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## Verbal And Non Verbal Sign On "Samsung Galaxy's: Growing Up" Audiovisual Advertisement

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**Keywords:** *Audiovisual advertisement, verbal signs, visual signs, signifier, and signified.*

**Abstract:** *The purpose of the analysis is to find out the meaning of the verbal and visual signs (signifiers) used in the advertisement and the messages it contained. In the analysis, the main theory that is used is the theory of Semiotic by Ferdinand de Saussure. This theory is applied for the main step of the analysis, to figure out the signifieds of these signifiers. The supporting theories are the theory of verbal and the non-verbal aspect in advertisement which proposed by Gillian Dyer which is applied for the first step in the analysis - to find out the appropriate verbal and visual signs in the advertisement which are then being withdrawn into the main analysis. The finding of this study is that this advertisement uses the verbal aspects which had been categorized into: brand name, slogan and jingle, key words, uses of imperative, intentional omission, formula, and absence of language. The non-verbal signs used are categorized into: age, gender, national and racial, body, prop, and setting. The verbal and visual signs are correlated to form the meanings and real messages of the advertisement. The prominent meaning of the advertisement is that Samsung Galaxy is the best smartphone ever.*

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## INTRODUCTION

Language is a term to express feelings and thoughts used by spoken sounds or conventional symbols. Language is also defined as media of information which refers to several meanings of communication that contain recognizable symbols, verbal or non-verbal sounds, sentences, or actions as, well as indirect and indirect ways. Advertisements are commonly found in every single life of people and become a communication tool between people, organizations, company, or governments in order to attract attention and increase people's interest in something.

Advertisements is defined as a commercial announcement to promote a service, a job, a product, or consist messages that attempts to engage and influence the audience. Mostly, advertisements are displayed on the brochure, newspaper, radio, television, social media, websites, etc. In communication, the signs are known as verbal and non-verbal signs. The verbal

signs contain written language and spoken language. The written and spoken language include symbols such as; words, phrases, and sentences that allow us to express our perceptions, ideas, and feeling. All the words in the advertisements are defined as verbal signs, such as a slogan.

Meanwhile, the non-verbal signs describe the facial expressions, eye contact, the way of dressed and also objects in nature such as; the sun, river, rainbow, etc. In this era, non-verbal signs can be captured and printed by the technology of photography, and the pictures are commonly used in several media to catch the reader's attention. In this study, the analysis is focused on audio-visual advertising, which is classified as commercial customer advertising that is published on television and online mass worldwide. The advertisement produced by Biscuit Film, entitled "Samsung Galaxy Growing Up", implicates the two biggest brands of cellular phone in the world as known as Apple and Samsung. In an instance of advertising development, many advertisements have their own way of delivering the core of the product. Samsung has spent a few years to discharging the advertisement which mocks Apple's in an effort to execute the 3.5mm headphone jack from the iPhone company, this action it's beginning on a new series of apple, namely the iPhone 7. The Samsung company used the mocking strategy in order to show off the downsides of its competitor, such as; making fun of iPhone's speed, the Apple Pencil, Apple's Genius Bar and many more. The advertisement that was released in November 2017 was formed to refuse the iPhone X in order to promote the Galaxy Note 8. Almost in every part of the advertisements, Samsung Company reveals their competitor brands clearly and often represented by insulting their parties (actors, settings, symbols, colours, figures, etc.).

## **THEORETICAL FRAMEWORK**

### **Concept of Semiotics**

Semiotics is a part of linguistics that addresses in how meaning is formed through signs, symbols, and signification. In particular, semiotics is defined as the study of signs, which might include analogy, cultural sign processes, metaphor, signification and communication, as well as signs and symbols. In semiotics, a sign means a singular unit of meaning that is frequently described as "anything that stands for something else". The term 'stands for' refers to the process of creating meaning both by the source and by the receiver or reader, as with the idealized representations (Moriarty, 1994). Many academics have different perspectives on semiotics. As maintained by Umberto (1986), semiotics is divided into two categories; general semiotics and specific semiotics, where specific semiotics being the grammar of a certain sign system. Umberto (1986) also claimed that a sign has its own grammatical structure that cannot be described by a single theory. However, Saussure (1983, p. 65) argued that a sign had two important components: a signifier (the form of the sign) and a signified (the concept the sign takes). Saussure also considers that a sign consists of an inseparable signifier and signified. In linguistics, specifically semiotics, a sign can be divided into the verbal sign (spoken or written) and the non-verbal sign (face expression, setting, colors, gestures, nature, etc.). The verbal sign in this analysis corresponds to verbal language; meanwhile, the non-verbal sign refers to non-verbal or visual language.

### **Sign, Signifier, and Signified**

Supporting the theory proposed by Sebeok (2001), a sign is any physical form that has been pictured or made visible (through some physical medium) to stand for an object, event, feeling, etc. In personal life, signs serve many functions to allow people to perceive patterns in things, such as; acting as predictive guides and serving as exemplars of specific kinds of

phenomena. The example of a sign in the English word cat, this word refers to and stands for a referent that can be described as a 'carnivorous mammal with a tail, whiskers, and retractile claws.

Signifier and signified are two words frequently used in semiotics. According to Saussure's sign theory, signs are made up of signifiers and signifieds. A sign comprises two parts: a physical form and a mental concept. The signified is the mental concept correlated with the signifier, a physical form that may be heard, seen, smelled, touched, or tasted. The signifier is the physical representation of the sign. This is the substance that can be seen, heard, tasted, felt, and smelled. To put it another way, this is the physical representation of the indication. Consider a red flag, which is intended to warn of impending danger. The red flag is a signal in and of itself.

Meanwhile, signified is the mental concept identified with a sign. In other words, it is the concept, meaning or the thing identified with the signified. As the example in the linguistic word "Closed" (about the open and close signs displayed at a shop), the sign consists of,

Signifier: the word "Closed."

Signified Concept: The shop is closed for business.

A sign must always have both a signifier and a signified. Saussure (1983) named the connection between signifier and signified as 'signification'. It is also important to notice that the same signifier can be used for different concepts. This is because the relationship between the signifier and the signified is sometimes inconsistent.

## **Theory Verbal and Visual Aspect by G. Dyer**

### **Verbal Aspect**

In assent with Beasley and Dannels (2002, p. 120), Dyer assumed, words not only describe things, express feelings, associations, and attitude, but they also bring ideas to our thoughts which refer to the language of the commercial while discussing the linguistic part of the advertisement. Therefore, conforming to Dyer, advertising language can be divided into the following categories:

### **Key Words**

When a trigger words were used in commercial, those are the key parts of speech. The adverbs and adjective subject may generate jealousy, dreams, and wishes by manipulating the sight, taste, and the sound of a product without actually misrepresenting it. For example, words and phrases such as; big, long, enchanting, better, free, delicious, extra, radiantly – glowing skin, quick drying, stay – connected, etc.

### **Brand Names**

Brand names have both connotative and denotative meanings. In a mass market, producers need to provide a product with a distinct name. The name should be more than simply a label or a way to identify the product; it should also conjure pleasant associations that will help in its promotion. The name might build up a good image of the product. A misspelling is frequently used to give a product a unique name while keeping the rest of the parts identifiable.

### **Jingles and Slogans**

These have the impact of boosting a brand's recognition ability, as they tend to swiftly enter communal memory, such as: Have an ice day, Upgrade to galaxy, and so on.

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### *Use of Imperative Form*

This gives the impression that the advice is coming from an unidentified authoritative source, for example: keep calm and stay drink luwak coffee.

### *Formulas*

The formula gives the impression that a meaningless statement is true, implying that meaning should occasionally be sacrificed in order to provide a rhythmic beat to commercial material. It enables people to recall information quickly and to stimulate and convey a wide range of emotions.

#### *Intentional Omission*

Some advertisements intentionally avoid using any words at all, implying that the product speaks for itself. For example: Sttttt! He's coming..

### **Non - verbal Aspect**

Dryer (1982) suggested that, in addition to understanding the content of advertisements involving human figures, people must define the principle of nonverbal language or sign as a way of communication. Dyer (1982) categorizes these means into three categories: appearance, manner, and action, as well as props and surroundings. Each will be discussed in detail further down.

### **Appearance:**

#### **Age**

In perspective to a product, the people ages are a critical focus of identification. According to the findings, the age range of persons in advertisements has limited - models and actors want to be between the ages of 18 and 35.

#### **Gender**

The portrayal of a character's gender indicates to standardized representations of culturally defined sex correlates. Femininity and masculinity are prototypes of an essential expression that can be given fleetingly in any social circumstance, as well as something that strikes at the individual's most fundamental characterization.

#### **National and Racial**

These features are commonly exploited as sources of humor and are usually tied to stereotypical ideas of 'other' people.

#### **Body**

The body can be displayed in a way that conveys exhibition, narcissism, incongruity, or boldness. The potential meaning of human bodies, particularly feminine bodies, has been quickly exploited by advertising.

#### **Looks**

The character's appearance is linked to his or her general class, age, style, and impression. Needless to mention, 'good looks' refers to lovely men, beautiful women, cherubic youngsters, and nice elderly people.

## RESEARCH METHOD

The research method is the major requirement in research; which focused on the process and technique that used in order to collect and how the data will be analyzed.

### Data Source

The data source of this study are collected from the Samsung Galaxy's "Growing Up" advertisement, which produced by Biscuit Filmworks in 2017. The writer focused on downloading an audiovisual advertisement which is a part of the Samsung's mocking strategy entitled "Growing Up". This quirky advertising phenomenon precisely confusion in the public, thus made the writer take an interest to analyze the advertisement. According to this case, it is convinced by the writer that the advertisement has different use of language and it interchanges the most several meaning or messages to the public in the reason advertising as a form of communication.

### Method and Technique of Collecting Data

The research method design in this study is qualitative form and this study applied observation method which means observing subjects or recording in thorough field notes, capture what have seen, heard, or come across. The library research also applied in this research by reading some study related to the semiotic theory and theory of meaning, even the book written by some experts and the other undergraduate theses. In order to collect the data, there are four steps; downloading the advertisement and the script from the YouTube channel Samsung New Zealand entitle "*growing up*", watching the advertisement, dragging the video into windows media player in order to cut the certain scene in the video that is important and appropriate for analysis, and take notes of the relevant data found in the scenes.

### Method and Technique of Analysing Data

The collected are analyzed in descriptive and qualitative method that involves collected and analyzed non-numerical data from a video advertisement which expressed in words and approach in content analysis to describe and categorize common words, phrases, and ideas in qualitative data.

### Method and Technique of Presenting Data Analysis

Method and technique of presenting analysis is substantial as the illustration of the final analysis. In this study, the method of presenting applied by using the table and it explains descriptively to get the accurate analysis of the data. The writer also using image in order to shows the part actions of data source which combine by using words in narrative method to get the clear explanation and to be well understood to the readers.

## RESULT AND DISCUSSION

In this part, the object is being analyzed using Semiotic approach. The analysis uses the theory of sign (semiotic) by Saussure, theory of verbal and non – verbal aspect in advertisement by Dyer, and theory of meaning by Leech. The points that are discussed in this study are the verbal and visual signs that are found in this advertisement, its signification system that gives the first meaning (denotation or lexical meaning), and finally the messages that are transmitted by the advertisement "Growing Up" (connotation meaning or the communicative value).

### Slogans and Jingles

The signifiers that found based on this criterion are:

The slogans of Growing Up: “*Upgrade to Galaxy*”

The first slogan sounds “Upgrade to Galaxy” this signifier may directly signified the contents of Samsung that is the up-to-date smartphone that suitable to use for anybody. The “Upgrade to Galaxy” directly signified the taste possessed the complete and perfect.

The denoted meaning from these slogans are that Samsung Company has creates a smartphone that provided many interesting features and would have saved users from any issues. Further, it signified that the company keeps the loyalty of their consumers by (still) giving the perfect looks and size of Samsung.

### Age

The age is very crucial in determining our view about the product, Growing Up. This advertisement covered 10 years in 60 seconds which phones were a focal point of the ad but the attention given to the subtle changes through the past 10 years in fashion, hairstyles and the age of the protagonist. The age category that can be found in this advertisement is classified by the actors who prominently involved.

The main actor named “*Eric*”, as the opening shot when the situation in 2007 Eric is a high scholar, he predicted to be in the age of 15. In 2010, he’s going to college and predicted to be in the age of 18. Come 2013, he is predicted to be in the age of 21 and the following year until the last shot of advertising which is in 2017, he is predicted to be age 25.

Erik’s girlfriend named “*Lauren*”. Erik meets his girlfriend Lauren at college, this is supposed to happen in 2013 and they seem to be in a relationship until 2017. Thus, Lauren can be predicted to be age 18 in 2013 and she predicted to be age 25 in 2017. The people on the queue (in front of iPhone store) are predicted to be in the age of 21 to above.

The analyses of these visual signifiers are as follow.

The age is a cultural factor in advertisement, by this it can be functioned as a signifier of what is spoken by this aspect. The presence of age in this advertisement can be traced through the actors who are involved. The prominent actors are: the main whose age is around 18-25 years old and the girl (Eric’s girlfriend) who is about 18-25 years old. This is the signifier that the prominent actors who are presenting each part for Samsung Growing Up is generally 18 years old above. The signified of this sign is that Cellular Phone (Smartphone) is suitable to be used by the adulthood or even this signified that a Cellular Phone is an electronic device that supports the life of aged person to reach their most ‘upgrade’ devices in their age just like the boy (Eric) who has changed his phone which has an infinity display.

The analysis above is also aside with the fact that shown by a visual aspect, the people of the queue, they are an African man – who is presumably 30 years old, an Asian women – who is presumably 24 years old, and others people who are presumably around 21-60 years old. None of them (and the people who are appearing in this advertisement) are teenage person. This signifier signified that the person who used cellular phone is out of teenager or it can be assumed that they are the people who have reached the adulthood.

By the analysis above, the meaning that can be denoted is that Cellular phone (smartphone) especially Samsung can be enjoyed or used by the adulthood. Because of it has larger screen feature, make more easier while communication as selecting his/her number with a smartphone or using the stylus pen while writing a messages. The feature of IP68 certification on Samsung are guarantees protection in water and resistant to dust, which means the phone will

unaffected if it fall and get hit by water (waterproof). This meaning is based on the fact that shown in the advertisement where advertisers focusing on the adulthood (as the actors) as the target of audience Samsung.

### **Gender**

Gender is closely related to the culture. Gender involvement in this advertisement plays important role of identification. The gender that is available here in this advertisement is classified based on the prominent actors that involved.

1. The boy known as Eric is a college student
2. The girl (Eric's girlfriend) is college student
3. Besides them, there is an African man, an old aged local people, and an Asian woman

The analyses of these ages are as follow.

The main actors – a man and a woman – are signifiers that correlate to the cultural image of a product. In this case, both are expression of sexuality response for Samsung (this case is supported by the verbal aspect – the conversation of both actors). This can be made into a concept that Samsung is a used for both man and woman (no sexuality limitation). Sexuality is something that is invalid for Samsung.

The supporting actors – others woman and men – are signifiers that correlate to the prominent actors' action. The appearances of these people as the queue who are waiting for their turn as a customer those prominent actors are signified of their sexuality too. Corresponding to their different ages, Samsung is an enjoyable smartphone for both man and women in the age of adulthood until (approximately) 60 years old.

The meaning that can be denoted from the process of signifier → signified above is that there is no doubt – for the sake of sexuality – that Samsung can be enjoyed by men and women even though both creatures have different physical and psychological characters.

### **National and Racial**

There are several proves here that showing this advertisement is care about the racial and more specifically to the nationality. There are too many previous ads of Samsung and other Samsung product that involving the portrayal of racial and nationality. This can be triggered by the market range of the company's product and it is a positive thing if the company included – as a respect – all the races especially who uses Samsung product. Even this advertisement is full with race identity; it is assumed that this advertisement is made in America. America is a country of destination of all immigrants that allow her to have many different races as her citizens. The description is as follows:

1. The boy known as Eric is presumably an American; this can be concluded from his pronunciation of the word 'got' in his sentence, 'You got to send me that pic', the word 'pic' in his sentence '...that he's he asking to send a photo from the girl's phone that was not unaffected by water even though it had fallen into the lake'. In British English, he will say the word 'got' as 'gɑ:t' but as he is an American he pronounced it 'gɒt' (dictionary.cambridge.org, 2022). Instead of his nationality, he also can be assumed as African - American man based on his ethnicity that has dark skins, black eyes, and crinkly hair.
2. Eric's girlfriend is mostly can be assumed as an African-American; this is led by her ethnicity and also her dialect and intonation which are showing typically American.

3. The queue consists of an African man, an Asian woman, and others. They can be assumed as American or even immigrants. This combination of races is typically American view in which they are looking familiar and close to each other.

The analyses of this category are as follow.

This factor is always (or at least mostly) appears in every edition of Pepsi product's promotion. Nationality and racial thing is something that sometime correlated even though mostly is not. This is because migration that makes an African (who has recognizable black skin) is an American (who has white skin). There are three racial signifiers here: an African man, an Asian woman, and (presumably) an American woman and American men.

The prominent actors are (presumably or the physical characters show that they are) American. This signified that Samsung is an Advertisement smartphone that produced by American. The supporting actors – who are showing the deepest racial characters – are signifying (possibly) the market range of Samsung or people of a certain territory who consume it or the advertiser merely involved them in respect to the racial range of people who consume it.

The meaning that can be denoted here is that: Samsung which is catching the eyes of the large public is reachable and enjoyable by almost every race in the world. The advertiser may send a persuasive sign that sounds “Upgrade to galaxy” or “whatever your race and nationality, Samsung is not limited for it, so (stay away from the guilty and) Samsung is for all the human races!” This may verbally sound very racial but in order to make it less explicit (because in most Samsung's advertisements has it) the advertisers use visual category: some people of different races are in the queue, in vision of wide public the view is a common thing but if spoken in vulgar way it will be a critical thing.

## CONCLUSIONS

After analyzing the verbal and non verbal sign on Samsung audiovisual advertisement , several conclusions are drawn.

1. The verbal aspects - which can be referred to verbal signs is (1) slogans. This used verbal signifiers are presenting the fact of Samsung Galaxy through its main anthem “*Upgrade to galaxy*”; and mood of advertisement, *enthusiastic*.
2. The non – verbal aspects - which can be referred to visual aspects or visual signs – that are used are falls to some categories, they are: (1) age, (2) gender, (3) national and racial. All that referred by these visual signs are the deep information about Samsung Galaxy: *who can use it?* - included age, sexual aspect, races, class of the people, and nationality, *when and why to get it?* – included the time and place or atmosphere redirects by the class of the product.

The last conclusion may redirect to the explicit messages that are delivered by the advertisement through the scenes of how Samsung Company be in the rival with Iphone Company. Samsung produce a similar Smartphone to Iphone and in this advertisement (which like other previous advertisement) Samsung do a disparagement to Iphone by showing its brand that symbolized by a Iphone user buys Samsung rather than Iphone. By this method, Samsung delivers the messages that:

- a) Samsung is more favorable than Iphone,
- b) Samsung is better than Iphone,
- c) Samsung has something real and trusted by the people than that of Iphone, and Iphone has nothing like owned by Samsung.

By the conclusions above, the complex elements that are used in the video and the explicit competition and messages it shows made the advertisement can be categorized as a modern



advertisement (which purposely has an entertainment value). This analysis is merely focused on the linguistic structure it contained, the verbal and non – verbal languages.

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