

The Meaning Of Signs In Expedition Advertisement

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Abstract. Language is one way to keep relationships in harmony. People use language to communicate, convey messages verbally and directly, and express feelings. Advertisements result from a combination of communication arts with aesthetics, are persuasive, and are aimed at some parts of society. This article analyzes the meaning of verbal and visual signs on the J&T Express Advertisement. It aims to identify the verbal and visual signs and explain the meaning of the verbal and visual signs in Expedition advertisements. This analysis used J&T Express advertisement as a primary data and documentation method to collect data. This article used a qualitative method, and the data was analyzed descriptively. The results show that five data points were discussed. The verbal and visual signs analyzed used semantic theory by de Saussure to find the signifier and signified; all data have the signifier and signified. This article used Barthes' theory to analyze the meaning and find the denotative and connotative meanings. In general, verbal signs have both denotative and connotative meanings. The two verbal signs discovered in the data, all the verbal signs have denotative and connotative meaning. Two visual signs in the advertisements also convey their meanings to enhance the delivery of the value of the products.

Keywords: Advertisement, Verbal sign, Visual sign, Semiotic

INTRODUCTION

Language is one way to keep relationships in harmony. People use language to communicate, convey messages verbally and directly, and express feelings. Dyer (2009) states that anything can be viewed as a sign if it refers to or represents anything other than itself, and it can be the form of verbal and visual signs. In recent years, people have used social media to communicate with others. They have used signs for communication in social media; for example, the article in the advertisement represents the verbal signs, and the picture in the ad describes the visual sign.

According to de Saussure (1959), that is a dyadic or two-part sign model, and a sign is composed of 'signifier' and 'signified.' Advertisements can attract people both through images and language. An exciting advertisement has both verbal and visual signs. However, people misinterpret the signs, and the information cannot be conveyed because they have different perspectives. De Saussure (1959) states that a sign is any motion, gesture, image, pattern, or event that conveys meaning. Apart from discussing semiotic signs, semiotics also discuss

signifiers and signified. The signifier is the form that the sign takes, and the signified is the concept to which it refers.

This article used the advertisements that J&T Express Expedition published. J&T Express became the first brand in Indonesia to focus on online business by launching the slogan "Express Your Online Business." The presence of more and more shipping companies has created increasingly tighter competition and has forced these companies to increase their competitiveness to maintain their business continuity. For companies that operate in the field of goods delivery services, several things can be done to develop a marketing strategy to get a response from consumers. This article focused on the meanings of signs in J&T Express advertisements. This advertising uses a variety of semiotic signs, including verbal signs and verbal signs colour meanings.

LITERATURE REVIEW

A literature review consists of reviewing previous research about verbal and visual signs. Some related research has been done previously. This article used three undergraduate thesis and two international journal articles.

The first undergraduate thesis by Kartika (2016), this thesis is to analyze the verbal and visual signs and the meaning of the signs contained in the Garuda Indonesia and Singapore Airlines advertising videos. Observation and documentation methods were used to analyze the data. The data was collected online (YouTube, two airline official accounts). The selected video advertisements were analyzed using the descriptive method by applying the theory of verbal representation and visual communication elements in the book *Advertising as Communication*, proposed by Dyer (1993), and the theory of meaning by Leech (1974). As a result of this thesis, by analyzing the two videos, it was discovered that various visual and verbal aspects have meaning to attract viewers and help them reveal a more profound sense of the Garuda Indonesia and Singapore Airlines Advertising video. This undergraduate thesis does not display advertising images used only in verbal form. This undergraduate thesis is relevant to current research because it has a similar topic discussing the verbal and visual signs and the meaning of the signs found in the advertisement. The differences are the type of data. Furthermore, adding the theory of colour meaning to analyze the visual signs in the advertisement video is better to make this article more exciting and comprehensively elaborate the data analysis.

The second undergraduate thesis by Niscita (2022) aims to identify the kind of sign and analyze the meaning of the sign in the data. This thesis explained verbal and visual signs

through an advertisement video. Descriptive qualitative methods were used to analyze the data. The data was collected from the internet (YouTube Apple official account) entitled "Introducing iPhone 13". The theory used in his thesis was declared by Dyer's (1982) theory of semiotics and Barthes's (1964) theory to analyze the meaning. The result of this undergraduate thesis shows that fifteen data sets were found in the video, consisting of verbal signs and five visual signs. The explanations of the data were straightforward about the structure and the method used, but to clarify the signifier and signified that can elaborate. The relevance of his thesis to this article is that it has a similar theory es, which is the theory of semiotics proposed by Barthes. The differences are the aims of the research and the data source.

The third undergraduate thesis by Mareta (2023) aims to identify the kind of sign and analyze the meaning of the sign in the data. This research was explained about verbal and visual signs through UNICEF advertisements. Descriptive qualitative methods were used to analyze the data. The data was collected from the United Nations Children's Emergency website. The theory used in her research was the theory by de Saussure (1959), Dyer's (1982) theory of semiotics, and Berger's (1984) theory of colour terms. The results of this thesis show that five pieces of data were found on the website, consisting of verbal and five visual signs. The explanations of the data were straightforward about the structure and the method used. The relevance of this undergraduate thesis to this article is that it has a similar theory, the theory of semiotics proposed by Barthes. The differences are the aims of the study and the data source. This research is easy to understand because the classification of advertisements and the theories used can be harmonious.

The first International Journal article written by Ardianto and Son (2019), this article is to review the meaning of a modern advertisement. This article used the collection method as library research and a descriptive qualitative method with a semiology communication analysis approach for analyzing data. Their article used a theory based on the semiotic theory by Barthes. This article was evident in explaining the theory applied in this study, including presenting the advertisement through tables to make it easier to understand the meanings contained in the advertisement. The article results are visual semiotics, an investigation of all kinds of purposes conveyed using the sense of sight or visual reasons. The article was done to find denotative and connotative meanings. Each video scene in the advertisement has a message, combined with an emphasis on the verbal text and typography that are meant to trigger emotions from consumers. This article used a table made with landscape margins, making it difficult for readers to read.

The second article is by Ajepe (2021). This article focused on investigating the use of verbal and visual elements in selected banking industry advertisements in Nigeria. The data used in this research were taken from television advertisements uploaded on the pages of banks' chosen YouTube channels. The article used a mixed-method research design by combining quantitative and qualitative methods in analyzing data. To analyze the data, use the theory by Barthes (1977), cited in Kress and van Leeuwen (1985,16). According to the findings of this article, there is an interaction between the verbal and visual elements used in the advertisements, which reveals the advertiser's intended message to the viewer. The strength of this article is that the data is explained structurally using three different theories and presented by the table; therefore, the reader is easier to understand. However, the conclusion of this research should be explained more clearly to provide a better understanding of the objectives of this study.

RESEARCH METHOD

A. Data Source

This article's data sources were taken from audio-visual materials since they are in the form of video. Five advertisement videos of J&T Express were broadcasted on YouTube in the edition of J&T Express TV Ad Q4 2002 60s (Philippines). The videos were taken from YouTube and uploaded by DPRS One Channel.

1. Method and Technique of Collecting Data

The method and technique of collecting data are documentation methods. The documentation was collected from the video in English. The steps for collecting data are as follows: First, watch the video about J&T Express TV Ad Q4 2002 60s (Philippines) as the primary data on YouTube uploaded by DPRS One Channel. After that, select the advertisement that was used to analyze. The data was observed per scene, from the duration, scene, type of shot, and linguistic messages to the meanings. Then, the data was carefully read and organized into a sequence in several steps. Pictures and sentences were observed to identify each aspect of the advertisement.

2. Method and Technique of Analyzing Data

Descriptive qualitative methods analyzed the data. Descriptive research is a primary method used to portray things using words and sentences, present things, and classify a phenomenon. On the other hand, qualitative research is a method that appears in its negotiated result. They also mentioned that meaning and interpretation are negotiated with human data sources because the article attempts to reconstruct the subject's realities. The data was analyzed

in several steps. First, the data that was compiled for data collection was analyzed. After that, the data was analyzed further using theory by de Saussure (1959) semantics to get the signifier and signified and Barthes (1964) semiotics to get their denotation and connotation. In the first problem, the theory by de Saussure was used to analyze the signifier and signified of the data. The second problem used Barthes' theory to analyze denotative and connotative meanings. Besides that, the colour term theory was used to analyze the data.

3. Method and Technique of Presenting Data

Presenting the research data using an informal method with a description of the final result can provide a practical, clear, concrete, and easily understood result. The data analysis from this article explains the meanings of signs in expedition advertisements.

B. Theoretical Framework

1. Semiotic

According to de Saussure (1959), semiology is a science that studies the role of signs in social life. Signs are words, images, sounds, gestures, and objects in a semiotic sense. Contemporary semioticians study signs in isolation and as part of semiotic sign systems (such as a medium or genre). De Saussure defines a sign in terms of signifier and signified. Signifier (significant): the form which the sign takes. It is not the material sign of the language, the actual letter, sound, and symbol used to represent what the speaker/writer wants to communicate. Signified (signifies): the concept it represents. It is not the material object but an abstract concept of what the signifier means. Barthes (1964) identifies two orders of signification: the first is that of denotation (which is what de Saussure calls 'signification'), and the second is that of connotation and occurs when the first order meanings of the sign meet values and established discourses of the culture. The first order of signification is a denotation, and this refers to a sign's simple or literal relationship to its referent. Assumes that this relationship is objective and value-free for all their differences. The words horse, steed, and nag all denote the same animal. A camera's mechanical/chemical action in producing an image of what is pointed at is denotation. The concept is generally used only for analytical purposes; in practice, there is no objective, value-free order of signification except in highly specialized languages such as mathematics: $2+1 = 3$ is a purely denotative statement. The second order of signification is a connotation, and this occurs when the denotative meaning of the sign is made to stand for the value system of the culture or the person using it. Connotation works through style and tone and is concerned with how rather than what of communication. For example, the word 'rose' or an image of a rose in connotative meaning is a sign of love, romance, or passion, which is an implied representation.

2. Colour Term

According to Olesen (2013), colours have grown professionally and personally, which makes colours play an even more significant role. Colours daily to create graphic material, such as flyers, brochures, illustrations, films, websites, and logos. Colours helped preserve knowledge and help people understand this object. Colours can improve life, making colours effective in realizing, from triggering modifications to modifying reactions. Olesen (2013) also examines the meaning of colour, such as;

a. Red

Red draws attention like no other colour and radiates solid and powerful energy that motivates to take action. According to Olesen (2013), Red is possibly the most prominent colour. It is a vivid, daring, alluring shade of colour

b. Orange

Orange symbolizes Enthusiasm and Emotion. According to Olesen (2013), orange exudes warmth and joy and is considered a fun colour that provides emotional strength. It is optimistic and uplifting, adds spontaneity and positivity to life, and encourages social communication and creativity.

c. Yellow

Yellow symbolizes happiness and optimism. According to Olesen (2013), Yellow is a cheerful and energetic colour that brings fun and joy to the world. It makes learning more accessible as it affects the logical part of the brain, stimulating mentality and perception.

d. Green

Green symbolizes the colour of harmony and health. According to Olesan (2013), Green is a generous, relaxing colour that revitalizes our bodies and mind. It balances our emotions and leaves us feeling safe and secure. It also gives up hope, with promises of growth and prosperity, and provides a little luck to help us along the way.

e. Turquoise

Turquoise symbolizes the colour of calmness and charity. Turquoise stabilizes emotions and increases empathy and compassion. It emits a calm, calming peace, gives us a boost of positive mental energy that improves concentration, clarifies our mind, and creates a balance that clears the path to spiritual growth.

f. Blue

Blue symbolizes the colour of trust and loyalty. Blue has a calming and relaxing effect on our psyche, giving us peace, confidence, and security. It dislikes confrontation and too

much attention, but it is an honest, reliable and responsible colour, and you can always count on its support.

g. Purple

Purple symbolizes the colour of spirituality and imagination. Purple inspires us to divulge our innermost thoughts, enlightening us with wisdom about who we are. And encourages spiritual growth. It is often associated with royalty and luxury; its mystery and magic spark creative fantasies.

h. Pink

Pink symbolizes the colour of love and compassion. Pink is kind and comforting, full of sympathy and compassion, and makes us feel accepted. Its friendly, playful spirit calms and nurtures us, bringing joy and warmth into our lives. Pink is also a feminine and intuitive colour bursting with pure romance.

i. Brown

Brown symbolizes the colour of stability and reliability. Brown is dependable and comforting. A great counselor and friend are full of wisdom. Brown helps us stay grounded and inspires us to appreciate the simple things in life. Brown is a colour of strength and stability, intelligence, and vitality.

j. Black

Black symbolizes the colour of power and sophistication. Black is an incredibly intense and intimidating colour that exudes authority and makes us feel secure and protected. Often seen at formal and protected events, this mysterious marvel arouses and seduces our senses with its elegance and sexiness.

k. Grey

Grey symbolizes the colour of compromise and control. Gray is neutral, conservative, and emotional; it is practically solid as a rock, making it incredibly stable, reliable, and calming. It has a peaceful, relaxing, and soothing presence.

l. White

White symbolizes the colour of purity and innocence. There is a proper balance of all colours. It is associated with cleanliness, simplicity, and perfection; it loves to make the feel good and provides hope and clarity by refreshing and purifying the mind.

DISCUSSION

This part focused on the that appear in the advertisements that show verbal with different intentions. This part discusses verbal and visual signs in J&T Express advertisements.

Advertisement 1



Verbal sign

This advertisement is found at 0.02 seconds in the video. Those verbal signs are the name of the menu in the application, two names of the city, and features to use the application. (1) ORDER is written in capital letters. Based on semantic theory by de Saussure, the word “ORDER” is the signifier, and the signified is the application of J&T Express. Based on Barthes’s theory, the meaning applied in this word is denotative and connotative. According to the Oxford English Dictionary, the denotative meaning of the word order is a request to make or supply goods. Furthermore, the connotative meaning of this word is to tell the customer how to order or use the services of this expedition. (2) MANILA and DAVAO, based on de Saussure’s theory, the phrase MANILA and DAVAO as a signifier, and the signified is the name of the city in the Philippines. According to the National Online Map of the Philippines, the denotative meaning of the word Davao is the largest city in the southern Philippines, and Manila is the capital city of the Philippines. Furthermore, the connotative meaning of this word is that this expedition can send packages from one city to another over long distances.

Visual sign

There are five visual signs that are found in this advertisement. (1) a hand holding the phone, based on de Saussure’s theory, a hand holding the phone as the signifier, and the signified is telling someone to send the package using the J&T Express application. (2) a phone, based on de Saussure’s theory, is the phone as the signifier, and the signified is a phone with the J&T Express application that wants to send the package. (3) Location point, based on de Saussure’s theory, is the signifier, and the signified informs customers about the location where we want to send the package. (4) A truck, based on de Saussure’s theory, is a truck as the signifier, and the signified informs customers that the package will be safe to deliver on the

truck. (5) colours, the dominant colours of this advertisement are red, white, yellow, brown, and grey. Based on the semantic theory by de Saussure, the colour is the signifier, and the signified is the meaning of each colour.

Based on Barthes's theory about verbal and visual signs, he states that the two orders of signification are denotative and connotative. This advertisement shows the features of the J&T Express application for ordering packages. A hand holding the phone represents the customer who uses the J&T Express application to send the package from Manila to Davao. To order and check the package, customers do not need to go to the J&T Express outlet because they check and order their package by phone. The truck from Manila to Davao represents long journeys, so sending a package is fine. Based on this explanation above, the visual signs of the first advertisement have connotative meanings to inform the customer how to send the package and not worry about the distance. It can be seen in the ad showing a truck heading from Manila to Davao.

The advertisements' dominant colours are red, white, yellow, brown, and grey. According to Olesan (2013), red is the power of energy. White is a colour of innocence and purity, and it is related to perfection, simplicity, and cleanliness. Yellow is a colour that captures attention. Brown is a natural colour. Grey is a neutral colour. The colours of this advertisement have different meanings: red represents solid and powerful energy that motivates us to take action, white represents refreshing all colours in this advertisement to make it look straightforward, yellow is to capture the attention of viewers, and brown to inform the customer the packaging was made with natural ingredients, and grey is making the packaging incredibly stable, reliable and calming.

Advertisement 2



This advertisement is found at 0.07 seconds in the video. Those verbal signs are the company's system and the logo of the expedition. (1) HIGH-TECH SYSTEM, based on de Saussure's theory, the phrase "HIGH-TECH SYSTEM" is the signifier and the signified to describe the technology used to pack and sort the package, a high-technology system.

According to Lawyer Insider Dictionary, the denotative meaning of a high-technology system is advanced technological equipment, software, communication lines, and services for processing, storing, and retrieving information. Furthermore, the connotative meaning of this phrase is to tell customers that sophisticated technology is used to operate the system. (2) J&T Express, based on de Saussure's theory, the phrase "J&T Express" is the signifier, and the signified is to inform the customers about the company logo. According to 1000 logos, the word "J&T" denotative meaning is a part of the inscription that uses custom design solutions for its contours, while the "Express" part is set in a clean and minimalist sans serif typeface.

Visual signs

There are five visual signs that are found in this advertisement. (1) The packaging box, based on de Saussure's theory, is the signifier, and the signified is to inform customers that the package will be safe. (2) A sorting machine, based on de Saussure's theory, is a signifier, and the signified is to inform customers about the technology they have to keep the package safe. (3) sack: based on de Saussure's theory, a sack is the signifier, and the signified is a place used to put packages in certain areas. (4) the dominant colours of this advertisement are red, white, yellow, brown, and grey. Based on the semantic theory by de Saussure, the colour is the signifier, and the signified is the meaning of each colour.

The background in advertisements three and four is a sorting area with a high-technology system; no manual technology is used. The packages move on sophisticated machines. Based on the explanation above, the visual signs in this advertisement also have connotative meaning; they inform the customer about the technology used to shorten the package. It will increase customer confidence about the security of their packages. The location in this advertisement four Based on the explanation above, the advertisement has a connotative meaning: it informs the customer about the technology used to shorten the package. It will increase customer confidence about the security of their packages. Is the sorting area because there is a sorting machine with packages to get around it. Sorting a sophisticated machine, it will automatically sort the package and put it in a sask that fits the city.

According to Olesan (2013), red is the power of energy. White is a colour of innocence and purity, and it is related to perfection, simplicity, and cleanliness. Yellow is a colour that captures attention. Brown is a natural colour. Grey is a neutral colour. The colours of this advertisement have different meanings: red represents solid and powerful energy that motivates us to take action, white represents refreshing all colours in this advertisement to make it look straightforward, yellow is to capture the attention of viewers, and brown to inform the customer

the packaging was made with natural ingredients, and grey is making the packaging incredibly stable, reliable and calming.

CONCLUSION

J&T Express advertisement was analyzed based on problems, which aim to identify the verbal and visual signs found in J&T Express advertisements and explain the meaning of signs in J&T Express advertisements. The results show that two data points were discussed. All the data has been analyzed, and the data set is distinct. The verbal signs found in the data are texts about J&T Express branding; however, they include instructions on how to order the package, the quality served to the customer, and how to add indirect value to the advertisement. In general, verbal signs have both denotative and connotative meanings. Based on the analysis of the two verbal signs discovered in the data, all the verbal signs have a denotative and connotative meaning. Two visual signs in the advertisements also convey their meanings to enhance the delivery of the value of the products. Furthermore, colour theory is applied to all the data analyses to enhance meaning. The dominant colours in all the data are red, yellow, white, brown, and grey. In general, the verbal provides direct information to the target audiences about the advertisement of J&T Express services, and the companies claim their services are good service. The visual signs serve as illustrations and emphasize the meaning of the advertisement.

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