The Analysis of Verbal and Visual Signs Found in Clothes Advertisements

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KEYWORDS	ABSTRACT
Function, meaning, and visual verbal signs	This study research report entitled "The Analysis of Verbal and Visual Signs of Clothing Advertisements", explains verbal and visual signs in advertisements. This study also analyzes verbal and visual signs that support advertising on clothing and the function and meaning of verbal and visual signs. The formal method of the set of findings presents the results of the analysis by using picture to show verbal and non-verbal signs according to the advertisement chosen as the data source. There are two theories used in this research. The first theory is semiotic theory proposed by Saussure (1983: 89). The second theory is theory of meaning by Barthes (1977: 89) and the supporting theory of color by Wierzbicka (1996). The data is taken from website posts of Uniqlo, H&M and Forever 21. This research data collection was carried diout by downloading advertising posts from internet, viewing the post and taking screenshots of the post to understand the signs of the advertisements posting carefully. Verbal signs in advertisements use effective meaning to attract people's interest in the product. The expressive function is used to provide information from the message the reader will be able to capture the message from the advertisement. The information function tends to be one of the most important, conveying information from the speaker/writer/listener/reader. The dominant conceptual meaning uses information from language, the visual sign in the ad is the image. Images are used to make advertisements look cool, impressive and attractive. Regarding the results, meaning and function of the signs found in advertising, the meaning and function of signs can be detected from making advertisements that tell information about clothing brands, to selling or promoting their products and also to create brand image and consumers are able to understand the meaning of the advertisements

INTRODUCTION

Communication is the process of conveying thoughts, ideas, information or feelings from one person to another. Communication is a process in which a person tries to provide understanding by transferring messages or trying to make similarities with other people. Communication can take place if there are components or elements, namely the source (communicator), message and target (communicant). Communication is something that cannot be avoided by every human being. As social beings, humans are required to communicate because as humans they must be able to live in society and interact with other humans. Verbal communication can be done directly (face to face) or with media intermediaries, for example interacting using social media or mobile phones. Verbal communication through writing can be done using media such as letters, postcards, chat on social media, and so on. While non-verbal communication where humans communicate using body movements. In general, verbal and non-verbal can be found in advertisements that we can see and read.

Advertisements is a form of information carried out by an institution or company that contains messages about a product to attract public interest in the product. There are many types of products that can be

offered, such as: cosmetics, fashion, food, etc. There are two types of advertisements, namely commercial advertisements and public service advertisements. These two product have different purposes so they are interested in using the advertised product. While public service advertisements are advertisements that provide social messages or provide input to the community that aims to motivate the community. In this study, researchers want to analyze one of the advertisements, namely commercial advertising; widely offered through electronic media, social media and print media. One of them is clothing advertising.

A brand is not just a logo or company name, but an image or a person's perception of a product or company. A brand is a complete combination of associations that people imagine when they hear the name of a company or product. Brand is everything related to the company, product, or service all attributes, both tangible and intangible. A brand is a sign used by an entrepreneur or a factory on the goods produced as an identification, a brand for a company is a person's reputation. Do not take brands lightly, because brands are the most important asset a company can have. Brands deliver value, create differentiation, and achieve long-term results.

One of the most basic functions of a clothing brand is for the benefit of branding or the brand of the clothes or t-shirts worn. Maybe for some people, the existence of this brand is not very attractive to them. But for most people, this information about branding is very important. Given that not everyone buys clothes carelessly. Some clothes lovers really like clothes with certain brands because they have affordable prices. While some other clothing lovers really want clothes with certain brands because of the quality of the material that is comfortable when worn. And there are also clothes lovers who are very fanatical about certain brands because of the many variants of the model provided. The related background review in this research is taken from The Analysis of Verbal and Visual Signs of Adidas Advertisement and A Verbal and Non-Verbal Signs of Walt Disney Posters.

The specific things that are the focus of the research 1) To find out the verbal and non-verbal signs in clothing advertisements. 2) Analyze the meaning of verbal and non-verbal signs in clothing advertisements. After analyzing this research to avoid confusion for viewers in understanding its meaning, this research can give viewers a better understanding of those elements successfully.

RESEARCH METHOD

The data was taken from internet posts for Uniqlo, H&M and Forever 21 advertisements. The first post was downloaded from Uniqlo website the second post was downloaded from H&M website and the third post was downloaded from Forever 21. In this study, three advertisements posts for clothing brands with different brands were used because these brands have a certain style of interacting with customers and also in this post they have interesting verbal and non-verbal signs to analyze. This research advertisements is focused on analyzing three clothing brand advertisement posts that show verbal and non-verbal signs and meanings themselves.

The data collection was carried out by downloading post advertisements from website, viewing the post and the researcher taking screenshots of the posts, also understanding the signs in the advertisements posting carefully, taking notes by writing verbal and non-verbal signs. found in clothing advertisements, classifying verbal and nonverbal sign data both on markers and markers found in advertisements. The methods used in this research are formal and informal methods.

RESULT AND DISCUSSION

Three images from different internet brand posts were analyzed based on Saussure's (1983: 66) semiotic theory and Barthes (1977) theory of meaning. In this analysis, there are 9 verbal signs and 6 non-verbal signs

found in three image advertisements. This study aims to analyze verbal and non-verbal signs and their own meanings. The advertising data found can be presented as below:

Data 1: *Uniqlo* Brand Clothes
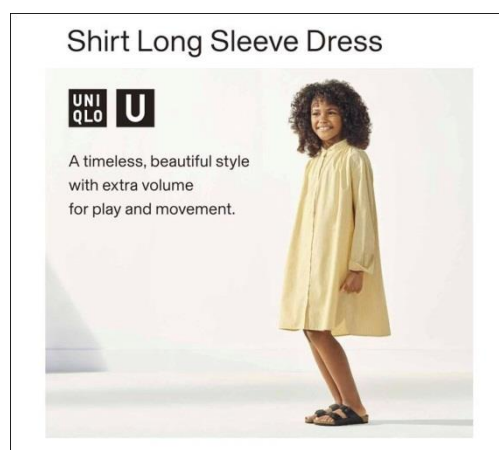
Picture 1. Uniqlo Brand
https://www.uniqlo.com/id

Verbal Signs of *Uniqlo* Brand Clothes

In this picture above there are three verbal signs, the first verbal is "Shirt long sleeve dress" in this verbal it is very clear that the product being sold is a long-sleeved shirt which is designed very simply but looks very elegant.

The second verbal is the uniqlo logo in the top right corner which is designed very simply, uniqlo is a company originating from Japan that is engaged in retail clothing. Logo is an identity that distinguishes one company from another, the logo used by uniqlo is Kashiwa Sato.

The third verbal is "A timeless, beautiful style with extra volume for play and movement" which means a striped dress that gives a fresh impression and is suitable for use by children because it has a soft and comfortable material. Not tight when used so that children can play and move freely. The meaning of the word "A timeless, beautiful style with extra volume" is a fixed shirt model with a striped shirt model with a long-sleeved design that will make children comfortable when doing activities and on a long-sleeved striped shirt there is extra volume. The meaning of the word extra volume is a dress that has the added impression of a design designed only for children so that children are comfortable when playing and can move freely without being disturbed by tight clothes. Therefore this clothing design is made with an a line design which means a straight cut dress, without a waist which will be suitable for children who will make children comfortable and look beautiful when playing. In addition, this dress is also suitable for traveling anywhere.

Non Verbal Signs of *Uniqlo* Brand Clothes

The Uniqlo poster above has non-verbal signs that make the post more interesting to look at and can attract the attention of consumers to buy the product. The first non-verbal sign in this post is a children standing sideways with slightly bent knees and a cheerful face with wide smiling lips which makes this poster more interesting because of the children cute style. The children with the Uniqlo poster model is very suitable to be seen when wearing the long sleeve striped dress from the Uniqlo brand because it looks very fitting and elegant on the children body and of course this dress is very comfortable to wear. The background

used on the poster is a white wall in the room, the reason for using this color is because white is a neutral color and the white background is to display the original color of the product. The advantage of a white background is that this color never goes out of style and because the white background is suitable to be mixed and matched with any interior style, from classic to minimalist style. In addition, the white background is also suitable juxtaposed with a variety of existing furniture.

Data 2: *H&M* Brand Clothes
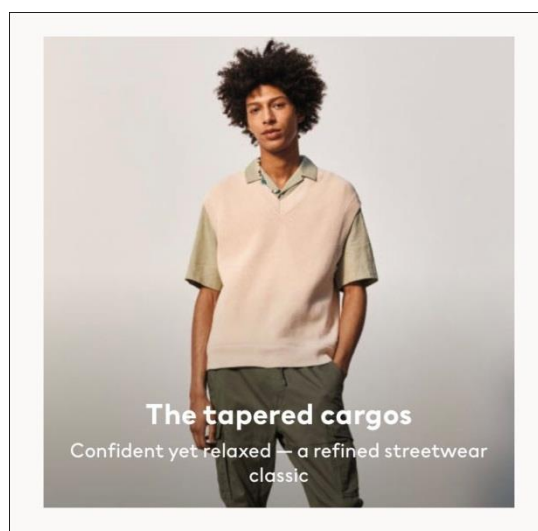
Picture 2. H&M Brand Clothes
https://www2.hm.com/en_us/men.html

Verbal Signs of *H&M* Brand Clothes

From the picture there are three verbal signs, the first verbal is "The taperad cargos" meaning the sentence is streetwear that has a tapered neck design like an inverted V.

The second verbal is "Confident yet relaxed – a refined streetwear classic." The meaning of the sentence means that this brand from the H&M brand has a soft material that is suitable for use during leisure activities, and is also suitable for traveling anywhere. This streetwear has a good design when worn and the right color when combined with any bottoms so that it can make us look perfect and appear confident.

The third verbal is the logo of H&M. H&M Is A Popular Swedish Company That Manufactures And Markets Various Clothing Lines. The evolution of the brand logo from H&M has a long history starting with the word "Hennes". This word is in the first version of the company logo,

Translated from Swedish it means "He", who alone flaunts his original coat of arms. Then the brand founder buys another retailer, a competing retail chain. Then that's when the company name changed to Hennes & Mauritz, and with it's logo in the same period, designers added graphics to the verbal designation. But gradually the phrase was "reduced" to two letters, namely the letters "H" and "S" in uppercase letters, the rest in lowercase. Behind the word are two lines, so the writing looks nailed to the bar. A similar impression is created because of the 3D effect in which the logo is made. The second logo is short and shiny. If the first option is presented in black and white, then this one is dark red. It contains the letters "H&S" made with sloppy brush strokes, just like in the previous version. Then stood the modern symbol to this day which

consists of the letters "H&M" in the logo using a special font. The letters are drawn rather than printed: the strokes are uneven in thickness and look like brush strokes. The horizontal "H" line is slanted and extends far beyond the two vertical lines, and the crest consists of a dark red color.

Non-Verbal Signs of *H&M* Brand Clothes

H&M advertisements have non-verbal cues that make these ad posts more interesting and can generate interest in buying the brand. The non-verbal sign in this post is a man with brown skin, messy hair and a tall, skinny build standing wearing classic streetwear with a mix of styles that leans back slightly and with one hand in his trouser pocket that makes the shirt he wears fits perfectly. body and looks more elegant.

It can be seen from the man who became the advertisements model for this shirt, it is suitable for people whose style is simple, it can be seen from the advertisements model above, the style he uses reflects the personality of the user of the shirt and the background used on the poster is light gray, the reason for using color That is because gray is a safe color to be a background because it has calming properties. And almost all colors can be harmoniously combined with gray, it also makes gray suitable for modern themes.

Data 3: *Forever 21* Brand Clothes

Picture 3. Fowever 21 Brand

Verbal Signs of *Fowever 21* Brand Clothes

In the picture above there are three verbal, the first verbal is "sweater together" which means inviting the customer to wear the sweater that is sold on this fowever 21 product because the sweater used in the picture above is very soft when worn and nice also when in use.

The second verbal "The perfect duo: Cozy sweater + Denim jeans" here is very clear the second verbal explains that this sweater plus jeans is very suitable to be combined because the design is super simple but looks very casual, this sweater is also very simple in design and there are two matching colors. Denim jeans with a simple design as in general can also be combined with various kinds of tops such as sweaters, jackets, clothes and others. These denim sweaters and jeans can be worn for everyday use, on walks, or even for work.

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The third verb is "Fowever LA" which is in the upper left corner of Fowever name itself is the name of a company that makes women's, men's, children's clothing products, and others, while "LA" is an abbreviation of Los Angeles which means this fowever company is in Los Angeles.

Non-Verbal Signs of *Fowever 21* Brand Clothes

The fowever 21 poster above has non-verbal signs that make the post more interesting to look at and can attract the attention of consumers to buy the product. The first non-verbal sign in this post is a woman posing casually and looking to the side while this cup means that this dress plus denim jeans is perfect for people who like to dress simple but still look elegant.

This woman with the fowever 21 poster model is very suitable to wear this sweater plus denim jeans because it looks very fitting on this woman's body and of course this outfit is very comfortable to wear with that body shape and the chosen background is like a room in the house because there are not too many decoration or something. With models wearing casual clothes and room designs with tone nuances that match the casual clothing theme and have two different color tones.

CONCLUSION

Advertisements is a way to promote a product to the public. These advertisements contain messages, especially for the verbal and visual aspects of advertisements that use semiotic signs both in terms of verbal and visual which have several important purposes such as to provide information to the public about signs in order to know the message of the advertisement. Viewers of advertisements signs can easily understand the function and meaning of the way the photo is taken, the place, the physical, and so on. Models on clothing brands that are used to express verbally and visually so that people are interested in the product. And the information is used to attract the attention of readers in order to capture the message of the advertisements.

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