CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is very essential for human life because it enables us to maintain a good relationship with other people. People can communicate each other because they have signs. Signs are everything that has meaning. People communicate by producing and interpreting signs.

There are verbal and non-verbal signs. Verbal sign is the most common sign used in communication. Verbal sign includes spoken language and written language. The spoken and written language contain conventionalised linguistic symbols such as words, phrases, and sentences that enable us to tell our thought, ideas, and feeling to other people.

Non-verbal signs are the signs other than the verbal sign. Non-verbal signs have been used by people before they have the verbal. Body language used by primitive people to communicate is a kind of non-verbal sign. The other non-verbal signs are facial expression, eye contact, the way of dressing and objects in nature like the sun, stars, clouds, etc. Even though today people have verbal signs, the non-verbal signs are still useful. With the technology of photography, non-verbal signs now can be captured and printed to make a picture. Pictures are often employed in various media to attract readers, especially in advertisement.
Advertisements, especially commercial advertisements, are means used to promote goods and services. It contains verbal and non-verbal signs that convey messages from producer of goods or services to consumers. Advertisements are interesting to study because they have the ability to persuade people. The persuasion of advertisements is intended to influence the buying behaviour of the society.

The product brand like Gatorade proves that the persuasion of advertisement can lead a brand to great success. Gatorade is a sports drink product functions to fight thirst, health, cramps, and fatigue in doing sports activity. It has become a world’s leading sports drink brand marketed in 80 countries worldwide. Gatorade put a great attention in advertising to be memorable in the heart of consumers. Therefore, Gatorade advertisements are very interesting to be analysed in this study.

1.2 Problems of the Study

Based on the background, there are two problems formulated to conduct this study including:

1. What are the messages conveyed by verbal and non-verbal signs used in Gatorade sports drink advertisements?

2. What are the relationships between verbal and non-verbal signs used in Gatorade sports drink advertisements?
1.3 Aims of Study

This study is aimed to achieve some objectives. The general objective is to find out how verbal and non-verbal signs used in advertisements can persuade consumers. Specifically, the objectives of this study are as follows:

1. To find the messages conveyed by verbal and non-verbal signs used in Gatorade sports drink advertisements.
2. To analyse the relationship between verbal and non-verbal signs used in Gatorade sports drink advertisements.

1.4 Scope of Discussion

This study is limited in discussing two items as follows:

1. The messages conveyed by verbal and non-verbal signs used in Gatorade sports drink advertisements.
2. The relationship between verbal and non-verbal signs used in Gatorade sports drink advertisements.

1.5 Research Method

This part of study presents the research method of the study. It consists of three elements including data source, method and techniques of collecting data, and method and techniques of analysing data. Their explanations are as follows:
1.5.1 Data Source

The data of this study were taken from Gatorade sports drink advertisements as follows:

1. Gatorade Ad 1 “GATORADE ALWAYS WINS!” taken from adsoftheworld.com
3. Gatorade Ad 3 “FLOAT LIKE A BUTTERFLY STING LIKE A BEE” Taken from adsoftheworld.com

These advertisements were chosen because they contain verbal and non-verbal signs. These advertisements were considered appropriate for this study which is aimed to analyse the two kinds of sign and the relationship between them in advertisement. Besides, these advertisements use signs that are not directly related to the Gatorade drink product such as a boxing match, a cheetah, athletes, etc. Therefore, it was very interesting to study what is the intent of the advertisement makers using those signs in their advertisements and how those signs can persuade readers.

1.5.2 Method and Techniques of Collecting Data

The data collection was done using documentary method. According to Sugiyono (2005:82), documentary method is done by collecting available documents such as writing, picture, work of art, etc that provide the data needed in a research project. The documents collected in this study are three Gatorade
advertisements that have been mentioned before in data source. Then, note taking technique was done to obtain verbal and non-verbal signs from the three Gatorade advertisements. The procedure of collecting data followed several steps such as the following:

1. Download the picture of the three Gatorade sports drink advertisements used as the data source of this study.
2. Print the picture of the three Gatorade sport drink advertisements.
3. Observe the three Gatorade sports drink advertisements carefully.
4. Collect the verbal and non-verbal signs from the three Gatorade advertisements using note taking technique.

### 1.5.3 Method and Technique of Analysing Data

The data analysis of this study used qualitative method. According to Koentjaraningrat (1993: 89), qualitative method is aimed to understand and describe the condition and phenomenon shown by the research object as it is without measuring the data using numerical or statistical analysis. The semiotic theory from Chandler (2007) and the theory of the relationship between verbal and non-verbal signs from Barthes (1977) are used as the reference to analyse the data. Then, the technique used to present the data analysis was informal technique. According to Sudaryanto (1993: 145), informal technique is a technique of presenting data analysis using ordinary words (natural language) instead of symbols (artificial language). The benefit of informal technique is it can give more detailed elaboration about the process of analysis using words and sentences.
The steps of data analysis are as follows:

1. Separate the components of each Gatorade advertisement under study into headline, body copy, illustration, signature line, and standing detail.

2. Classify the signs in the headline, body copy, illustration, signature line, and standing detail components into verbal or non-verbal signs.

3. Find the message conveyed by the verbal and non-verbal signs based on semiotic theory from Chandler (2007).

4. Analyse the relationship between the verbal signs and the non-verbal signs based on the theory proposed by Barthes (1977).

5. Presenting the result of analysis informally using ordinary words.