

MEANING OF SIGN FOUND IN IPHONE 13 ADVERTISEMENT VIDEO

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ABSTRACT

This study entitled Meaning of Sign Found in iPhone 13 Advertisement Video. This study focusses on the analysis of verbal and visual sign in the video. Its aims are to identifying the kinds of verbal and visual sign and analysing the meaning of verbal and visual sign of implied in the video. Documentation method is used to collected the data and the data was qualitatively analyzed. Dyer's (1982), Barthes (1964), and Chapman's (2010) theory were used in this study.

Keywords: advertisement; verbal signs; visual signs.

ABSTRAK

Penelitian ini berjudul Makna Tanda yang Ditemukan pada Video Iklan iPhone 13. Penelitian ini berfokus pada analisis tanda verbal dan visual dalam video. Tujuannya adalah untuk mengidentifikasi jenis tanda verbal dan visual dan menganalisis makna dari tanda verbal dan visual yang tersirat dalam video. Metode dokumentasi digunakan untuk mengumpulkan data dan data dianalisis secara kualitatif. Teori Dyer (1982), Barthes (1964), dan Chapman (2010) digunakan dalam penelitian ini.

Kata kunci: iklan; tanda iklan; tanda visual.

I. INTRODUCTION

Advertisement stands as one of many media in which signs are conveyed verbally and visually from the advertiser to the audience, in this case the market. According to Williamson (1978), advertisements rather provide a structure which is capable of transforming the language of objects to that of people, and vice versa. Advertisements often came in the form of video or printed media which limited by the span of time or space to generate interest, engagement, and consumer awareness towards the products or services advertised. The limited space of an advertisement is seen as a challenge for an advertiser to deliver as much value of the offer as possible.

This study is intrigued by the advertisement of iPhone 13 published by Apple. The advertisement combines several

elements of verbal and visual aspects to elevate their latest product which combines dynamic physical activities and technology. Physical activities and technology differ from one another, yet the combination of both delivers a strong point to the target audiences.

There are some previous studies about signs. Jasmine (2020) studied Verbal and non-verbal signs found in movie posters which focused on a different media of advertisement aside from this study. Yoga (2020) studied verbal and visual signs in computer advertisement. His research showed that many language functions appeared in the advertisement. In Sari's study (2012) about accessories advertisement in magazines This study emphasized how major and minor detail being presented in headline, body content, signature line, and standing details of an advertisement. Ardi and Manuel Son (2019) studied on how visual aspect of an

advertisement impacts the audiences. Lastly, Tsotra (2004) published an article covering how proper semiotic components related to the effectivity of internet marketing.

These previous studies show that comprehending sign is a dynamic field where the perspective of one party differs to the others. Perspective and many other background aspects would have a massive

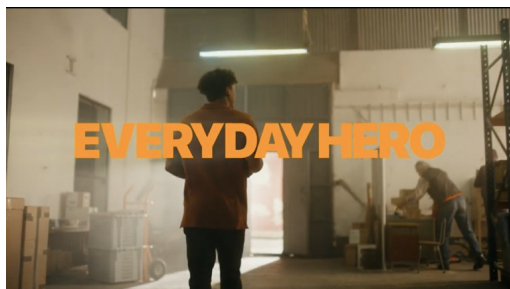
II. RESULT AND DISCUSSION

This part mainly discusses about the verbal sign and the visual sign found in iPhone 13 advertisement video.

2.1. Verbal Sign

This part focuses on the texts that appear on the video and there are several scenes that show verbal signs with different intentions. The verbal signs are also strongly connected to the actions that happen in the background. This part discusses about the meaning of signs found in iPhone 13 advertisement video by using the theory of Barthes (1964) which focuses on three main perspectives of meaning which consist of denotative meaning which shows the immediate or definite meaning, connotative meaning which can be deduced from certain occurrences that occur during the message's generation and receipt, and myth which means a sign is derived from another symbol generated by previous sign. The analysis of meaning of the signs also utilizes the theory of colour meaning by Chapman (2010) to add further disclosure into the meaning of the signs.

2.1.1. Data 1



impact towards the process and the result of perceiving a meaning. This study, however, is different from the previous studies due to the object of the analysis and the problems are different. The readers are expected to gain a thorough disclosure of what this study aims.

In the scene four seconds into the video, there is a verbal sign found and it is about the slogan of the video entitled "EVERYDAY HERO". The slogan of the video is written in capital and coloured in orange to make it clearly visible and blended to the hue colour of the background. This first verbal sign which appears in the advertisement video is supposed to raise viewer's curiosity due to the lack of relevance between a smartphone and the slogan.

2.1.1.1. Meaning of Sign

The denotative meaning of this sign, according to Oxford English Dictionary (2008:208), "Hero" is a person who is admired by many people for doing something brave or good. The denotative meaning of the text 'everyday hero' is someone who is admired by people for the good actions they do in their everyday life. This sign has no apparent relevance to the data where the text appears in front of a man who is carrying packages, which shows there is a connotative meaning behind the text.

The connotative meaning shown from the verbal sign "Everyday Hero" is what this video will advertise is a hero that is very useful for human life. In the background, a courier is shown taking care of a package. The service of couriers helps the customers to get their packages without having to go anywhere, thus the customers may allocate their time and energy to other things. This condition is illustrated by the term "Everyday

Hero” because the courier helps to save the customers effort to get their desired packages.

2.1.1.2. Colour Meaning

According to Chapman (2010) Color theory is a science in itself. Studying how colours affect different people, either individually or as a group, is something some people build their careers on. The orange color used in the words "Everyday hero" made the text visible, contrasted to the color of the background. According to Chapman (2010) “Orange is a lively, energizing hue. Autumn, health, and energy are all connected with it. It is also thought to be more welcoming and kinder”, the use of orange colour to the text helps to spread the energy from the producer of the advertisement to the audiences aiming to elevate their enthusiasm, as well as emphasizes the energy of a hero in providing service to help humans in their daily lives.

2.1.2. Data 2



The second scene happens fourteen seconds into the video contains a verbal sign, the verbal sign is the text “STARRING...” which is written in orange, the text does not dominate the background but still make the audience focus on the text which has contrast colour compared to the background.

2.1.2.1. Meaning of Sign

Denotative meaning of the sign can be seen by the word "starring" means ‘to have one of the main parts in a film, play, etc.’ (Oxford English Dictionary, 2008:433). In

this data the word ‘starring’ indicates an introduction to the main character of the advertisement. This sign appears after a sequence where the focus of the video is directed to the man in the video meanwhile the advertisement is about the latest product from Apple, this shows a deeper layer of meaning to the text.

The connotative meaning that the sign "starring" in this scene shows a more glamorous word of choice instead of *introducing* to tell the audience about their latest product. Derived from the word *star* that shines in the night, the verbal sign intends to give Apple’s latest product a sense of exclusivity to increase the value of the product. Hence, ‘starring’ underlines the product to have an expensive aspect in the introduction

2.1.2.2. Colour Meaning

The text also appears to be in orange color, contrasting the background. The lighting of the scene is bright indicating the outdoor scene is a bright sunny day. Orange can indicate change and mobility in general because to its relationship with the changing seasons (Chapman, 2010), this walks in line with the orange colour and the shift from a dark room to the bright setting aims in elevating the energy of the audiences in welcoming Apple’s new product in the advertisement.

2.1.3. Data 3



The verbal sign appears in the thirty-first seconds in the video scene is “WATER

RESISTANCE” which is the feature of the device. It means the iPhone 13 is water resistant so the user can use the iPhone 13 without any hesitation under rain or near any place containing water (except sea or any salty water). The sign is written in orange colour to stand out from the background. Water droplets also visible on the writing and the phone in the background which does not stop the phone to perform properly.

2.1.3.1. Meaning Of Sign

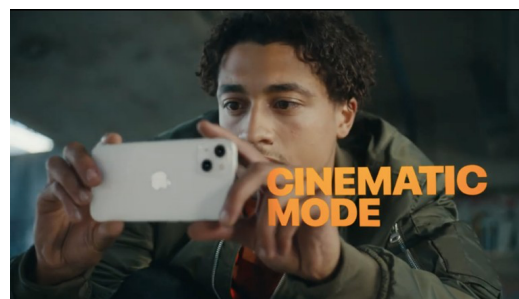
According to Oxford English Dictionary (2008:376), ‘resistance’ means the power not to be affected by something. In defining the text, ‘water resistance’ means a capability of someone or something to remain in the same condition even when a contact with water occurred. Relating this sign to the advertisement, the text and the phone are visibly wet due to the rain yet the phone still works properly. Water droplets are visible on the surface of the text and the screen of the phone, the rain condition affects the text to be wet, emphasizing the real situation that the phone is indeed able to interact with water and perform properly. That the phone is still able to perform when in contact with small amount of water, not when submerged underwater due to the illustration in the scene that the product is covered by droplets of water from the rain instead of performing underwater. This verbal sign shows that Apple only guarantee the product’s durability in sustaining damage caused by water to the product’s limit, not elaborating it over the product’s value. This data does not have any connotative meaning as the sign already present its intention to the audiences without any other purpose.

2.1.3.2. Colour Meaning

The text contrasted the hue of the dark background which was the opposite of the previous colour hue. It appeared in orange colour. According to Chapman (2010), orange

colour is connected with energy, and in this scene the spirit of the delivery man and the phone going through the rain to deliver packages is properly delivered.

2.1.4. Data 4



Forty-eighth seconds into the video, the verbal sign in this scene is a feature of the iPhone 13’s camera. The verbal in this scene is “CINEMATIC MODE”, which is one of the new features that allows the camera to shoot pictures and videos with sharper resolution images as the result. The text appears sharply and well-focused as well as the face of the actor, meanwhile the phone appeared to be blurry. The message of the verbal signal is delivered through the background of the text.

2.1.4.1. Meaning of Sign

Denotative Meaning of the sign ‘Cinematic’ refers to something that is connected with films and how they are made, whereas ‘Mode’ refers to a particular way of doing something, according to Oxford English Dictionary (2008:73). In terms of the verbal sign ‘Cinematic Mode’ refers to a way of doing something in the scope of filmmaking.

This sign also presents a connotative meaning when it comes to the relation with the scene. The verbal sign ‘Cinematic Mode’ means that the camera of the phone is able to produce high quality results compared to the original mode. This also comes in comparison to the movies that play in the cinema. Cinema

usually has bigger screens than a smartphone. A bigger screen needs a higher resolution camera to produce high quality pictures, therefore Apple is making a statement that their latest product has the technology in their camera that able to compete with the camera used by filmmaker

2.1.4.2. Colour Meaning

The orange color utilized on the text and appeared to be very sharp to emphasize the technology of the camera itself. The scene where the text is visible is slightly dark, however the text is still clearly visible due to the contrast between the bright orange colour that gives energy amid the low light environment.

2.2. Visual Sign

Dyer (2009:77) states that in order to comprehend the meaning of an advertisement with a human subject, one must first define the primary nonverbal channels of communication which are separated into four categories, consisting of appearance, demeanour, activity, and setting. In this part there are several data that are analysed and the findings are presented respectively to each data. The theory of colour meaning by Chapman (2010) is also presents an insight to the analysis of visual signs to add further disclosure into the meaning of the signs.

2.2.1. Data 5



This data happens in the first second into the advertisement which shows the main character of this advertisement video. He wears orange polo shirt, has curly hair, and a

pointed nose. His expression shows good energy and he walks while carrying some packages inside a storage room. The indication of the sign in this data gives a sense of relation between the product in the advertisement and the actor. This scene is dominated with green hue as the scene happens to be in a storage unit where sunlight is prevented to get into. The green hue color grading to the video in this scene not only showed a damp room, but also a sign of growth, Chapman (2010) stated that It represents a new beginning, growth, and rejuvenation, which in this case this scene marks the start of a journey as the camera is following the movement of the man who steps out of the room approaching the sunlight.

2.2.2. Data 6



In the scene thirty-fifth seconds into the video, the delivery man hands the package to a woman at her apartment while still wearing his helmet and jacket. The man smiles and the woman with grey hair smiles back at him. There are a lot of green plants in the background that makes the environment in the scene so lively. His expression sparks the joy of his customer who has been waiting for her package to arrive, he also manages his time in delivering each package to every destination as precise as possible by dropping the package without letting off his helmet to not waste more time. The scene is rich in green and yellow hue due to the dim light and numerous amounts of plants present in the background. According to Chapman's (2010) theory, green

is a very steady color that has harmonizing effect on design. In this case the green hue from the plants is very suitable for the design of the woman's exterior which enhance the comfortable feeling and it adds up to the idea that the scene happens at where she lives.

2.2.3. Data 7



This data happens in the thirty-sixth seconds into the video. The delivery man hands the package to the next customer and he appears to be surprised. This scene happens in the perspective of the customer which is so high and that what makes the delivery man need to look up to take a look at the customer. He hands the package while holding his phone in the other hand. Based on the nature of the work of a delivery man who has to deliver the packages to many locations, and the receiver can be anybody. One of the natures of his job is it takes him to new places and meet new people. His expression shows that the height of his customer surprises him. This scene has rich ivory and brown color due to the customer's point of view create an angle where the floor dominates the background. Chapman's (2010) stated that ivory gives a room a sense of tranquility. This statement is in line with the scene where no furniture or any other object other than floor mat is visible. The hallway in this scene is very different from the scene in the previous data where there are objects that give colors to the background. The contrast between those two scenes is an aspect that supports the connotative meaning in this scene.

2.2.4 Data 8



This scene appears forty-second seconds into the video. The scene happens in front of a woman's house where the man hands over a package while he is covered in mud. His appearance is not proper for his duty which to show up for his customer, however his activity in still delivering the packages and doing his job represents the spirit of completing what he has to do. An act of responsibility in completing the assignment. This data is rich in dark brownish element and green trees in the background. Brown hue in some cases associated with dirt and drab feeling, according to Chapman's (2010). Indeed, the dark lighting, the mud, and the delivery man's forced smile in this scene delivers a feeling of how the man is uncomfortable but still try his best to do what he has to do.

III. CONCLUSION

Referring to the previous discussion, this study shows that verbal and visual signs are found in the iPhone 13 advertisement video. The Apple company uses advertisement video as a media to deliver the value of iPhone 13 and gathers the target audiences' attention by presenting an illustration of how iPhone 13 helps a delivery man in completing his work throughout the day.

The result shows that there are fifteen data found that consists of ten verbal signs and five visual signs. All the data are analysed, each and every data has its own uniqueness.

The verbal signs found in the data are in the form of texts about the features contained in the new iPhone product, however the shape, placement, and colour of the texts themselves has their own meaning which adds indirect value to the advertisement. The visual signs consist in the form of conditions, activity, manner, and setting in the scenes which portray a glimpse of how iPhone 13 helps the delivery man to do his job.

Verbal signs in general has their denotative meaning, connotative meaning, and myth. Based on the analysis, from the ten verbal signs found in the data, four verbal signs show denotative meaning and the other six contains denotative and connotative meaning, however none of the data shows any aspect of myth. Five visual signs also deliver their meaning to enhance the delivery of value on the product in the advertisement. In addition, all of the data are analysed through the scope

of colour theory to add deeper insight on the meaning. The most dominant colour found in the data is orange, then followed by the use of yellow, green, and brown to create ambiances in the video. Generally, the verbal signs serve as direct information for the target audiences regarding the specification of the iPhone 13 and a claim by the Apple company that their product may help people with their lives, as seen in the slogan of the video at the beginning of the video. The visual signs act as the illustration of how people go through many things in a day and at those moments the iPhone stands as a tool that helps people to go through every moment. The information acquired is very helpful to add a disclosure on how verbal and visual signs are very important in advertisement videos to add value in the product or service being promoted and increasing the probability of a purchase by the target audiences being made.

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