THE ANALYSIS OF VERBAL AND VISUAL SIGNS IN FEMALE COSMETICS ADVERTISEMENT

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Finally, I realize this paper is far from being perfect. Thus, comment, critic and suggestion from the readers is really welcomed and appreciated. Even so, I wish this paper will be useful for anyone who wants to know and interested about Semiotic study, the branch of Semantics.

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ABSTRACT

The title given for this paper is “The Analysis of Verbal and Visual Signs in Female Cosmetics Advertisement”. The purpose of the analysis is to find out the meaning of the verbal and visual signs used in the advertisement and the messages it contained.

The data in this study was taken from Instyle magazine published on May 2007. The main theory was used the theory of Semiotic by Ferdinand de Saussure which is relation between signifier and signified in the advertisement. The supported theory is advertising by Geoffrey N Leech. This theory is applied for the main step of the analysis, to figure out the component of the advertisement.

The finding of this study is that verbal and visual signs are collated to form the meanings and real message of the advertisement. The presentation of both verbal and visual signs is mainly intended to attract attention and exploit the audience’s desire to buy the product being advertised. Therefore, both of verbal and visual signs have to be collaborated altogether and support each other in order to convey the intended message and meaning to the audiences.

Keywords: verbal sign, visual sign, meaning and message.
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