



ANALYSIS OF VERBAL AND NON VERBAL SIGNS IN GLOBAL WARMING ADVERTISEMENTS CREATED BY REDBUBBLE

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ABSTRACT

Global warming advertisements are used to invite people to save the earth by reducing the use of plastic, planting trees, etc. that may cause global warming. Verbal and nonverbal communication tools that are used by humans to interact, whether through messages, sounds, pictures, and gestures. This study aims to find out the verbal and non-verbal signs used in global warming advertisements and to analyze the meaning of those signs. The data were taken from the redbubble website on Pinterest. The data were collected by observation method. The analysis was done by the descriptive qualitative method. The study started by analyzing the verbal and non-verbal signs which are based on the theory of semiotics by Saussure (1893). Then, the analysis of the meaning of the verbal and non-verbal signs was done by using the theory of meaning proposed by Barthes (1977). In addition, the study of colors was done using the approach of color term submitted by Wierzbicka (1996). The result of the research shows that global warming advertisements invite and persuade people to avoid the action that will damage nature or the environment and from the advertisement we can find verbal and non-verbal signs and the meaning of an advertisement.

INTRODUCTION

Semiotics is closely related to linguistics, which studies the structure and meaning of a more specific language. Semiotics studies how humans interpret the things around them. Semiotics is the study of meaning-

making, a philosophical theory of signs and symbols. According to Saussure (1983: 65), semiotics is science and characters that communicate verbally and unspoken. Semiotics includes the study of signs and sign processes, indication, designation, appearance, symbolism, meaning, and communication. Semiotics is anything that can be considered as a sign. Semiotics aims to take any sign system, regardless of its substance and limitations; pictures, gestures, music sounds, and objects.

The sign refers to how someone creates meaning in their mind to create a communication process. According to Saussure, a sign consists of sounds and images called a signifier or a marker, and the concepts of sounds and images are called signified. The sign can translate the ideas in communication between the sender and receiver (Effendy: 1994 p.8). The symbols used in the advertisement are diverse and have a particular meaning. Aside from attracting attention, signs in the ad will understand a specific message for the audience. In addition to physical (visual) delivery, the advertisement also tries to deliver the message.

The verbal signs consist of words that describe things, communicate feelings, and associate attitudes, but also bring ideas to our minds. Non-Verbal signs are the picture of an advertisement. It is stated that the image is 'easier to understand and has more impact than words. They generally offer more significant opportunities for the communication of excitement, mode imagination. One example of advertisement is the Global Warming advertisement.

Advertising is news or messages to persuade and encourage people to be interested in a product or services offered. Advertisements are usually promoted through advertising media such as television, radio, newspapers, magazines, and the internet. Advertisements contain notifications to the public and have the character of influencing readers to do what they want. Advertising is not limited to products and information, invitations, or calls to do something, for example, Global Warming advertisements. The creators will play with words to get specific effects on the ad that they want to display in an ad.

Global warming is a form of ecosystem imbalance on earth due to increasing the average temperature of the atmosphere, sea, and land on earth. The imbalance of ecosystems on the planet is also marked by the increasing world population from year to year. The people of the world community that continue to grow cannot be separated from the development of the world community's technology, economy, and culture. Global warming itself has become an environmental issue that is the main focus of the world community today. The problem of global warming and environmental damage has occurred since the industrial revolution was caused by human actions. The population that continues to grow will cause

more and more waste to be produced. In addition, many green lands or agricultural land are now used as residential land, and there are many more impacts of global warming on this earth.

To prevent global warming, the government and many people make advertisements or posters about global warming to invite and influence others to avoid global warming. Some examples are reducing the use of plastic in daily life, planting trees, and others. So this article aims to analyze two samples of advertisements about global warming and find out the intent and purpose of the ad.

Moreover, several studies have been performed on the verbal and non-verbal signs. The study which was done by Suarmita, et.al (2016) analyzed the connotative meaning of verbal and visual signs in printed perfume advertisements. The aim of this study was to find the connotative meaning of verbal and visual signs in printed perfume advertisements and to analyze the relationship between verbal signs and visual signs in creating connotative meanings. Qualitative methods are used as research methods. There are two main theories used to analyze the data. The first is Saussure's 'dyadic theory' (1983) to analyze connotative meanings. The second is the theory of Berger (1984) to analyze visual signs. Based on the result of the analysis, the connotative meaning of verbal signs in advertisements usually occurs in simple and short sentences to attract the attention of the audience and advertisers also choose simple sentences that are easy to remember. The connotative meaning may be difficult to understand, but it can make the ad more interesting. Visual signs that contain connotative meaning can be found in terms of size, spatiality, contrast, shape, and color. Prabasari, et.al (2018) has analyzed the use of verbal and non verbal signs in the first episode of *Webtoon Orange Marmalade*. That study mainly focuses on the analysis of signifiers and the signified of the verbal and nonverbal signs and their relationship in creating an event in the first episode of *Webtoon Orange Marmalade*. Semiotic theory by Saussure's was applied to analyze the first problem about signifying of the verbal and nonverbal signs while McCloud's theory of relationship in comics was applied to analyze the second problem. That study used a qualitative method for analyzing datas. The analysis result shows that the meaningful event is created by the relationship between verbal and nonverbal signs compared in each panel within a page of webtoon. The analysis also shows that both verbal and nonverbal signs support each other in conveying the idea. Other research on analysis of verbal and nonverbal signs is from Merlina (2013). Merlina's research has analyzed and investigates the types of emoticons which occurred on Kaskus. The aims of that research are (1) describe kinds of signs in the emoticons that appear on Kaskus; (2) describe the meaning of the verbal and nonverbal signs in each emoticon on Kaskus. That research used qualitative research. Merlina collects the data from Kaskus. Merlina's

research used Ekman theory (2003) for analyzing the data. That research tries to find the data from the emoticons on kaskus. After that, analyzing it then classifies them based on kinds of emoticons or expressions. The meaning of verbal sign and nonverbal sign in emoticon “*marah*” represents anger emotion. Emoticons “*ngakak*” and “*thumbs up*” represent enjoyable emotions. Emoticons “*Sorry*” and “*Cool*” represent sadness. For future studies need to be conducted with an increased sample by using another media such as whatsapp, Yahoo Mail, etc.

METHODS

The data of this study were taken from the Redbubble website on Pinterest. There are two advertisements used in this study: Say No to Plastic and Stop Global Warming. This study collected the data through the documentation method by using the note-taking technique. The qualitative method was used to analyze the meaning of verbal and non-verbal signs utilizing the theory of semioticity proposed by Saussure (1983), supported by other relevant theories proposed by Barthes (1977) and Wierzbicka (1996). This study applied the formal and informal in presenting the analysis.

RESULTS AND DISCUSSION

This section describes the analysis of verbal and nonverbal signs found in global warming advertisements.

3.1 Advertisement 1: Say No to Plastic

3.1.1. The Analysis of Verbal Signs in Say No to Plastic Advertisement



Figure 1. Say No to Plastic

Source: RedBubble.com

The first verbal sign is "Say no to plastic," which means we must reduce the use of plastic in our daily lives. But, it must be admitted, there are still many mistakes in managing plastic waste. Burning plastic waste will cause toxins and air pollution while hoarding plastic waste will also pollute the soil. We need to be more aware of how dangerous plastic is in our daily lives because plastic contains chemicals that can affect our health and our planet, especially for those who inhale the smoke from burning plastic waste. The use of plastic has become a part of everyday human life. Plastic is widely used by people worldwide because it is cheap, not easily broken, light, and even free. That is because people worldwide use it, and plastic is one of the biggest causes of environmental damage. Examples are plastic bottles, plastic bags, straws, food wrappers, etc.

Some of the impacts that can be caused by plastic include, first, triggering climate change. The production process, consumption, and disposal produce high carbon emissions that contribute to climate change due to the warmer conditions of the earth. Second, the source of plastic bag material made from petroleum, a non-renewable natural resource, causes environmental pollution because factory waste is dumped into rivers and the burning of methane gas results in carbon emissions. Both pollute the environment. Plastic bags are disposable items with irresponsible post-consumption activities. Disposed plastic bags can cause: clogging of sewers and bodies of water, eaten by animals, damage to ecosystems in rivers and seas. Third, it is dangerous for humans. Burning plastic bags can cause air pollution and respiratory problems. In addition, plastic bags used as food containers can endanger human health because the toxins in plastic bags can transfer to food. Fourth, it decomposes very long. Moreover, some of us may still often use bottles, straws, and plastic bags for only a few hours. Such plastic processed goods take a long time to decompose and contribute quite a lot to plastic waste pollution in the surrounding environment.

The easiest option is to start reducing the use of plastic to have a positive impact on health and environmental sustainability. Plastic bags (and other types of plastic) are difficult to decompose in the soil because of their long carbon chains, making it difficult for microorganisms to break down. Plastic bags will decompose hundreds to thousands of years later. Therefore, we have to say no to plastic. However, the use of plastic has negative impacts. Consequently, it is necessary to reduce the use of plastic in our daily lives, including replacing plastic straws with paper straws; bring your cloth bag when shopping; own and get your water bottles or make recycled bags out of the plastic wrap.

The second verbal sign is "Please," meaning that based on the description above about the impact of plastic, the ecosystem on our earth needs help to live longer because of the lack of human awareness of this environment. Not only had the land filled with plastic waste that was

mounting. The sea is also affected because plastic pollution also serves the waters. If the production of plastic waste in the ocean is not prevented, it will threaten a vast and diverse marine ecosystem. Therefore, it is essential for humans to be more aware and not think about their ego just because of temporary pleasure, leaving their consciousness for the environment for their satisfaction. Therefore, let's help our earth's ecosystem by saying no to plastic.

3.1.2 The Analysis of Nonverbal Signs in Say No to Plastic Advertisement

The first picture, "plastic bottle with water and fish in it," means plastic bottle waste harms the sustainability of our ecosystem on earth. With the impact of plastic waste in the ocean, there are many threats to marine ecosystems. The following are the dangers and effects of marine plastic waste that must be addressed immediately. First, it can damage the balance of nutrients in the ocean. With this, the condition of the ecosystem under the sea is significantly threatened. It has often been posted in the media heartbreaking photos of marine animals that now live side by side with plastic waste. Second, fauna in the oceans often mistakes plastic trash for food. For example, fish should be free to find food because of the large amount of plastic waste the fish are trapped in the garbage. Third, the amount of waste can also damage coral reefs. Coral reefs play a significant role because they provide critical habitats for the survival of marine species. Not only that, but coral reefs can also regulate carbon and nitrogen levels in water and produce essential nutrients for the marine food chain. Therefore we have to save our ecosystem by saying no to plastic.

The second picture is "White color background," which means the background itself is white. The advertisement uses white background because, according to Wierzbicka, white is the color of purity and clearness. It implies the ad wants to show the readers that our environment and our ecosystem were pure and clear in the past. Before humans use plastic trash, the atmosphere is still hygienic. The ecosystem is delicate, precise, and maintained. Therefore using a white background emphasizes that previously the ocean was clean without any plastic trash.

3.2. Advertisement 2: Make Our Planet Great Again

3.2.1 The Analysis of Verbal Signs in Make Our Planet Great Again Advertisement



Figure 2 Stop Global Warming

Source: RedBubble.com

The verbal sign "Stop Global Warming" is meant by "Stop Global Warming" because human actions that can damage the environment and cause global warming must be stopped. Because all that is for the survival of creatures on this earth. A quiet, comfortable, and peaceful life. Global warming can also be interpreted as an increase in the earth's overall temperature, marked by melting Arctic ice and temperatures in various places around the world tending to rise. Burning coal and natural gas. These things cause the reflected heat not to be transmitted out into space but back to earth again. The most influential gas is carbon dioxide. Second, air pollution due to fuel. Engine fuel from motor vehicles, cars and

Other vehicles produce carbon dioxide gas. The existence of this gas makes heat cannot be passed into space so that the heat will settle on the earth. The third, the greenhouse effect. This greenhouse effect means that heat on earth cannot be reflected into space but is trapped in the atmosphere. This greenhouse effect can be beneficial for human life. But if excessive, it will have an impact on the climate and weather on earth.

However, what needs to be done is to reduce the adverse effects of global warming. Some of the impacts that can be caused by global warming include forest fires, melting polar ice, disease outbreaks, smog, clean water crisis, rising sea levels, rising seawater temperatures, damage to coral reefs. If examined further, there are several causes of global warming: first, the increase in greenhouse gasses. Second, greenhouse gasses occur due to the burning of petroleum. Fourth, deforestation. Forests are one of the tappers

of carbon dioxide on earth. If the forest becomes more and more deforested, there will be nothing else that can reduce carbohydrates over time.

3.2.2 The Analysis Nonverbal Signs in Stop Global Warming Advertisement

The light blue background color in the advertisement represents ice and cold at the North Pole. The image of melting ice symbolizes the lousy impact caused by global warming. The ice sheet at the North Pole is getting thinner every day because the polar region is now experiencing global warming faster than other regions in the world. And the trigger for drastic warming in the Polar Regions is human activity. In recent decades, greenhouse gas emissions into the atmosphere have increased dramatically, causing the polar ice caps to melt. The depletion of the opposite ice sheet day by day will negatively impact the ecosystem at the poles. And one of them is like the picture in the advertisement, namely Penguin. There will also be severe damage to the ecosystem that is typical for many organisms because the organism is very dependent on the habitat of the sea ice around the poles. If every summer the ice sheet melts completely, it means these animals lose their living space and food. In the end, many of the polar beasts will perish.

CONCLUSION

This study found that all of the Global warming advertisements published by RedBubble.com were composed of verbal and non-verbal signs. The types of verbal signs found in those advertisements were phrases, clauses, and sentences that enable the advertiser's ideas and feelings to be conveyed to others. Verbal signs are used as a medium to deliver messages in the form of words to the public. The non-verbal signs in those global warming advertisements are classified into three: pictures, models, and scenery as background.

The first verbal sign of Say No to Plastic Advertisement is "Say no to plastic," which means that we must be able to reduce the use of plastic in our daily lives. We need to be more aware of how dangerous plastic is in our daily lives because plastic contains chemicals that can affect our health and our planet.

The verbal sign of Stop Global Warming advertisement is "Stop Global Warming." It intends to invite and persuade the readers to fix this planet for the better by doing something good for this earth to stop global warming, such as planting trees, reducing plastic use, etc.

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