

THE ANALYSIS OF VERBAL AND VISUAL MEANINGS OF ADVERTISEMENTS FOUND AT THE NOW BALI MAGAZINE: A SEMANTIC STUDY

Km. Tri Sutrisna Agustia, Luh Ayu Mila Karmini

trisutrisna@undhirabali.ac.id

English Literature Study Program

Dhyana Pura University

ABSTRACT

The aim of this study is to analyze the verbal and visual, and type of meanings found in advertisement at NOW Bali Magazine. This method was conducted using qualitative descriptive methods. Data were analyzed using 7 types of meaning, Semantic (meaning study) theory by G. Leech (1981), verbal and visual advertising as communication theory by (Dyer 1993). The Result of this study is taken from 10 data in advertisement. Types of Dominant Meanings is Conceptual meaning means what the words used refer to. The advertisement uses several words that refer to the benefits it must capture or to convince consumers.

Keywords: *Semantics, verbal and visual, advertisements, types of meanings*

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis makna verbal dan visual, dan tipe makna yang terdapat pada iklan Majalah NOW Bali. Metode ini dilakukan dengan menggunakan metode deskriptif kualitatif. Data dianalisis menggunakan tujuh tipe makna, teori Semantik (studi makna) oleh G. Leech (1981). Periklanan verbal dan visual sebagai teori komunikasi oleh (Dyer 1993). Hasil penelitian ini diambil dari sepuluh data dalam iklan. Tipe Makna yang Dominan adalah Makna konseptual yang berarti mengacu pada kata-kata yang digunakan. iklan tersebut menggunakan beberapa kata yang mengacu pada manfaat yang harus ditangkap atau untuk meyakinkan konsumen.

Kata kunci: *Semantik, verbal dan visual, iklan, tipe makna.*

I. INTRODUCTION

1.1 Background of the Study

Semantics is the study of linguistic meaning. It is concerned with what sentence and other linguistics object express, not with the arrangement with their syntactic parts or with their pronunciation Geoffrey Leech (1981:8) this study uses Leech theory about meaning in analyzing this object of the study. Leech (1981: 8) statement that semantics breaks down “meaning” in widest sense into 7 types namely conceptual meaning, connotative meaning, social meaning,

affective meaning, reflected meaning, collocative meaning, and thematic meaning.

There are many studies literature have been found about the type of meaning on Semantic study. Like I Made Hartadi Jaya Nugraha (2019) focused on analyze the relations between verbal and visual in Greenpeace advertisement. That the verbal appear as the texts, words, or sentences in the advertisement. And the visual appear as a picture on the advertisement for the message conveyed can be seen from the denotative and connotative meaning to describe the connotative meanings, and how the denotative meanings were presented to support the

connotative meanings of the advertisement. However, there is no studies that discussed about tourism advertisement in Now Bali magazine. Therefore, this study aims to identify, the verbal and visual, and type of meanings in advertisements the Now Bali magazine. This study was applied to investigate the verbal and visual in advertisement based on in the 7 types of meaning by Leech (1981). And theory by Dyer (1993) verbal and visual advertising as communication.

1.2 Problem of the Study

Based on the background above, the problem those are discussed in this study as followed:

1. What are the type of verbal and visual in advertisements found in the Now Bali magazine?
2. What are the type of meanings are applied in advertisements Now Bali magazine?

1.4 Theoretical Framework

There are theories to apply in this study including semantic the theory of meaning of language by leech (1981).

1.4.1 Semantic

Leech (1981: 8) says that semantics is the center of communication studies and the center of the study of the human mind, thought processes, cognition, and the conceptualization of how we classify and convey our experiences of world languages. There are two semantic functions that function as communication to convey ideas, arguments and information. And, the process of human effort to understand the nature of meaning involves mental faculties using reason and opinion. Therefore, it can be concluded that semantics is a semantic term that is used widely to refer to the study of meaning. Geoffrey Leech in his semantics breaks down "meaning" in a broad sense into seven types of conceptual meanings, connotative meanings, social meanings, affective meanings, reflective meanings, collocative meanings, and thematic meanings. In this study also discusses the theory of verbal component,

theory of visual aspect and also theory of meaning based on the semantic theory.

There are theory of verbal component is related to texts in form of sentence, phrase and word. Dyer (1993:32) states that word not only describes things, communicate feelings, associations and attitudes, but they also bring to our mind. There are theory of visual aspects can be divided into several kinds, according to Dyer (1993). There are: appearance, manner, activity, props, settings and analyzing photos or images. The visual aspect is used as a means of communication which is usually conveyed without words through gestures, appearance, facial expressions that are presented in the form of images. As Dyer (1993: 86) says, pictures are easier to understand and more impactful than words.

There are also theory of Meaning Leech (1981) in the book "semantic: The Study of Meaning" describes 7 types of meaning, such as:

1) Conceptual Meaning

Conceptual meaning (sometimes called "denotative" or "cognitive" meaning) is considered a central factor in linguistic communication. It refers to a dictionary meaning denoting a concept. Seven types of meanings are proposed by Leech (1981: 9). And Leech (1981: 10) the conceptual meaning is the literary meaning of words that denote an idea or concept that refers to an idea or concept that refers to the conceptual meaning that is in the literary meaning of the words which denotes the idea or concept it refers to. The purpose of the conceptual meaning is a semantic representation that is in accordance with a sentence or statement. In addition, conceptual meaning helps people to distinguish one meaning from another (1981: 11).

2) Connotative meaning

Connotative meanings In order to define this type of meaning precisely, Leech's book on semantics needs to be consulted once again: "The connotative meaning is the communicative value that an Expression has by virtue of what it refers to, above and above its pure conceptual content. (Leech 1981, 12).

3) Social meaning

Social meaning is the meaning conveyed by the fragments of language about the social state of its use (Leech, 1981: 14). It recognizes some words or pronouncements as dialectics, for example telling us something about the social relationship between speakers and listeners which has a scale of use of status.

4) Affective meaning

Affective meaning is explaining about how language can reflect the personal feeling of speakers, including his attitude to the listener. Or his attitude to something he is talking about (Leech, 1981:15). In this meaning type, the feeling of speaker or writer to the hearer or reader is clear. In other word, it is the expression or communication of emotion or feeling of the speaker about something that is happened according to the situation.

5) Reflected Meaning

Leech (1981:16) defined reflected meaning is the meaning which arises in cases

of multiple conceptual meaning, when one sense of word forms parts of our response to another sense. Reflected meaning Communicated through association with another sense of the same expression it refers to terms which have more than one meaning surfaces at the same time.

6) Collocative meaning

Leech (1981:17) collocative meaning consist of the associations a word acquires on account of the meaning of word which tend to occur in its environment. For example: pretty and handsome share common ground in the meaning "Good Looking".

7) Thematic meaning

Leech (1981:18) thematic meaning is what communicated by the way in which a speaker or writer organizes the message, in term of ordering, focus, and emphasis. It relates to or constitutes a topic of discourse the meaning that the word conveys is that of something that is connected with the theme.

II. RESEARCH METHOD

The Research method of this study is qualitative method. Qualitative is an approach for exploring and understanding the meaning individual and groups ascribe to a social or human problem (Creswell, 2014:32). The research including of some parts such as method and technique of collecting data, and method and technique of analyzing data. The research method is presents and discusses the research method which includes research design, data source, data collection, data analysis and that used to conduct this research, it is descriptive because the data analyzed based on the theory of meaning by leech (1981).

2.1 Data Source

This study was collected in the in NOW Bali Magazine. Now Bali magazine was released November 1st, 2019 with 116 pages and has ISSN 2086 - 2539. NOW Bali Magazine is an offered many kinds of information about the best tours and adventure packages for any traveler with reasonable prices and

professional arrangement of services. The study is conductcted an interview with Ms. Sarah Evans she is as informant from Germany.

Interviews were conducted using audio recordings to collect her opinion is that advertisement is very attractive to guests through visual media but in accordance with the verbal context it is rather difficult to understand because it is not in accordance with visual images, and with the help of verbal components and visual aspects can be understood and make it easier to understand the types of verbal meanings and advertising goals , both from images, text, colors are more easily understood by readers and also the study found 10 data in advertisements chosen in this study. This data were choosing with contained the data good looking visual and verbal that was to be understood by the all people who want to depth more information.

2.2 Method and Technique of Collecting Data

Method and Technique of Collecting Data in this study was documentation or note taking and interview. The interview was used to collect the data of the advertisement one informants about the implied meaning found in the advertisement of NOW BALI magazine. The writer was doing interview with Ms. Sarah Evans she is as informant from German. The interview was done by using audio record and note taking to collect her opinion about the component of verbal and visual aspect and the type of verbal meaning in the advertisement, the opinion is that the advertisement is very attractive to the visual but in accordance with the verbal context is a bit difficult to understand, and with the help of verbal and visual she can understand the meaning and purpose of the advertisement, both from images, text, colors and can be more easily understood by readers. In collecting the data, found about type of verbal meaning, visual aspect and component of verbal in advertisement at the Now Bali magazine. Then, data from other sources (internet) and arranging the data systematically in accordance with the study (based on the problem of study). In this study, the first step was the study observed the advertisements in magazines which the requirements were chosen the data and data was eliminated. The second step was the study sorted out each verbal into the component of advertisements such as

headline, body copy, signature line, and standing details and also sorted the visual with the visual aspect and colour of the illustration. The third step of the data were being classified and taken note as the basis of the theory of semantic, and type of meanings.

2.3 Method and Technique of Analysing Data

Method and Technique of analyzing data. In this study used the descriptive qualitative method in analyzing the data. Qualitative method used to describe the data based on of meaning of language which is proposed by Leech (1981) and verbal and visual advertising as communication theory by (Dyer 1993). The data was analysis process to organize and to arrange the data into categories and describe into the seven type of meaning, verbal component and visual aspect. The analysis of data was conduct in some steps. Presenting the data with detail, including displayed in the form of the table to categorize them into headlines, body copies, signature lines, or standing details in the selected advertisement based on the components of advertisement by Leech (1966: 59) and gathered words. The data was analyzed according to the theory of meaning of language which is proposed by Leech (1981). And interpreting with identifying each type of meaning based on Semantics theory.

III. RESEARCH FINDING AND DISCUSSION

3.1 Types of verbal and visual in advertisements found in the Now Bali magazine

In this section, the verbal and visual NOW BALI Magazine have been presented and

explained, this advertisement was taken from the now Bali magazine. This advertisement comes from TEJA PRANA BISMA which is TEJAPRANA BISMA & spa.



Figure 3.1 A canvas for nature to colour, a beauty for you to discover

The verbal and visual of the seventh advertisement can be seen through the table below:

Table 3.1
the verbal and visual of “A canvas for nature to color, a beauty for you to discover” in advertisement at the now Bali magazine

| No | COMPONENTS OF VERBAL | SENTENCES | INFORMATION |
|----|--------------------------|--|--|
| | Headline | A canvas for nature to color, a beauty for you to discover.” (407-V1) | A statement that invites the reader to feel the new experience. |
| | Signature Line | TEJAPRANA Bisma (407-V2) | It is the place where the traveler |
| No | VISUAL ASPECT | SENTENCE | INFORMATION |
| | Activity – Body movement | A canvas for nature to color, a beauty for you to discover. | 1. the image of the romantic couple who is walk in the middle of rice fields 2. the image of tourists enjoying riding a bicycle around an orange garden 3. the image of a couple enjoy waterfall and meditating enjoyin Taksu |

There is only one sentence that found in the “A canvas for nature to color, a beauty for you to discover. *Tejaprana Bisma* is located in a hidden corner in the heart of *Ubud* in the highlands of center Bali just a shortcut away from

its fabulous boutiques and fabled Monkey Forest, the word “canvas” is a type of noun that the strong coarse cloth used for making tents, sails, by art is for painting on. And the word “color” is a type of noun that the

appearance that things have that results from the way in which they reflect light. Nestled between the *Campuhan* river valleys and sprawling rice fields, it is the perfect place to unwind at the end of the day and be inspired as nature paints the horizon with the glorious colors of sunset.

There are several sentences in the signature line of the advertisement above. “*TEJAPRANA Bisma & spa (407-V2)*” *Tejaprana Bisma* offers accommodation with a restaurant, free private parking, a bar and a garden. This property provides room service and a sun terrace. The resort also offers views of the pool, outdoor pool. *Tejaprana Bisma* provides a continental or *al’a carte* breakfast. The area is popular for use, and this accommodation provides bicycle and car rental. At TEJAPRANA BISMA, the excellent service and superior facilities make for an unforgettable stay, experience high quality room facilities during your stay here. The property's host of recreational offerings ensures you have plenty to do during your stay. Enjoy a great location and services to match at TEJAPRANA BISMA.

From the presentation of visual aspect such as these may be functional enough to only relate to what an actor or actress is doing, such as for example body movements where two people are involved in meditation, playing a bicycle and walking in the middle of a rice field. which looks like advertised which shows in the visual element is on body movement, the green color is found in the advertisement. This advertisement is designed with the green color because it is appropriate with nature, environment, and healing (Cerrato, 2012: 9) when the customer

tries to discover the new experience to see the cool jungle at the *Tejaprana Bisma*. Besides that, this advertisement provides the rent bicycle which encourages the customer to refresh their soul and body along hours therefore it gives their stamina are healthy and keep healing to continue to other activities after the holiday. There are three visual that described in the advertisement above. The first visual is illustrated a romantic couple who is walk in the middle of rice fields

The tourist symbolized that they have wide smile and enjoying the trip. this picture is very creative drag the reader's desire to spend their time to read those advertisement because this visual of advertisement has been successfully visualized a romantic couple who are happy each other in enjoying the trip on the Bukit middle of rice fields through this advertisements. The second visual is illustrated by tourists enjoying the beautiful scenery around the Village of *Ubud* on a bicycle. Tourists in this ad are a symbol of happiness for tourists who truly enjoy a special holiday at *Tejaprana Bisma*. *Gianyar*, Regency. Based on the picture above, there is a beautiful scenery background obtained by many trees planted by the local community. And the third visual is illustrated a romantic couple enjoying a waterfall and meditating enjoying Bali *Taksu*. On the picture above, they are wearing Balinese traditional clothes for religious ceremonies. They are wearing batik clothes and shawl and they close their eyes to meditate, several meaning in this picture. The Batik cloth resembles etiquette of how we behave politely to someone or customs in the area. There

is wearing Balinese traditional clothes represents their life. This is very popular as the *Tri Hita Karana* that

consists of harmony with God, harmony with others, and harmony with their environment.

3.2 The type of meanings are applied in advertisements the Now Bali magazine.

Table 3.2
the meaning Analysis of “A canvas for nature to colour, a beauty for you to discover.” In
advetisement the Now Bali Magazine

| No. | COMPONENTS OF VERBAL | SENTENCES | MEANING | INFORMATION |
|-----|----------------------|---|---------------------|---|
| | Headline | A canvas for nature to colour, a beauty for you to discover.”(407-V1) | Connotative Meaning | A statement that invites the reader to feel the new experience. |
| | Signature Line | TEJAPRANA Bisma & spa (407-V2) | Conceptual Meaning | It is the place where the travelers. |

The sentences of headline advertisements above is “A canvas for nature to color, a beauty for you to discover.” (407-V1)” it reflects conceptual meaning. The connotative meaning (Leech, 1981: 12) Connotative meaning that word is one of characteristic of connotative because it was also relatively unstable as it varies according to culture, historical periods and experience of the individual. “Connotative meaning is the communicative value an Expression has by virtue of what it refers to, over and above its purely conceptual content.” (Leech 1981, 12) As it can be seen from the definition, connotative meaning unavoidably overlaps with certain aspects of the conceptual meaning. Therefore, the “reference” overlaps with the elements of conceptual meaning, as in when the contrastive features of conceptual meaning become attributes of the “real world” referent. In the ad " A canvas for nature to color, a beauty for you to discover" Means " keep preserving nature with its natural beauty. So we can find beauty" which

shows connotative meaning. The phrase" A canvas for nature to color, a beauty for you to discover "which refers to beauty for us to discover, in this advertisement uses the hotel link from TEJAPRANA *Bisma & spa* which has various types of accommodation and produces quality facilities that make us more comfortable to stay at a hotel. Besides that the word "beauty" means the qualities that exist in something or the person who gives intense pleasure or deep satisfaction to the mind, and “Discover ” means finding or learning about vision for the first time, related to tourists who want to discover the experience.

This is connotative meaning related to real world experiences related to linguistic expressions used or heard, because this depends on the speaker's knowledge and beliefs and may include references, real or imaginary characteristics that are identified by guests. “A canvas for nature to color, a beauty for you to discover ” does not mention that a canvas of natural color and beauty for us to discover. That is,

advertisers know that guests are their subjects so they make sentences to impress guests when they want to stay in a hotel full of natural beauty. This word is one of the connotative features because it is also relatively unstable because it varies according to culture, historical periods and individual experiences.

There is texts in the signature line of advertisement. The text is reflects Conceptual meaning sentence in the Now Bali magazine advertisement above is concerned with the relationship between a

IV. CONCLUSIONS

In the results of this study, there are a number of points that can be concluded, and advertisers use language in seven types of meaning including in Now Bali Magazine advertisements, the language of advertising used is for the purpose of winning their trust, shaking their thoughts, and attracting people's attention. The conclusion explained as follows including:

1. Component of verbal on each of our advertisements can be classified into four sections such as title, body copy, signature line, and stand details. In addition, Visual aspect always consist of images used to reinforce messages and make advertisements more attractive so they can get attention from the customers' perspective. In the visual aspect there are a number of

word and the thing it denotes, or refers to. Where conceptual is refers to logical, cognitive, or denotative. Denotative is the meaning that can be found in the dictionary meaning which indicates the concepts, as the advertiser want to introduce and inform about the profile of *TEJAPRANA Bisma*. For their ability to create a quiet space embedded with *Taksu Bali*, or the essence of life, *Tejaprana Resort & Spa* is your space to clear your mind and soul.

parts between activities such as body movement and Positional Communication and there are several advertisements consisting of various colors such as white, green, black, blue, yellow, red, and brown.

2. This study finds the message from the semantics by type of meaning to make the all people understand the messages in the advertisements. In the type of verbal meaning of language, there are seven types of meanings applied such as conceptual, connotative, social, affective, reflected, collocative and thematic meanings. Types of Dominant Meanings in Now Bali magazine advertisements are Conceptual Meanings. Based on Conceptual meaning is dominant in advertisement Now Bali Magazine because Conceptual meaning is the type of meaning easily found in advertisements, can found in this study.

REFERENCES

- Chaer, Abdul. 1990, *Pengantar Semantik Bahasa Indonesia*. Jakarta :RinekaCipta.
- Creswell, John W. 2014. *Research Design: Qualitative, Quantitative, and Mixed Method Approaches*, 3th edition. SAGE Publication
- Dyer, Gillian. 1993. *Advertising as Communication*. London and New York: Routledge Accesed on 6 April 2020
- Leech, G.N. 1971, *Meaning and the English Verb*, London: Longman.
- Leech, G. 1981. "*Semantic, the Study of Meaning*". Second Edition. Great Britain: Penguin Books.
- Leech, G. 1966. *English in Advertising. A Linguistic Study of Advertising in Great Britain*. London: Longmans.