



## AN ANALYSIS OF VERBAL AND NON-VERBAL SIGNS ADVERTISEMENT IN BALI

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### Abstrak

Iklan adalah pengumuman atau berita tentang suatu produk, acara, atau pekerjaan untuk meyakinkan orang agar tertarik. Verbal dan nonverbal merupakan alat komunikasi yang digunakan manusia untuk berinteraksi, baik melalui pesan, gambar, dan gerak tubuh. Penelitian ini bertujuan untuk menganalisis tanda-tanda verbal dan non verbal yang digunakan dalam iklan pariwisata dan mengeksplorasi makna dari tanda-tanda tersebut. Iklan pariwisata ditujukan untuk mempromosikan tempat wisata atau destinasi kepada wisatawan yang akan melakukan perjalanan ke Bali. Data berasal dari akun Instagram Bali 2 Tour. Data diperoleh dengan metode kualitatif. Proses analisis diawali dengan analisis tanda verbal dan non verbal berdasarkan teori semiotika (Chandler, 2022). Analisis makna dari tanda-tanda linguistik dan non-verbal dilakukan dengan menggunakan teori makna yang dikemukakan oleh Barthes (1977) dan analisis warna dilakukan dengan menggunakan teori istilah warna yang dikemukakan oleh Wierzbicka (1996). Hasil penelitian menunjukkan bahwa iklan perjalanan memberikan informasi kepada pembaca atau wisatawan yang akan melakukan perjalanan ke Bali tentang tempat-tempat yang menarik untuk dikunjungi.

**Kata kunci:** semiotika, tanda verbal, tanda non verbal, iklan.

### Abstract

An advertisement is an announcement or news about a product, event or job to convince people to be interested. Verbal and nonverbal are communication tools that humans use to interact, whether through messages, images, and gestures. This study aimed to analyze the verbal and non-verbal signs used in tourism advertisements and explore the meanings of these signs. Travel advertisements are intended to promote tourist attractions or destinations to travelers who are about to take a trip to Bali. The data comes from the Instagram account of Bali 2 Tour. The data was obtained by a qualitative method. The analytical process begins with the analysis of verbal and non-verbal signs based on semiotic theory of (Chandler, 2022). The analysis of the meaning of the linguistic and non-verbal signs was carried out using the meaning theory proposed by Barthes (1977) and the color analysis was performed using the color term theory proposed by Wierzbicka (1996) proposed. The results show that travel advertisements provide information to readers or tourists who are about to travel to Bali about interesting places to visit.

**keyword:** semiotics, verbal signs, non-verbal signs, advertising.

### INTRODUCTION

Semiotics is a science and characters of verbal and nonverbal communication. Semiotics includes the study of signs and the process of signification, designation, form, symbolism, meaning and communication. Semiotics is anything that can be considered a sign. Semiotics aims to capture any system of signs, whatever its nature and limitations; images, gestures, sounds, music and objects (de Saussure, 1983). A sign refers to how someone creates meaning

in their mind to create a communication process. There are two important elements in advertising: verbal and non-verbal cues. According to (Chandler, 2022) speech signs are signs associated with text and words. They can be the name of the product or tagline, information or anything else in the prototype, and non-verbal cues are supporting speech to advertise an interesting package. It can be color, image, music or sound. The signs used in advertising are very diverse and have certain meanings. Advertising means calling attention to something or announcing or informing someone or something. In addition to attracting attention, signs in advertising will help the audience understand the specific message. In addition to the physical delivery (image), advertising also tries to convey the message through language or task, helping us to understand the meaning of the image in advertising (de Saussure, 1983).

Advertisements contain announcements to the public with the aim of influencing readers to do what they want. Advertising is not limited to a product but to information or a call to do something. Conventional advertising is promoted through advertising media such as television, radio, newspapers, magazines and the Internet. In advertisements, there are verbal and non-verbal cues that are attractively designed to capture people's attention (Wierzbicka, 1996).

According to (Barthes, 1977) meaning is divided into parts which are inclusive and denotative. In the Element of Semiology, (Barthes, 1977) page 93, it is explained that denotative meaning is meaning that is directly related to what we see or to reality, leading to a clear, direct and definite meaning and one meaning is the style of the text, the way it is decorated. Barthes says that the "sign of implication" refers to the signified of an ideology, the signified becomes a "rhetoric", both refer to a "surface system" through metal language, and there is no difference between the message and the message notation.

This study aims to analyze verbal and non-verbal signs used in travel advertisements and discover their meanings as well. It's very important to know about verbal and non-verbal signs in advertisements because advertiser and consumer are not in visual contact, they communicate through the channel which in this case is an advertisement, in advertisement language and sign play an important role to convey commercial message to the consumers to make them interested in.

## **METHOD**

this study, *Bali 2 Tour* Advertisement was chosen as the data source collected from Instagram. The method used by the researchers for this research is the descriptive qualitative method. The descriptive method is used to explain or analyze a research result but does not allow a broad conclusion. The data were taken from advertisements which were downloaded from Instagram. There are three advertisements used in this analysis and the data were collected by searching, downloading the advertisement and note taking. The data were analyzed by the descriptive qualitative method using semiotic theory proposed by (de Saussure, 1983). This study used theory from (Chandler, 2022) which describes the verbal and non-verbal signs. Second, the theory of meaning proposed by (Barthes, 1983) used to analyze the connotative and denotative meaning of verbal and visual signs along with the theory of Color Term proposed by (Wierzbicka, 1996)

## **FINDING AND DISCUSSION**

The writer describes and explains several verbal and non-verbal signs which were found in three travel advertisements about Nusa Penida in details in the following discussion.

### **Verbal and Non-Verbal Signs Found in Travel Advertisement About Nusa Penida Found on Instagram**

This table above presents the analysis result of verbal and non-verbal sign found in Travel

No	Advertisement	Verbal Signs	Non-Verbal Signs
1.	Bedugul Tanah Lot Tour Package	<ol style="list-style-type: none"> <li>1. Bali 2 Tour</li> <li>2. Bedugul – Tanah Lot Tour Package</li> <li>3. “The best service to accompany your vacation time, either alone or with your dear family</li> <li>4. Pura Ulundanu and Danau Bratan</li> <li>5. Secret Garden Village</li> <li>6. Pura Tanah Lot</li> <li>7. +6287862277151</li> <li>8. Ig @bali2tour.id</li> </ol>	<ol style="list-style-type: none"> <li>1. Picture of Ulundanu Temple located in the middle of a lake while surrounded by flowers</li> <li>2. Picture of a couple walking in front of “Secret Garden Village” name sign with palm trees as the background</li> <li>3. Picture of Tanah Lot Temple with bright blue sky</li> </ol>
2.	Explore Ubud-Kintamani Tour Package	<ol style="list-style-type: none"> <li>1. Explore Ubud-Kintamani Tour Package</li> <li>2. Bali 2 Tour</li> <li>3. Montana / El Lago</li> <li>4. Penglipuran Village</li> <li>5. Coffee Agrotourism</li> <li>6. Ubud Village</li> <li>7. Monkey Forest</li> <li>8. For affordable, comprehensive and trustworthy Nusa Penida tours and vacation, contact us immediately</li> <li>9. Book now</li> <li>9. +6287862277151, Ig @bali2tour.id</li> </ol>	<ol style="list-style-type: none"> <li>1. Picture of Montana and El Lago Café</li> <li>2. Picture of Penglipuran Village</li> <li>3. Picture of Coffee Agrotourism</li> <li>4. Picture of Ubud Village</li> <li>5. Picture of Monkey Forest</li> <li>4. A couple holding a map, wearing sunglasses and backpackers and sporty outfit</li> </ol>
3.	Crystal Beach Nusa Penida Tour Package	<ol style="list-style-type: none"> <li>1. Crystal beach nusa penida</li> <li>2. Book now</li> <li>3. 25% off</li> <li>4. Info layanan,</li> <li>10. whatsapp: +6287862277151, instagram: @bali2tour.id</li> </ol>	<ol style="list-style-type: none"> <li>1. Different point of view in crystal beach photos</li> <li>2. Beach</li> <li>3. Beautiful sunset</li> <li>5. Lots of green trees</li> </ol>

Advertisement in Nusa Penida Found on Instagram. We can see from the table above, all of the advertisements have verbal signs. There are twenty nine verbal signs found from the four advertisement and can be classified into three types; words, phrases and sentences. The table also presents the result of the non-verbal sign from the four advertisements. There are fourteen non-verbal signs found and can be classified into three types; Images, logos and backgrounds.

**Advertisement 1: Bedugul – Tanah Lot Tour Package**  
**The Analysis of Verbal Signs in Bedugul – Tanah Lot Tour Package Advertisement.**



**Figure 1. Bedugul – Tanah Lot Tour Package**

**Source: Bali2tour** (<https://www.instagram.com/p/Cvza2ZOvsvO/?igshid=MzRIODBiNWFIZA==>)

Verbal signs are the words we can find in the advertisement. In this advertisement, the first verbal signs that can be found is “Bedugul – Tanah Lot Tour Package”. This statement clearly explains that the advertiser wants the audience to know that this advertisement is about a tour package to various places in Bedugul – Tanah Lot such as Pura Ulun danu & Danau Beratan, Secret Garden Village, and Pura Tanah Lot. Bedugul and Tanah Lot are known to be one of the popular places to visit in Bali. Therefore, the advertiser wants to attract the audience’s attention to visit Bali, especially Bedugul – Tanah Lot by making a tour package with those places as the destinations. This statement has denotative meaning since it explicitly explains the destinations of the tour package which is advertised.

The second Verbal Signs is “Pura Ulun Danu & Danau Beratan ”. This statement means “Pura Ulun Danu & Danau Beratan is one of the destinations the audience will visit when they choose to travel with this tour package. Pura Ulun danu & Danau Beratan are widely known to have beautiful views. There are five temple complexes here in Pura Ulun Danu which the audiences can visit while accompanied by the cool breeze of Danau Beratan. This statement has denotative meaning since it explicitly states one of the destinations of the tour package, Danau Beratan.

The third verbal sign is “Secret Garden Village”. This statement means that “Secret Garden Village” is the next destination the audience will visit when they take the tour package. Secret Garden Village is a unique and complex tourism destination with an edu-vacation concept. The audiences can experience the amazing feature of Indonesia-Balinese heritage with the mesmerizing view of Bedugul. This statement also has denotative meaning as it explains one of the tourist destinations of the tour package, Secret Garden Village.

The fourth verbal sign is “Pura Tanah Lot” which explicitly states that Pura Tanah Lot is the last destination of this tour package. Located in Tabanan Bali, Pura Tanah Lot is a very iconic landmark of Bali. The temple is located on a rocky island which adds the beauty of this

ancient Hindu temple. The statement has denotative meaning because it explicitly explains the destinations, Pura Tanah Lot.

The fifth verbal sign is “The best service to accompany your vacation time, either alone or with your dear family”. By stating this statement, the advertiser wants the audience to know when they choose this tour package, they will be accompanied with the best service when traveling to Bedugul – Tanah Lot whether they travel alone or with family. The statement has denotative meaning since it explicitly explains the audience will get the best service when they take the offer to travel with this tour package.

The last verbal signs are “info layanan +6287862277151, Instagram: @bali2tour.id”. This statement contains the information that the audience can reach out to know more about this tour package. Not only that, they can also see the reviews and comments from other people who have used this tour service. The last statement has denotative meaning since it has no hidden meaning. It explicitly explains the information contact for the audience if they want to know more about this tour package.

### **The Analysis of Non-Verbal Signs in Bedugul – Tanah Lot Tour Package Advertisement**

The first picture is the iconic Ulun Danu Temple. A single majestic temple with gardens of blossoming flowers growing all around it, while a pool of Danau Beratan surrounding the holy temples, creating such an attractive yet sacred ambience. Group of trees are also growing around the temple, reflecting the green color into the lake. According to Wierzbicka (1996), green is often related to nature. We can see the same thing in the picture as the color green is dominating the whole scenery. Nature is closely related to something relaxing. Therefore, by using green as the dominating color in the picture, the advertiser wants the audience to experience something relaxing when they visit Ulun Danu Temple with this tour package.

The second non-verbal sign is the picture of Secret Garden Village with two people posing in front of a big “Secret Garden Village” sign. In this advertisement, the big “Secret Garden Village” sign lets the audience find this place easier, especially when they read the big “Secret Garden Village” sign. The picture of two people who seem to be a couple, wrapping their arms to each other while wearing white, with a group of trees as their background. White color often represents purity, while green is widely related to nature or relaxation. By combining white and green as the dominating colors in the picture, the advertiser wants to tell the audience about the relaxation and purity they will experience or feel when they come to Secret Garden Village. The picture also implies that Secret Garden Village is a perfect place to spend the time with your loved ones.

The last non-verbal sign that can be found in this advertisement is a picture of Tanah Lot Temple. The advertisement shows the sacred Tanah Lot Temple as Bali’s most important landmark while it stands on rocky offshores with the splashing waves. For tourists, having a vacation where they can see a sacred place combined with beautiful views of seas with sunset is a perfect way to spend their holiday. The colors we can find in the picture are various, black, gray, green and blue. The rocky offshores are gray and black coloured which are often related to darkness and strength, while green and blue are found in the trees and color of the sky and the splashing waves. Green and blue means nature and calmness. Therefore, by choosing these colors as the stand-out colors in the picture, the advertiser wants to imply the tranquil and relaxing experience the audience will get when they come to Tanah Lot Temple.

## Advertisement 2: Explore Ubud-Kintamani Tour Package The Analysis of Verbal Signs in Explore Ubud-Kintamani Tour Package



Figure 2: Explore Ubud-Kintamani Tour Package

Source: (

<https://www.instagram.com/p/Cvm2GykPmEO/?igshid=MzRIODBiNWFIZA==>)

The first verbal sign of the second advertisement is “Bali 2 Tour”. As a provider of the tour package, an advertiser has to have a way to let the audience know the company who advertises the tour package. In this advertisement, as the company who promotes the tour package, “Bali 2 Tour” puts their company logo on the left corner of the advertisement to let the audience know that they are in charge of this tour package.

The second verbal sign is “Explore Ubud-Kintamani Tour Package”. This statement wants to grab the audience’s attention about a tour package to explore Ubud and Kintamani. Bali is no doubt one of the most beautiful tourist destinations in Indonesia, Ubud and Kintamani are examples. As a tour package provider, Bali 2 Tour see this as an opportunity to spread their company by providing a tour package to various places in Ubud – Kintamani such as Montana / El Lago, Penglipuran, Coffee Agrotourism and Ubud Village. The statement has denotative meaning since it explicitly describes the tourist destinations of the tour package which are Ubud and Kintamani.

The third verbal sign is “Montana / El Lago”. This statement refers to two unique spots the audience can visit for brunch when they choose this tour package. These two places offer you brunch with their low-price appetizing foods. What is unique about these places is the audience can have a bite of their favorite foods while being served with the majestic mountain view of Mount Batur and breezy Kintamani air. Other than that, the audience will have a lot of memories since Montana / El Lago are the one of the most instagrammable cafes here in



Kintamani. This statement has a denotation meaning since it clearly refers to the tour package destination.

The fourth verbal sign is “Penglipuran”. This statement explains about a very popular village the audience can only find in Kintamani. This advertisement clearly states they will travel you to Penglipuran if you choose to take the promoted tour package. Penglipuran is a unique traditional countryside village that will give the audience a very natural and rural environment that seems to reduce the influence of modernization. Located in the highlands about 700 meters above the sea level, the audience will feel the cool atmosphere surrounding the village. This statement has denotative meaning since it clearly explains one of the tour package destinations, Penglipuran.

The fifth verbal sign is “Coffee Agrotourism” which refers to famous coffee agrotourism places the audience can visit when they travel to Kintamani. As one of the most productive coffee plantations in Bali, Kintamani has various coffee agrotourism the audience can go to when they choose the tour package in the advertisement. During the peak season, many tourists will come to these places to see the production process of coffee while enjoying their cups of coffee in a great atmosphere as they chat with the farmers. Uniquely, some of the coffee agrotourism here in Kintamani is managed collectively with a traditional cooperative system while developed in modern ways to attract more tourists. This statement clearly has a denotation meaning since it refers to a destination in the tour package.

The sixth verbal sign is “Ubud Village” which refers to Ubud itself as a village. Ubud is a tourist destination with a high demand. Therefore, the audience is offered to buy this tour package as they will arrange and take care of all your needs with low prices when you travel to Ubud, especially to specific places like hotels and resorts to stay. This statement clearly has a denotation meaning since it refers to Ubud Village as one of the tour package destinations.

The seventh verbal sign is “Monkey Forest”. This statement clearly refers to a conservation forest which is located in Padang Tegal village in Ubud. The mission of this conservation area is to bring a harmonious life between humans, the natural environment and God. This popular destination successfully attracts over 10.000 tourists a month. This is also the reason why the village’s residents see the Monkey Forest as an important part of the village. This statement has a denotation meaning because it tells the audience about one of the tour package destinations, Monkey Forest.

The next verbal sign of the advertisement is “Book Now”, “Info Layanan”, “+6287862277151”, “@bali2tour.id” as the information references for the audience if they are interested in taking the tour package. While the last verbal sign is “For affordable, comprehensive and trustworthy Nusa Penida tours and vacations, contact us immediately” which means not only Bali 2 Tours provide Ubud-Kintamani tour package, they also provide the audience a trustworthy and comprehensive vacation to Nusa Penida with low price package. The first statement has denotation meaning as it clearly refers to the contact person for the audience to get more detailed information about the tour package, while the second statement also has a denotative meaning as it explains the audience to contact and reach out to them since they also have a comprehensive and trustworthy tour package to Nusa Penida.

### **3.2.2. The Analysis of Non-Verbal Signs in Explore Ubud-Kintamani Tour Package**

The poster above has several non-verbal signs. The first non-verbal sign is the picture of two tourists smiling while holding a map. The two tourists are dressed in casual dresses, t-shirts and colorful flannels. They also wear sunglasses. The tourists are smiling which means they are happy and having fun. This is also in correlation with the way they are dressed, colorful and casual which help them to do a lot of fun activities while traveling. The colorful flannels they are wearing contain the color of blue, red and gray which are considered into bright colors.

These colors are often associated with intelligence and courage which are something a tourist should have within themselves.

The second non-verbal signs are pictures of Montana, El Lago, Penglipuran, Coffee Agrotourism, Ubud Village and Monkey Forest. The first picture is the picture of Montana Cafe which has various *instagrammable* spots to take cool pictures. The next picture is El Lago café which is a perfect place to stop for a brunch with mountain views. The next picture is a picture of Penglipuran Village which has the vibes of ancient Bali. The next picture is a picture of Coffee Agrotourism which shows a woman standing in a forest full of coffee plantations. The green scenery shown will surely attract the tourists to come and experience rare and unique activities such as coffee cultivation and production. The next is Ubud Village which shows candles as the lights at night, white Balinese traditional flags which will take the audience to experience a traditional version of Bali with a little touch of romance. The last picture is the iconic Monkey Forest, which shows a monkey posing in a camera with many tourists looking around the forest as the background. The picture also contains green color which is related to nature and tranquility. Therefore, when the tourists visit Monkey Forest, the nature and calming ambience will always surround them. These pictures of the destinations are mostly dominated with color blue, green and white. Blue means calm, green means relaxation and white means purity. The advertiser chose these bright colors to dominate the picture to let the audience know when they visit these places, they don't only get the amazing scenery, they will also experience a calming and relaxing ambience.

### Advertisement 3: Crystal Beach Nusa Penida The Analysis of Verbal Signs in Crystal Beach Nusa Penida Advertisement



Figure 3. Crystal Beach Nusa Penida

Source: (<https://www.instagram.com/p/CqLN1-GP3y5/?igshid=MzRIODBiNWFIZA==>)

The first verbal sign of the second advertisement is “Bali 2 Tour”. This statement simply states that Bali 2 Tour is the company who promotes a trip to Crystal Beach Nusa Penida by



making this advertisement. As a trip provider, they are responsible to give the best service to their audience such as arranging and organizing hotels, foods and transportation so the audience will have the best experience with a low price when they take the offer to trip to Crystal Beach just like in the advertisement. Therefore, taking this offer will be so much easier than doing the trip by yourself.

The second verbal sign in the advertisement is “Book Now”. Book Now typically implies an immediate action to make a reservation or secure a service, suggesting a sense of urgency and encouraging quick engagement. Therefore, this statement means that the advertiser wants you to take the offer and book the trip package as soon as possible. This statement has a denotative meaning as it tells the audience to book the trip package to the advertiser.

The third verbal sign is “Info Layanan”, “+6287862277151”, “@bali2tour.id” as the information references which includes contact person therefore the audience can reach out to the advertiser for more detailed information about the trip package. In addition, it also provides an Instagram username which means the audience can get more information from their social media. This statement has a denotative meaning as it refers to the contact person and social media of the trip package which allows the audience to get more detailed information about the trip package.

While the last verbal sign of the advertisement is “25% OFF”. This statement informs the audience that there is a 25% discount from the price if they take the trip offer. Therefore, if the audience takes the trip to Crystal Beach from the advertisement, they will not only get the best trip service from the providers, they also get a 25% discount from the real price. The last statement has a connotative meaning as it has a hidden meaning. The statement only states “25% OFF” without any further explanation whether it is a discount or something else. The real meaning of the statement is the audience will get a 25% OFF from the real price.

### **3.3.1 The Analysis of Non-Verbal Signs in Crystal Beach Nusa Penida Advertisement.**

There are four non-verbal signs found in the advertisement. The first non-verbal sign is a picture of a beach. The beach has a very important role in this advertisement. Since the tourist destination promoted here is also a beach, the advertiser wants to point out the beauty of the beach by making it as the background of the advertisement. In the picture, the audience can see a mesmerizing scenery, a lot of tourists playing on the sand, swimming on the beach, boats, little rocky islands, little colorful umbrellas and coconut trees. According to Wierzbicka (1996) the captivating and natural color of green and blue of the sea and the trees around are closely related to something relaxing and natural. It is also associated with harmony and balance. This picture successfully creates such a good ambience to attract tourists to visit the beach.

The second non-verbal sign found in the advertisement is the picture of sunset. Sunset is closely related to something romantic. The sunset has a color of warm hues like yellow, orange and red. These colors often evoke feelings of courage, joy, warm tranquility and beauty. They can also evoke a sense of appreciation for nature's beauty. With these color representatives, putting a picture of sunset will definitely attract tourists to visit the beach, especially for some couples as it is the best time to chill on the shore or have a little romantic candle light dinner.

The third non-verbal sign is the symbol of a wave. A wave symbol is often related to movement or change. Especially, in this advertisement, the symbol of a wave is related to the beach as it is one of the beach's elements. In this advertisement, the color of the wave symbol is blue, which represents the color of the water and calmness of the beach. The advertiser hopes that the audience will be relaxed when they visit Crystal Beach.

## CONCLUSION

The results of this study found that all of the three advertisement posters published by the same travel company contained and composed of verbal and non-verbal signs. The types of verbal signs found in the advertisements were phrases and sentences which enable the purpose of the advertisers to be delivered into the audience well. The non-verbal signs were found pictures, models and the picture of scenery as the background. This study is also concerned about the meanings delivered through the verbal and non-verbal signs of the advertisements. The denotative meaning is the real meaning behind the verbal signs, while the connotative meaning is an indirect or hidden meaning contained in the verbal signs.

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