning. However, the product itself will be clearer and more certain if information and explanations are included.

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