

## THE VERBAL AND VISUAL SIGNS OF TOURIST ATTRACTION FOUND IN BALI BEST ADVENTURE MAGAZINE

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### ABSTRACT

The sign can be found in many aspects of our daily life and in everywhere, for example in the advertisement. Advertisement is a social communication which is used by the advertiser to campaign the products or services to the customer. The purpose of this study is to analyze the verbal and visual signs and the types of meaning and function of language found in Bali Best Adventure Magazine. The data were collected by documentation, purposive sampling and interview with Creative Designer and Director of Sales to gain more data found in the advertisement from Bali Safari and Marine Park. The data was analyzed descriptive qualitative based on the theory of Saussure (1966) and Leech (1981). The result of this study showed the verbal signs in the advertisement is classified into four parts such as the headline, body copy, signature line, and standing detail. Besides, the visual signs are usually described based on the illustration component in the advertisement. There were three types of meaning and functions are identified in this study. Those meanings are conceptual, connotative and affective meaning. While the functions of language are informational, directive and expressive functions.

**Keywords:** *Verbal sign, visual sign, advertisements, types of meaning and language functions*

### ABSTRAK

*Sebuah tanda bisa ditemukan dalam berbagai aspek kehidupan sehari-hari misalnya pada iklan. Iklan adalah komunikasi sosial yang digunakan oleh pengiklan untuk mempromosikan sebuah produk atau jasa terhadap pelanggan. Tujuan dari penelitian ini adalah untuk menganalisis tanda verbal dan visual serta tipe makna dan fungsi bahasa yang terdapat dalam majalah Bali Best Adventure. Data ini dikumpulkan dengan menggunakan metode dokumentasi, sampling purposive dan wawancara dengan pembuat iklan dan Direktur Penjualan untuk memperoleh banyak data yang ditemukan pada iklan Bali Safari and Marine Park. Penelitian ini menggunakan deskriptif kualitatif berdasarkan pada teori Saussure (1966) dan Leech (1981). Hasil penelitian ini menunjukkan tanda verbal pada iklan dikelompokkan menjadi empat bagian yaitu judul iklan, konten iklan, brand atau harga dari suatu produk dan cara memperoleh suatu informasi terhadap iklan tersebut. Di samping itu, tanda visual dideskripsikan berdasarkan pada sebuah komponen ilustrasi yang terdapat pada iklan. Ada tiga jenis makna dan fungsi bahasa yang diidentifikasi pada penelitian ini. Tipe makna tersebut adalah makna konseptual, konotatif dan afektif. Sedangkan pada fungsi bahasa yaitu fungsi informasional, direktif dan ekspresif.*

**Kata kunci:** Tanda verbal, tanda visual, iklan, tipe makna dan fungsi bahasa.

## 1. INTRODUCTION

### 1.1 Background

Semiotic is a branch of linguistic which investigates how the sign creates the meaning. Semiotic is focused on something that can be taken as the sign. Saussure (1966:66) defined a linguistic sign is consist of signifier (sound image) and signified (concept). The signifier is interpreted as the material or physical form that sign takes. While the signified is interpreted as the concept of what the signifier means. Generally, the sign has verbal and visual sign. The verbal signs is described about the words, sentences, or languages while the visual signs is all about the pictures which describing something. Through visual signs, the advertiser is able to invite the reader's curiosity about what being described in the sign is.

The sign can be found in many aspect of our daily life and in everywhere, for example in the advertisement. Leech (1966:59) stated the advertisement is designed based on the following standard components namely the headline, illustration, body copy, signature line, and standing details. The advertisement does not only sell the products to the customer, but also the future image of ourselves which are more desirable because the product or service will become a good representation of everything the customer desires become. Therefore, the advertisement should be memorable to invite the customer's desire and changed their perceptions about the products that sold out by the company. In order to get the meaning about the advertisement, we can uses the semiotic approach.

This case is found in the advertisement from *Bali Best Adventure*

*Magazine*, the advertiser introduces the best tours and adventures packages for any traveler who wants to make a trip for holiday with a very low prices and professional arrangement of services. This advertisement has attractive verbal with nice colours and good looking visuals in order to attract their customer's attention to enjoy their special packages for holiday. In addition, this magazine also has each meaning and function of the language to deliver the information to the customer for example "*Breakfast with Lions at Tsavo Lion Restaurant*". This verbal sign signified the advertiser wants the tourist to enjoy breakfast at *Tsavo Lion Restaurant* which provides an amazing view of the habitat of lions. This sentence is categorized into conceptual meaning with informational function because it just gives the general condition or information about Tsavo Lion Restaurant is the best restaurant to enjoy the breakfast which is designed by African theme.

Therefore, this phenomena encourage the researcher to undertake this research about verbal and visual signs found in *Bali Best Adventure Magazine* and what the types of meaning and the function of language are deliver to the customer. In this research, the writer applied the theory of semiotic by Saussure (1966) about signifier and signified. Then, this advertisement would be analyzed by the theory of meaning and function of language by Leech (1981).

### 1.2 Problems of the Study

- 1) What kind of verbal and visual sign are in the tourist attraction advertisements found in *Bali Best Adventure Magazine*?

- 2) What are the functions and meaning of signs that applied in the tourist attraction advertisements found in *Bali Best Adventure Magazine*?

### 1.3 Aims of the Study

The general aim of this study is to apply semiotic theory that has been learned in the English Literature Study Program, Dhyana Pura University. Moreover, the general aim of conducting this study is to give the contribution to the improvement of English linguistic and literature study to the society. There are also specific aims through this study as followed:

- 1) To describe the verbal and visual signs which are found in tour services advertisements from *Bali Best Adventure Magazine*.
- 2) To analyze the functions and meaning of signs that applied in tour services advertisements from *Bali Best Adventure Magazine*.

### 1.4 Theoretical Framework

This part of the study provides the theories used to conduct the problems of this study. In this case, there are three theories that applied in this study including semiotic theory by Saussure (1966), the theory of meaning and the theory of the function of languages by Leech (1981).

#### 1.4.1 Theory of Semiotic

Semiotic is the study of signs in communication where languages, pictures, performance, and other forms of expression are used to convey the meaning (Delate, 2001:6). Semiotic is concerned with everything that can be taken as a sign. A sign is everything which can be taken as significantly substituting for something else (Umberto Eco, 1979). Semiotic also involves the

study not only of what to refer as ‘signs’ in everyday speech, but of anything which ‘stands for’ something else. In a semiotic sense, signs take the form of words, images, sounds, gestures, and objects (Chandler, 2007:2). Saussure (1966:67) in his book “*Course in General Linguistic*” defined the linguistic sign is the combination of a concept and a sound-image of the sign, but in the current usage term generally designates only a sound-image, a word, for example (*arbor, etc.*). One tends to forget that *arbor* is called a sign only because it carries the concept “tree” with the result that the idea of the sensory part implies the idea of the whole.

Saussure (1966:67) proposed to retain the word *sign* to designate the whole and to replace *concept* and *sound-image* respectively by *signified* (*signifie*) and *signifier* (*signifiant*) which are the last two terms have the advantage of indicating the opposition which separates them from each other and from the whole of which they are parts. From the statement above, it can be inferred that the signifier is called as the form that sign takes while the signifier as the concept to which it refers. In other words, it can be interpreted as the concept of the meaning of what people want to express in the communication. The structure of the sign can be presented as followed:

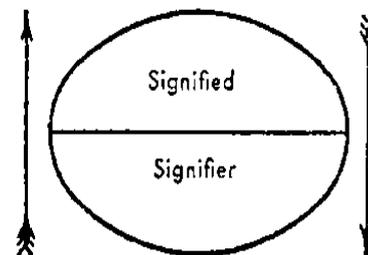


Figure 2.1 Saussure's model of the sign

Source: *Course in General Linguistic*, (1966:114)

In the Saussurean model, the boundaries between the signifier and the signified is arbitrary. The sign is the whole that results from the association between the signifier and signified which can be inferred as the *linguistic sign is arbitrary*. (Saussure, 1966:67). As the arrows in the drawing show, it is only the counterpart of sound image. Everything that occurs concern only the sound-image and the concept when we look upon the word as the independent and self-contained. But here is paradox, on the one hand the concept (signified) seems to be a part of sound-image (signifier), and on the other hand the sign itself is in turn the counterpart of the other signs of language. Therefore from the statement above, it can be inferred that the relationship between the signifier and signified is called as ‘*signification*’ and this is represented in the Saussure’s diagram by the horizontal arrows to the two elements of the sign by the vertical arrows (Saussure, 1966:114)

#### **1.4.2 Theory of Meaning and Function of Language**

Leech (1981) in his book “*Semantic: The Study of Meaning*” describes seven types of meaning and five types of function of language as follows:

##### **1.4.2.1 Theory of Meaning**

Leech (1981) in his book “*Semantic: The Study of Meaning*” describes seven types of meaning, such as:

##### 1) Conceptual meaning

Conceptual meaning (sometimes called ‘denotative’ or ‘cognitive’ meaning) is widely assumed to be the central factor in linguistic communication. It refers to the dictionary meaning which indicates the concepts. From all seven types of meaning proposed by Leech (1981:9), he gave a priority on conceptual

meaning because it has complex and sophisticated organization of a kind which may be compared with it, and cross-related to similar organization on the syntactic and phonological levels of language. Conceptual meaning is the literal meaning of the words that indicating the idea or concept to which it refers. The aim of conceptual meaning is an appropriate semantic representation to a sentence or statement. In addition, conceptual meaning helps the people to distinguish one meaning from the meaning of other sentences.

##### 2) Connotative meaning

Connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. Discussing about connotation, it is related to the ‘real world’ experience one associates with an expression when one uses or hears it. Moreover Leech (1981:10) also explained that connotative meaning is peripheral compared with conceptual meaning is that connotations are relatively unstable: that is, they are considerably according to culture, historical period and the experience of the individual. Connotative meaning is also open-ended in the same way as our knowledge and beliefs about the universe are open-ended which any characteristics of the expression which denotes it.

##### 3) Social or Stylistic meaning

Social meaning is the meaning conveyed by the piece of language about the social

circumstances of its use (Leech, 1981:14). The decoding of a text is dependent on our knowledge of stylistics and other variation of language. It recognizes some words or pronunciation as being dialectical for example telling us something the regional or social origin of the speaker, other features of language tell us something of the social relationship between the speaker and hearer which have a scale of 'status' usage, for example descending from formal and literary English at one end to colloquial, familiar, eventually slang English at the other.

#### 4) Affective meaning

Affective meaning is explaining about how languages 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). Affective meaning is often explicitly conveyed through the conceptual or connotative content of the word used for example someone who is addressed "I'm terribly sorry to interrupt, but I wonder if you would be so kind as to lower your voices a little" indicates the impression of politeness in those sentences can be reversed by a tone of biting sarcasm (Leech, 1981:15).

#### 5) Reflected meaning

Leech (1981:16) defined reflected meaning is the meaning which arises in cases of multiple conceptual meaning, when one sense of a word forms parts of our response to another sense. One sense of word seems to 'rube off' on another sense in this way only when it has a dominant

suggestive power either through relative frequency and familiarity or through the strength of its associations. In addition, some examples are occurred in a church service such as the synonymous expressions *The Comforter* and *The Holy Ghost*, both referring to the Third Person of the Trinity. The reaction of these terms is conditioned by the everyday non-religious meanings from *comfort* and *ghost*. *The Comforter* sounds warm and comforting, while *The Holy Ghost* sounds awesome.

#### 6) Collocative meaning

Leech (1981:17) defined collocative meaning consists of the associations a word acquires on account of the meanings of words which tend to occur in its environment, for example pretty and handsome share common ground in the meaning 'good looking' Further examples are quasi-synonymous verbs such as *wander* and *stroll* (*cows* may *wander*, but may not *stroll*) or *tremble* and *quiver* (one *trembles* with fear, but *quivers* with excitement). Not all differences in potential co-occurrences need to be explained as collocative meaning.: some may be due to stylistic differences, others to conceptual differences.

#### 7) Thematic meaning

Leech (1981:19) defined thematic meaning is what communicated by the way in which a speaker or writer organizes the messages, in term of ordering, focus, and emphasis. It is often felt, for example, that an active sentence such as (1) Mrs. Bessie Smith donated the first prize has different meaning from its passive equivalent with

(2) The first prize was donated by Mrs. Bessie Smith., although in conceptual content this sentences seem to be the same.

Certainly these have different communicative values in that they suggest different contexts: the active sentence seems to answer an implicit question “What did Mrs. Bessie Smith donate?”, while the passive sentence seems to answer an implicit question “Who donated the first prize?”. That is the first sentence in contrast to second sentence suggests that we know who Mrs. Bessie Smith is (perhaps through a previous mention). The same truth conditions, however, apply to each that it would be impossible to find a situation of which the first sentence was an accurate report while second sentence was not accurate.

#### 1.4.2.2 Theory of Function of Language

Leech (1981:40-41) declared five most important communicative functions such as:

- 1) Informational function is oriented to subject matters. In fact, this function focuses on the messages. It is used to give new information. It depends on the truth and value. It is the most important one which conveys the information from the speakers to the listeners. Conceptual meaning is very dominant in the information of language.
- 2) Expressive function is defined that can be used to express its originator's feelings and attitudes for example the swear words and exclamations are the most obvious instances of this. The affective meaning (what language communicates of the author's attitudes) is clearly all important in the expressive function as the speaker or writer of this function tries to express the feelings. This function could give a clear image for the personality of the speaker or writer.
- 3) Directive function is defined to influence the behaviour or attitude of others. The commands and request is the part of directive function. The function of social control emphasizes on the receiver's rather than originator's end of the message, but it resembles the expressive function in giving less importance on the whole to the conceptual meaning than to the others types of meaning, particularly affective meaning and connotative meaning.
- 4) Aesthetic function is defined as the use of language for the sake of the linguistic artifact itself, and for no ulterior purpose. Aesthetic can have at least as much to do with conceptual as with affective meaning.
- 5) Phatic function is defined as the channel of communication. It has function of keeping communication lines open and keeping social relationship in good repair for example in British culture, talking about the

weather is a well-known example of this. The phatic function is at the furthest remove from the aesthetic function, in that here the communicative work done by language is at its lightest: it is not so much what one says, but the fact that one says it at all, that matters.

## 2. RESEARCH METHOD

The research method of this study is done by qualitative method. Patton and Cohtran (2002:2) stated "*Qualitative research is characterized by its aims, which relate to understanding some aspect of social life, and its methods which (in general) generate words, rather than numbers, as data for analysis*". This method could be applied because the writer analyzed the meaning of verbal and visual signs that are found in *Bali Best Adventure Magazine*. It is descriptive because the data are analyzed based on the theory of semiotic by Saussure (1966) and the theory of meaning and function by Leech (1981). In this section, the research method consists of some parts, namely data source, method and technique of collecting data, and method and technique of analyzing data.

### 2.1 Data Source

The data in this study was a secondary data where the data was collected in the tour services advertisement found in *Bali Best Adventure Magazine*. *Bali Best Adventure Magazine* is an official magazine of *PT Bali Tanda Kasih tour and travel* which offered many kinds of information about the best tours and adventure packages for any traveler with reasonable prices and professional arrangement of services ([www.balibestadventure.com](http://www.balibestadventure.com)). Subagyo

(1997:98) defined "*Data yang diperoleh dari atau berasal dari bahan kepustakaan disebut sebagai data sekunder*". From this definition, it can be inferred the data which was obtained from some materials such as books, magazine, newspapers, news, and etc was referred as the secondary data.

There were five advertisements chosen in this study such as "*Go and Ride*", "*Fun, Romantic and Love*", "*Bali Treetop Adventure Park*", "*Breakfast with Lions*", and "*Flyboarding Bali*". These data were chosen because these data contained good looking visual and catching verbal that was to be understood. Therefore, these data could attract the reader's attention to book tour packages if they would like to spend the holiday. In addition, these data had newest tourist packages that valid until 31 March 2019. Therefore it served accurate analysis to find the signifier and signified, types of meaning and the language functions that is used in this advertisement.

### 2.2 Method and Technique of Collecting Data

The method used to collect data on this study was documentation and interview. The documentation was used to collect and identify the data from *Bali Best Adventure Magazine*. Mason, (2002:103) stated "*The analysis of documentation sources is a major method of social research, and one which many qualitative researches see as meaningful and appropriate in the context of their research strategy*". Some example of documents which could be classified are the magazines, newspapers, books, pictures, diaries, biographies, advertisements, websites, and so forth. While the interview was used to collect the data of the advertisement from *Bali Safari and Marine Park* from two informants who

really knew well about the implied meaning found in the advertisement of Bali Safari and Marine Park. The first step the writer was doing interview with Mr. Nyoman Sutarjana who is currently working as the Director of Sales which was done by using tape recorder to collect his opinion about the signs in those advertisement. The second step the writer did the interview through the email with Mr. Degi Kurniawan who was working as Creative Designer on the period 2014 until 2018. According to Esterberg (2002) defined the interview is *“a meeting of two persons to exchange information and idea through question and responses, resulting in communication and joint construction of meaning about a particular topic”*.

The technique that used on this study was purposive sampling. Sugiyono (2014:218) revealed that *“Purposive Sampling adalah teknik penentuan sampel sumber data dengan pertimbangan tertentu”*. From the definition above, it could be inferred that purposive sampling was a sampling technique in which the researchers depend on his or her consideration when determining the sample to conduct the research.

In this study, the writer collected the data by some steps. The first step was the writer observed the appropriate advertisements carefully. The advertisements in magazine which occupy the requirements were chosen as the data and unnecessary data was eliminated. There were 65 advertisements were found in *Bali Best Adventure Magazine*, but only five advertisements were selected to be analyzed. The second step was the writer sorted out each verbal signs into the component of advertisements such as headline, body copy, signature line, and standing details. The third step was the writer gave the coding number for each

verbal signs, for example 401-V2. It referred the advertisements was categorized as the first advertisements (01) on the chapter four (4) in the second verbal (V2). As stated by Center Evaluation and Research (2012:01), *“coding is the process of organizing and sorting the data. Codes served as a way to label, compile, and organize the data”*. The fourth step the data were being classified and taken note based on the theory of semiotics, meanings and the function of language. The fifth step was the writer scanned the appropriate advertisements then it were stored and kept into the computer.

### **2.3 Method and Technique of Analyzing Data**

This study used the descriptive qualitative method in analyzing the data. In the term of qualitative method, Bogdan and Biklen (2002) stated *“Data analysis is the process of systematically searching and arranging the interview transcripts, fieldnotes, and other materials that you accumulate to increase your own understanding of them and to enable you to present what you have discovered to others”*. The qualitative method was used to describe the data based on the theory of semiotic by Saussure (1966) and the theory of meaning and the function of language which is propose by Leech (1981).

The analysis of data was conducted in some steps. The first, the data were displayed in the form of table to categorize them into headline, body copy, signature line, or standing details in the selected advertisement based on the components of advertisement by Leech (1966:59). The second step the data both of verbal and visual signs were described based on the theory of semiotic are signifier and signified by Saussure (1966). The third step the data were analyzed according to the theory of

meaning and the function of language which is proposed by Leech (1981).

### 3. RESEARCH FINDINGS AND DISCUSSION

#### 3.1 The Verbal and Visual Signs in Bali Best Adventure Magazine

In this section, the verbal and visual signs in *Bali Best Adventure Magazine* will be presented and explained. The verbal and visual signs are applied by the theory of Saussure (1966) about signifier and signified. The signifier refers to the form which the sign takes or as the material vehicle while the signified is a mental concept or reference. Then, this chapter also discussed about the types of meaning and the function of language which is proposed by Leech (1981) in order to find out the types of meaning and the function of language which are contained in the advertisements.

##### 3.1.1 The Analysis of Verbal Signs 1) The Verbal Signs of “Breakfast with Lions” Advertisement

This advertisement was taken from *Bali Best Adventure Magazine* which has

validity until 31 March 2019. This advertisement comes from Bali Safari and Marine Park which is located at Jalan Prof. Ida Bagus Mantra, Gianyar Regency. This advertisement provides a truly memorable experience for having a breakfast with a pride of lions.

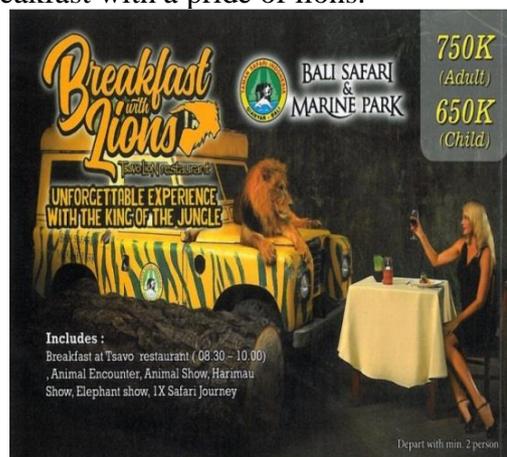


Figure 3.1 Breakfast with Lions Advertisement

The verbal signs of the fourth advertisement can be seen through the table below:

Table 3.1 The Verbal Signs of “*Breakfast with Lions*” Advertisement

COMPONENTS	SIGNS	
	SIGNIFIER	SIGNIFIED
HEADLINE	Breakfast with Lions. Tsavo Lion restaurant (404-V1)	Invite the travelers to have a breakfast at African theme restaurant which is surrounded by the pride of lions.
BODY COPY	Unforgettable experience with the king of the jungle (404-V2)	The statements that express his or her feeling to see the lions at Bali Safari and Marine Park without going to Africa.
	Includes: Breakfast at Tsavo restaurant (08:30-10:00), animal encounter, animal show, harimau show, elephant show, 1x safari journey (404-V3)	They will get breakfast at Tsavo restaurant that opens for 1,5 hours, animal encounter, animal show, and one opportunity to join safari journey/
SIGNATURE LINE	Bali Safari and Marine Park (404-V4)	It is the place where the travelers see many kinds of animals.
	750 K (Adults), 650 K (Child) (404-V5)	The price of ticket entrance Bali Safari and Marine Park.
STANDING DETAILS	Depart with min. 2 person (404-V6)	It suggest to invite more than two persons.

The signifier and signified of the advertisements above, can be explained as below:

1) The Headline of the Advertisement

There is only one sentence that found in the headline “***Breakfast with Lions. Tsavo restaurant (404-V1)***”. This sentence represents the advertiser wants to attract the traveler to join a breakfast with lion at Bali Safari and Marine Park because Tsavo Lion restaurant provides the incredible experience which the customer cannot find anywhere else in Bali where they will get the sensation of Breakfast with a majestic pride of lions. In similarity, according to Mr. Degi Kurniawan who was working as the Creative Designer at Bali Safari and Marine Park said the

tagline of breakfast with lions is the best product on the periode 2015-2016. In addition, the customer can enjoy the breakfast at Tsavo lion restaurant where this restaurant is covered by the big aquarium which is designed by the African background (the habitat of lions). Moreover according to Mr. Nyoman Sutarjana who is currently working as The Director of Sales at Bali Safari and Marine Park stated the customer will have a breakfast at Tsavo lion restaurant where this restaurant is situated with the habitat of lions, therefore the customer can see directly the attraction of lions, but this restaurant is covered by the big glass.

## 2) The Body Copy of the Advertisement

There are two sentences found in the body copy. The first sentence is **“Unforgettable experience with the king of the jungle (404-V2)”**. According to Mr. Degi Kurniawan as the Creative Designer, this tagline signified the customer does not need to go to Africa for watching the attraction of lions because there has been Tsavo lion restaurant at Bali Safari and Marine Park which provides the customer can enjoy the breakfast by looking the majestic lions around them. Therefore, by looking this destination, the customer can remember forever about his or her wonderful holiday experience at Bali Safari and Marine Park. Automatically, the customer will come again to spend the holiday at this destination.

The second sentences is **“Includes: Breakfast at Tsavo restaurant (08:30-10:00), animal encounter, animal show, harimau show, elephant show, 1x safari journey (404-V3)”**. This sentence signified the traveler who wants to spend their holiday at *Bali Safari and Marine Park* will get special services included they will have breakfast at Tsavo restaurant for 1,5 hours, animal encounter, animal show, and once time to enjoy the safari journey around Bali Safari and Marine Park to see the attraction of animals.

## 3) The Signature Line of the Advertisement

There are several sentences in the signature line of the advertisement above. The first sentence is **“Bali Safari and Marine Park (404-V4)”**. This sentence signified that it is the best tourist attraction to see many kinds of safari animals such as tiger, lion, monkeys, and etc. *Bali Safari & Marine Park*, as part of Taman Safari Indonesia, and a member of SEAZA (The South East Asians Zoo Associations), CBSG

(*Conservations Breeding Specialist Group*) as well as PKBSI (*Indonesia Zoological Parks Associations*) is at the frontline of wildlife conservation in Indonesia and is actively involved in ensuring the future survival and wellbeing of many Indonesian animals species through engaging education and conservation programs such as the conservation and release of Bali Mynah, Sumatran Elephant, and Sumatran Tiger (<http://www.balisafarimarinepark.com>). Based on the interview with Mr. Nyoman Sutarjana as the Director of Sales, he stated that Bali Safari and Marine Park is the company which engaged in the conservation, nature, education, and the recreation. He also gives the example of conservation of animals at Bali Safari and Marine Park such as breeding animals and preservation. In the educational field, the Management of Bali Safari and Marine Park introduce the customer how they deliver the further information about the attraction of animals at Bali Safari and Marine Park to the public. The last is about the recreation, the customer can spend their holiday time with the family or friend to know detail about kind of animals at Bali Safari and Marine Park.

The second sentence is **“750 K (Adults), 650 K (Child) (404-V5)”** that signified the price for entering Bali Safari and Marine Park which this price is very different based on the age categorization. The adult is charged around Rp 750.000 and the child will be charged amount Rp 650.000. All of the prices above are included breakfast at restaurant, seeing the animal show, and the animal encounter.

## 4) The Standing Details of the Advertisement

The last sentence is **“Depart with min. 2 person (404-V6)”** in the form of standing details. This sentence signified that it is suggested for the travelers to

invite more than two persons during their journey to the tourist attraction in Bali.

### 3.1.2 The Analysis of Visual Signs

#### 1. The Visual Sign of “Breakfast wuth Lions” Advertisement

The visual signs of the advertisements can be seen through the table below:

Table 3.2 The Visual Signs of “*Breakfast with Lions*” Advertisement

COMPONENTS	SIGNS	
	SIGNIFIER	SIGNIFIED
ILLUSTRATION	There is a young woman who is holding a glass of wine to the lion which sits on yellow car.	It attracts the reader to have a breakfast with lions.
	Taman Safari Indonesia logo.	The tagline name of the company that supported the advertisement.

From the presentation of visual signs above, there are two pictures that obtained in the advertisements above. The advertiser described perfect things to the readers through all the pictures in the advertisements. This visual signs have relation each other and have been successfully informed the tourist about the whole tour packages service. The first image shows there is a young lady with black dress who is holding a glass of wine that directly facing to a lion which is sitting on yellow car of *Taman Safari Indonesia's* logo. The young lady symbolizes the customer or role model of this advertisement while enjoying breakfast with lions with full of happiness and smiling on her face. According to Mr. Degi Kurniawan as the Creative Designer, the concept of this advertisement was designed in such way because in the beginning, the designer actually wants to introduce the dinner package with lion to the tourist who wants to enjoy the holiday at Bali Safari and Marine Park therefore from the visualization is automatically designed with the black colour that has similarity with the setting of night shades and it has been proven by a glass of wine

which has characteristic of dinner package. Furthermore, the visualization of woman is chosen as the advertisement from Bali Safari and Marine Park because it represents the beauty or exotic in order to attract the tourist's desire to enjoy breakfast with a pride of lions at Tsavo Lion restaurant. Meanwhile the creative designer has changed the concept of this advertisement into *breakfast with lions* because there is a competitor from *Bali Zoo* who has designed the concept of advertisement is *Dinner with Orangutan* which similar with Bali Safari and Marine Park. While the yellow colour is designed in such way because the designer believes the yellow colour is appropriate with the typography and the illustration of lions.

Moreover, the Director of Sales at Bali Safari and Marine Park, Mr. I Nyoman Sutarjana supposed this advertisement is designed in such way with black colour because it just represents the exotic view or the artistic in order to make the tourist to enjoy holiday especially breakfast at Tsavo Lion restaurant, Bali Safari and Marine Park whereas the yellow colour signified the signature of the company that

represents the identity of the company as the national standard in order to execute their business to the customer. According to Cerrato (2012:15), the black colour is beneficial for businesses selling luxury, elegance, and sophistication. These types of businesses include those selling high quality professional products and luxury goods, therefore it is appropriate with the concept of the advertisement above that Bali Safari and Marine Park introduce “*Breakfast with Lions*” which has more expensive price about IDR 750.000 for adult and IDR 650.000 for the children whereas the yellow colour is associated with the leisure, playful, and fun activities (Cerrato 2012:7) which provides the tourist about some recreation and attraction from the animals especially enjoy the breakfast at Tsavo Lion Restaurant, Bali Safari and Marine Park. In fact, when the travelers have a breakfast at Tsavo restaurant, they feel comfortable and do not necessarily worried about the lions because this restaurant has been covered by the thick glass that separated them to see a collective of lions.

There is also second visual sign that supported the main picture of the advertisements is the logo of *Taman Safari Indonesia* with the written of Gianyar-Bali at the bottom side. The second visual signs signified that it is the symbol of *Taman Safari Indonesia* to prove the identity of the company. This logo has a circular shape where its picture is contained an elephant and an rhinoceros with green color background as well as the word of Taman Safari Indonesia with yellow color on its background. According to Mr. Degi Kurniawan as the Creative Designer claimed the logo from Bali Safari and Marine Park above was designed in 2007. The elephant, rhinoceros, and the dolphin were chosen to represent the

logo because the elephant and the rhinoceros are a symbol of wild and strong animal therefore Bali Safari and Marine Park hopefully will be strong and stable company in order to run the business. Moreover, the dolphin is chosen because it used to represent the Marine park. Based on the presentation of colour, the green, blue, and yellow colour are chosen to describe the logo of Bali Safari and Marine Park, because basically the blue colour is associated with the marine, the yellow is related with the conservation, and the green colour is associated with the fresh tourist destination. Furthermore, The Director of Sales, Mr. I Nyoman Sutarjana also supposed the elephant and the rhinoceros were chosen as the symbol of Taman Safari Indonesia because these animals were the first part of wild animal which has been preserved by Taman Safari Indonesia company. Additionally, he could not describe the hidden meaning found in the logo of *Taman Safari Indonesia*.

### 3.2 The Meaning and Function Analysis of “Breakfast with Lions” Advertisement

The explanation and analysis of meaning and function in this advertisement can be seen through the table below:

Table 3.3 The Meaning and Function Analysis of “Breakfast with Lions” Advertisement

COMPONENTS	SENTENCES	MEANING	FUNCTION
HEADLINE	Breakfast with Lions. Tsavo Lion restaurant (404-V1)	Conceptual meaning	Informational function
BODY COPY	Unforgettable experience with the king of the jungle (404-V2)	Connotative and Affective meaning	Expressive function
	Includes: Breakfast at Tsavo restaurant (08:30-10:00), animal encounter, animal show, harimau show, elephant show, 1x safari journey (404-V3)	Conceptual meaning	Informational function
SIGNATURE LINE	Bali Safari and Marine Park (404-V4)	Conceptual meaning	Informational function
	750 K (Adults), 650 K (Child) (404-V5)	Conceptual meaning	Informational function
STANDING DETAIL	Depart with min. 2 person (404-V6)	Conceptual meaning	Informational function

The explanation about the meaning and function analysis of the table above would be explained below:

#### 1. The Headline of the Advertisement

The sentences of headline advertisements above are “*Breakfast with Lions. Tsavo Lion restaurant (404-V1)*”. This sentence described **conceptual meaning** because the advertiser influences the reader’s desire to have a breakfast at Tsavo restaurant because it is situated with bice view from lions. **Conceptual meaning** is conveyed in the word “*breakfast*” which denotatively means the first meal of the day (Oxford Advanced Learner’s Dictionary, 1995:135) and the word “*lion*” which refers to a large powerful animal of the cat family that eats meat and it is found in parts of Africa and Southern Asia ((Oxford Advanced Learner’s Dictionary, 1995:686). Therefore it is based on the context of advertisement that Bali Safari and Marine Park also provided a lion to attract the reader’s attention for breakfast at Tsavo restaurant. This sentence conveyed

**informational function** as the advertiser want to introduce and informed the travelers to spend their time for holiday at Bali Safari and Marine Park. The advertiser wants to attract the traveler’s desire to visit this tourist attraction because they will get amazing breakfast while watching the lions at Tsavo restaurant.

#### 2. The Body Copy of the Advertisement

There are two sentences in the body copy of advertisements. The first sentence is “*Unforgettable experience with the king of the jungle (404-V2)*”. This sentence describes **Affective meaning**. It can be shown the advertiser express his or her feeling while visiting Bali Safari and Marine Park because this place offer an incredible views of enjoying a group of lion when the tourist have a breakfast at Tsavo restaurants. **Affective meaning** can be seen from the phrase “*unforgettable experience*” which means the tourist who ever visited this destination will remember forever what they have done to find the experience for enjoying holiday at Bali Safari and Marine Park. In

addition, it also reflects **connotative meaning** because it has another meaning behind the first meaning. **Connotative meaning** is reflected in the word “*The King of the Jungle*” which does not literary means a person who became the king or leader in the jungle, meanwhile it refers to the lion which is a large powerful animal of the cat family that eats meats. The lion is suitable with the context of advertisement because the advertiser wants to introduce Tsavo Restaurant as a wonderful place to see many lions surrounded them while they have a breakfast at this restaurant. Therefore they can express their personal feeling because it provides unforgettable experience to have breakfast with the king of the jungle (lion). Based on its function of language, this statement conveys **expressive function** as it will never forget about their experience to visit this destination.

The second sentence is “*Includes: Breakfast at Tsavo restaurant (08:30-10:00), animal encounter, animal show, harimau show, elephant show, 1x safari journey (404-V3)*”. This sentence described the **conceptual meaning** with **informational function** because the advertiser want to inform this is the special packages service to spend the holiday time to Bali Safari and Marine Park. They will have a breakfast at restaurant for 1,5 hours, get the tickets of animals show, and one chance to do the safari journey.

### 3. The Signature Line of the Advertisement

There are some texts in the signature line of advertisements. The first text is “*Bali Safari and Marine Park (404-V4)*” which reflects **conceptual** meaning and **informational** function as the advertiser want to introduce and inform about the profile of Bali Safari and Marine Park which is the best tourist attraction to enjoy and know more detail about kinds of animals. The second text is “*750 K (Adults), 650 K (Child) (404-V5)*” described the **conceptual**

**meaning** with **informational function** as the advertiser just inform the price for entering Bali Safari and Marine park for the adult is Rp.750.000 and the children is Rp.650.000. This price included breakfast at Tsavo restaurant start from 08:30 until 10:00 in the morning, animal encounter, animal show, tiger show, elephant show, and once for safari journey.

### 4) The Standing Detail of the Advertisement

The last sentences is “*Depart with min. 2 person (404-V6)*” This sentence reflects **conceptual meaning** because it describes the general truth that someone should invite more than two persons if they want to make a trip around tourist destination in Bali. **Conceptual meaning** is reflected in the verb “*depart*” which means to go away or leave, especially when starting a journey (Oxford Advanced Learner’s Dictionary, 1995:311). While in the function of language, it conveys **informational function** the advertiser just inform about the term and condition when booking the adventure riding activities. The readers who would like to reserve this package is allowed to invite more than two persons.

## 4. CONCLUSION

Based on the result of analysis in this study, there are some points that can be concluded. The verbal signs in every advertisement can be classified into four parts such as the headline, body copy, signature line, and standing detail. Generally in the headline of the advertisement is usually designed in a bold big letter with interesting sentences in order to attract the reader’s attention to book tour packages. In the body copy, the advertiser usually describes the best quality found in the product or service. In the signature line, the advertiser always inform about the prices, trademark, slogan, etc. The standing detail is about how to obtain the further information.

Besides, the visual sign also important to support the advertisement because it attracts the customer to buy and enjoy the product or service itself. It is usually described based on the illustration component of the advertisement. The visual signs always composed the images which is used to strengthen the message and make the advertisement more interesting therefore it can get the attention from perspective customers. In the visual signs, those advertisements consist of various color such as blue, green, yellow, and black. Blue is associated with the cleanliness. The green

color is usually associated with the environment, nature, and freshness. The yellow color is associated with the happiness. The last is black color signified the power, stability and strength to do the promotion.

Furthermore, every sentence has their own meaning and functions in order to make the reader understand with the messages in the advertisements. In the terms of meaning and language functions, there are three types of meaning are applied such as conceptual, connotative, and affective meaning. They have informational, directive and expressive functions.

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