



An Analysis of Verbal and Non-Verbal Signs in Rexona Clinical Protections Advertisement

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Abstract

Humans interact using verbal and nonverbal communication tools, such as messages, pictures, sounds, and gestures. This study is intended to examine the connotative and denotative meanings of verbal and nonverbal signs in the “Rexona Clinical Protection” advertisement. The study is designed with a qualitative approach. The observation method was used in collecting the data. The data was obtained from the website Rexona. There are three items of the data analysis, namely verbal and nonverbal signs analyzed based on Saussure’s semiotic theory, and the meaning of the verbal and nonverbal signs was analyzed using Barthes’s theory. Wierbicka’s color theory lends support to the denotative and connotative meanings. As a result, the writer discovered six verbal and six nonverbal signs in this advertisement. Advertisers highlight the products in this advertisement, attempting to persuade viewers that using “Rexona Clinical Protection” products is one of the most important things we can do to protect our bodies from body odor and excessive sweating. From this analysis, it can be concluded that the “Rexona Clinical Protection” advertisement uses meaningful sentences to attract the attention of its target consumers.

Keywords: Advertisement, Non-verbal signs, Rexona, Semiotics, Verbal signs

1. Introduction

Semiotics is the study of signs and symbols (Sebeok, 2001). Signs are classified into two types: verbal signs and nonverbal signs. The most common type of sign is a verbal sign, which includes both spoken and written language (Rigotti & Greco, 2006). In the meantime, the nonverbal sign is typically an image or picture. Furthermore, a sign must include both a signifier and a signified. A signifier is a physical reality or material sign of languages, such as sounds, letters, and symbols; it is used to indicate what the speaker or writers intend to say or convey (see John, 2015).

Meanwhile, signified refers to how the viewer perceives or interprets the image. A signified is an abstract concept of what the signifier means, not a physical object. Signs are primarily used in many aspects of life; one of them can be found in advertisements.

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Verbal communication is the exchange of information through the use of words. Verbal communication is usually conveyed orally or in writing. The word or advertising slogan is called verbal signs in an advertisement. Meanwhile, nonverbal signs are used in advertisements to convey meaning without using words. Advertisement is one of the most important things for a company's success in selling its products. Companies use advertising to convey product messages so consumers can choose and buy their products. Advertisement has the power to influence and persuade people (Ukaegbu, 2020). Good advertising is advertising that can affect many consumers. An approach that advertising is created to direct people to buy goods or offers (see Yang, 2019).

The company uses a simple advertisement to make the consumer easily remember it, usually making an exciting symbol, color, or simple word on their product advertisement (see Lu, 2017). Therefore, in this study, the researcher uses the Rexona Clinical Protection advertisement as the object of the analysis. The "Rexona Clinical Protections" advertisement was chosen as the data source because it is related to semiotics research. It is fascinating to discover verbal and nonverbal signs through written text and symbols (see Ghandeharion & Badrlou, 2018; Turdalieva & Weicker, 2019). The advertisement mostly has a good design, beautiful colors, and wording to entice customers to buy the product. However, by understanding the verbal and nonverbal cues in the "Rexona Clinical Protection" advertisement, we may be able to deduce the advertisement's special effects (see Islam & Mahmood, 2018; Lourenção et al., 2020). "Rexona Clinical Protection" is one of Rexona's products that functions to treat excessive sweating. Rexona has developed a breakthrough Defense+ Technology to keep you dry and fresh all day long, even if you are doing a hectic activity. "Rexona Clinical Protection" will also protect you from sweat for 96 hours, and the clinical strength of "Rexona Clinical Protection" antiperspirant sweat is three times stronger than your regular antiperspirant deodorant.

Based on the explanation above, this current study is focused on analyzing the verbal and nonverbal signs presented in the "Rexona Clinical Protection" advertisement and finding out the meaning of the verbal and nonverbal signs in the "Rexona Clinical Protection" advertisement. To address these issues, the researcher employs de Saussure's (2011) theory of verbal and nonverbal signs, as well as the meaning of verbal and nonverbal signs as proposed by Barthes (1977) and Wierzbicka (1996) of color theory backs up the denotative and connotative meanings.

2. Literature Review

In conducting this research, several types of research are used to support this data analysis. Firstly, research was done by Wijaya (2020). He examined verbal and non-verbal signs, especially shampoo advertisements. Secondly, Putra, Maharani, & Netra (2017) investigated the semiotic meaning of four popular memes on memecantre.com. Then, research conducted by He & Shao (2018) figured out that an advertiser uses logos, colors, and a variety of visual display elements to deliver marketing information. Therefore, it is quite simple to get information overload and visual fatigue.

Mostly, the data analysis used was commercial advertisements, notably pictures and catalogs. This present study also used advertising posters as a data source. However, the differences among previous studies are shown in the messages of each data source conveyed by the advertisers. The previous studies were commercial advertisements, which focused on persuading the audience to buy and describe the advantages of the products. Moreover, the data source of this study emphasized the importance of preserving nature and protecting the environment. Furthermore, the main theories applied to analyze verbal and non-verbal advertisement are different, i.e., the previous study used the semantics theory of de Saussure (2011) and the theory of meaning proposed by Leech (1966). Meanwhile, this current study used the theory of semantics by Barthes (1977).

3. Method

This study used a qualitative method. First, researchers used the observation method to collect data. In obtaining the data, the following steps are taken: searching for advertisements on the website 'Rexona' (www.rexona.com). Secondly, read all the data carefully, select the primary data (the attractive advertisement that meets the criteria to be analyzed), and then download it. Lastly, researchers classify and take note of verbal and nonverbal cues and the meaning of the "Rexona Clinical Protection" advertisement (Gay, Mills, & Peter W, 2012). The product advertisement was chosen randomly. Rexona Clinical Protection was chosen as the primary data analysis due to it being one of Rexona's products that functions to treat excessive sweating. Rexona has developed a breakthrough Defense+ Technology to keep you dry and fresh all day long, even if you are doing a hectic activity. "Rexona Clinical Protection" will also keep you sweat-free for 96 hours, and its clinical strength is three times that of your regular antiperspirant deodorant.

Furthermore, after obtaining data, then researchers analyzed it. There were some steps taken; firstly, the verbal and nonverbal signs were classified and analyzed the meaning based on the theory of Barthes (1977) and other related sources with the same perspective on verbal and nonverbal signs.

4. Results and Discussion

4.1 *The verbal and nonverbal signs presented in the "Rexona Clinical Protection" advertisement,*

This part presents the data analysis in a table, especially the result of verbal and nonverbal signs found in "Rexona Clinical Protection" advertisements. The following data was described in table 1.

Table 1. Verbal and Non-Verbal Signs

No	Verbal Signs	Non-Verbal Signs
1	Unilever	White color of the background
2	NOTHING CAN STOP YOU NOT EVEN SWEAT	A man who is doing exercising
3	3X STRONGER	The Unilever logo

4	MEN Rexona clinical protection	Indoor background with many closed windows.
5	NEW	The Picture of “Rexona Clinical Protection” product
6	Versus basic antiperspirant deodorant	The picture of water splash

The discovered data in table 1 was analysed based on the de Saussure (2011) sign theory and the meaning of verbal and nonverbal signs using Barthes (1977) and Wierzbicka (1996) of color theory to investigate the denotative and connotative meanings.

4.2 The meaning of the verbal and nonverbal signs in the “Rexona Clinical Protection” advertisement

In the following section, researchers explained the meaning of the verbal and nonverbal signs in the “Rexona Clinical Protection” advertisement based on the data (see Figure 1). Then, the data were categorized into two items: Table 2: The Analysis of Verbal Signs and table 3: The Analysis of non-verbal Signs in Rexona Clinical Protection Advertisement. Further, let us look at the data (Figure 1).



Figure 1. Rexona Clinical Protection advertisement

Based on Figure 1, we found several verbal and non-verbal signs as described in table 2 and table 3 as follows.

Table 2. The Analysis of Verbal Signs in Rexona Clinical Protection Advertisement

No	Verbal Signs	Meaning
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1	Unilever	It means Unilever is a multinational company, that Unilever produces food, beverages, cleansers, and body care
2	Nothing Can Stop You Not Even Sweat	It means you are free to move without having to worry about body odor dan sweat
3	3X Stronger	It means this product provides three times more benefits than other products
4	MEN Rexona clinical protection	This means the name of the product. This product name is for men only because Rexona manufactures products for both women and men
5	NEW	It means the word NEW is to emphasize that Rexona Clinical Protection is a new variant product that was launched by Rexona
6	Versus basic antiperspirant deodorant	It means this product has the function of dealing with body odor and also controlling excessive sweat production

Table 2 above shows verbal signs in the form of signs in communication or language. In this advertisement, the first verbal sign in this statement is "Unilever" as the signifier. It signifies that the multinational company has many products. This statement means Unilever is a multinational company headquartered in London, England. Unilever manufactures food, beverages, cleansers, and body care products. In terms of revenue, Unilever is the world's third-largest household goods producer, trailing only P&G and Nestlé. Unilever is also the world's largest food processing manufacturer. Unilever is one of the world's oldest operating companies, with products sold in over 190 countries. Unilever owns over 400 trademarks. The statement "Unilever" has a denotative meaning because it conveys the product's brand name.

The second verbal sign in this ad is "NOTHING CAN STOP YOU EVEN SWEAT." The statement means that you are free to exercise and move without worrying about sweat that causes body odor. This product has the benefits of eliminating body odor and controlling excessive sweating so that you can still exercise and move comfortably. The signifier on the statement CAN'T STOP YOU EVEN SWEAT signified that this product can combat body odor and control sweating. This sign has a denotative meaning. Because the statement provides information about the product's function.

The third verbal sign in this advertisement is "3X STRONGER". This statement means this product provides three times more benefits than other products. The statement is categorized the denotative meaning because it gives accurate information that Rexona Clinical Protection provides three more significant benefits and protections than other Rexona products. Therefore, the signifier is three times STRONGER. It signifies this product provides three times more benefits than other products.

The signifier for the fourth verbal sign is "MEN Rexona clinical protection." This symbol represents the name of a Rexona product for men. The statement in that advertisement also aims to capture the audience's attention by utilizing the company's well-known brand name. The word MEN in the advertisement refers to the product's

target market, a man. Therefore, this sign has a denotative meaning in the advertisement; namely, it conveys the information that this product is one of Rexona's products.

The word "NEW" as a signifier is the fifth verbal sign in this advertisement. It denotes that the word NEW denotes that Rexona Clinical Protection is a new variant product that Rexona has launched. Although this face wash is Rexona's newest product, the word new is intended to entice the audience to try and purchase it. Therefore, this verbal sign has a denotative meaning because it explains that this product is a new product from Rexona.

The last verbal sign of this advertisement is "Versus basic antiperspirant deodorant." It means this is a combination of deodorant and antiperspirant. Deodorants and antiperspirants have different functions. Deodorant functions to control body odor but do not control sweat production. In contrast, antiperspirant has the primary function of controlling and preventing excessive sweat production in the body. In Rexona Clinical Protection, deodorant and antiperspirant are combined so that this product has the function of dealing with body odor and also controlling excessive sweat production. The signifier of the statement versus essential antiperspirant deodorant. It signifies providing information about the content contained in Rexona Clinical Protection. These signs are categorized as denotative meaning because conveying the two combinations contained in this product's product.

Table 3. The Analysis of Non-Verbal Signs in Rexona Clinical Protection Advertisement

No	Verbal Signs	Meaning
1	White color of the background	It can be interpreted that white color is the dominant color of the advertisement that is associated with a neutral color and related with light color. It can mean a strategy of color in an advertisement to distinguish and clarify writing to contrast the background and the advertisement.
2	A man who is exercising but still looks fresh and clean	It can be interpreted as a product function that can always keep the body fresh and sweat is always controlled
3	The Unilever logo	It can be interpreted as the of the brand as the identity of the product
4	Indoor background with many closed windows	It means this product will still provide a sense of comfort and still make you feel fresh even though you are exercising in a closed room
5	The Picture of Rexona Clinical Protection product.	This means that the image shows the original shape of the Rexona Motion Sense product
6	The picture of water splash	It can be interpreted that a water splash is a fresh impression, water will give a fresh effect that is given when using these Rexona Clinical Protection products.

In table 3, the first non-verbal sign in this advertisement is the white color as the dominant color on the advertisement as a signifier. According to Wierzbicka (1996), white is a neutral color that always has a good meaning. The white background is

associated with light, goodness, and clarity. It can be concluded that this advertisement is expected to shine and be good in the future because this product has a considerable benefit in everyday life where we are required to be active and exercise. However, we must still look clean and fresh. The white color is also related to light color. The use of white color as the background can mean a strategy of color in an advertisement to distinguish and clarify writing to contrast the background and the advertisement. With a white background, the writing on the advertisement will be easy to read because the writing is visible. This is categorized as connotative meaning because it gives more explanation than just a color that will make the advertisement look perfect.

The second non-verbal sign in this advertisement is the picture of a man who is exercising but still looks fresh and clean as a signifier. It signifies that the body will remain fresh and dry under control by using Rexona Clinical Protection products, even though moving a lot. The picture shows a man practicing self-defense in a closed room, but he still looks fresh and clean and does not look dull with the slightest sweat, and it is a way to convey the function of using Rexona Clinical Protection which keeps the body fresh and sweat controlled. This sign has a connotative meaning because the image provides more information about the product's benefits.

The Unilever logo serves as the third nonverbal sign in this advertisement. This sign represents the launch of a product by Unilever. The product used a well-known company logo because it helped to attract the audience's attention, and they purchased it (García, Rodríguez-Sánchez, Fdez-Valdivia, & Martinez-Baena, 2011). This sign represents denotative meaning. It turns out that the logo clearly describes this product as one of Unilever's products.

The fourth non-verbal sign in this advertisement is the picture of an Indoor background with many closed windows as the signifier. It signifies that this product will still provide a sense of comfort and still make you feel fresh even though you are exercising in a closed room. In addition, because the product contains antiperspirant, it controls and prevents excessive sweat production in the body so that your body will always be fresh and you will feel comfortable. Finally, the background of this advertisement is categorized as connotative because it describes a hot and airtight atmosphere.

The fifth non-verbal sign is an advertisement for the picture Rexona Clinical Protections product as a signifier. This signifies an accurate picture of Rexona Clinical Protections which has a primary color of red, black, and white. The product image in the poster aims to let the public know how Rexona Clinical Protections looks and make it easier for them if they want to buy this product so they do not make the wrong choice. This non-verbal sign is categorized with denotative meaning because this advertisement provides factual information about what Rexona Clinical Protections products look like.

The last nonverbal sign in this advertisement represents a water splash. Water symbolizes freshness, and the use of water splash in the advertisement can illustrate the fresh feeling or impression that can be felt after using this Rexona Clinical Protection.

This image has a connotative meaning because it will entice the audience to try this product and experience its freshness.

5. Conclusion

The verbal sign which can be analyzed in this advertisement occurred in the form of spoken and written. The characteristics of the verbal signs were presented in bold and capital letters and colorful words, especially in the advertisement's headline. Some verbal signs are categorized into words or sentences (declarative, imperative, and interrogative sentences) that enable us to suggest our thoughts, ideas, and feelings (see Simon & Dejica-Cartis, 2015). The word in advertisements is used to briefly convey the essence of the message so that people can quickly capture the points of the advertisements. Meanwhile, the non-verbal signs can be analyzed in this advertisement in pictures or illustrations and also occur in color terms. The non-verbal signs found in this study were the logo, picture of the Rexona Clinical Protection product, and the color choice of the statement and background. The advertisements' verbal and non-verbal signs have connotative and denotative meanings.

In conclusion, there are six verbal and six non-verbal signs, eight denotative meanings, and four connotative meanings found. The denotative meaning is the dominant meaning that appears in the advertisements to make the advertisement clearly to be seen by the audience and make them easily catch the meaning of the advertisement. Nevertheless, in general, the connotative meaning of Rexona Clinical Protection advertisements could deliver the messages of the advertised product and make the advertisements simple and more enjoyable to read by the consumer.

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