

**CONNOTATIVE MEANING OF VERBAL AND VISUAL SIGNS IN
WHAT CAN'T MILK DO? ADVERTISEMENT**

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ABSTRACT

This research is entitled Connotative meaning of verbal and visual sign in “What Can’t Milk Do?” Advertisement. This study is conducted with the aims to analysed the connotative meaning of verbal and visual signs contain in “What Can’t Milk Do?” advertisement. Verbal and visual communication tools that are used by human to interact, whether through messages, sounds, pictures, and gestures. The data were taken from the YouTube platform. The data were collected by observation method. The analysis was done by the descriptive qualitative method. The study started by analysing verbal and visual signs which is based on the theory of semiotic by Saussure (1893). Then, the analysis of the connotative meaning of the verbal and visual 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 connotative meaning from this advertisement want to remind the viewers that milk is not only just an ordinary beverage but it can turn you into a morning person and get you through tough tasks, while also forming the basis for everything from health-conscious food or to decadent desserts and from the advertisement we can found verbal and non-verbal sign and the meaning of an advertisement.

Keywords: *Semiotics, verbal signs, visual signs, milk advertisement*

A. INTRODUCTION

Semiotics is a study of signs and symbols, especially as elements of language to communicate something. People use signs for interpret the things around them. The example of Semiotics includes images, signs, emoji or emoticon, logos and brands. Interpreting the signs is the process of discovering

the wealth meaning that occurs when the viewer reacts to the signs. Basically, signs can be divided into two types, there are verbal signs and non-verbal signs. Verbal sign is the most common signs, it is including spoken and written language. According to Dyer (1982) pictures are mostly easier to understand rather than words, it also has more impacts and offered greater opportunity for the communication mood and imagination. Picture or image is mostly used in many aspects of life, one of them can be found on advertisement. Advertisement is one of the major things to be used for spreading an indormation and educating people through mass-media.

In advertisement most, verbal signs and non-verbal signs are used to make the advertisement look more attractive and alive. Verbal signs in advertisement represent with the word and text. Meanwhile, non-verbal signs represent with the picture. Nowadays, advertisement plays important roles, it's not only used to promote particular things or product but it can use to spread information and educate people throughout the world. In order to support the analysis, some previous studies are used as references. The first study reviewed was taken from a thesis written by Damayanti (2021) entitled "An Analysis of Verbal and Non-Verbal Signs in "Who Says No to Mentos" advertisement". The second study reviewed was taken from a thesis written by Lestari (2019) entitled "A Semiotic Analysis on Video of Social Advertisements". The third study reviewed was taken from an article from journal written by Oktavyanthi (2018). This study focused on analyzing the meaning in the music video of Blank Space by Taylor Swift.

In this research there are two problems that have been analyze, the first problem is, what are the verbal and non-verbal signs presented in "What Can't Milk Do?" advertisement and the second problem what are the meaning of verbal and non-verbal signs in "What Can't Milk Do?". To solve these problems, the researchers use semiotics theory proposed by Saussure (1983) used to describe the verbal and non-verbal signs. Second, theory of meaning proposed by Barthes (1972) used to analyze the meaning of verbal and non-verbal signs along with Theory of Color Term proposed by Wierzbicka (1996).

B. METHODOLOGY

The data of this study were taken from advertisement "What Can't Milk do" that was uploaded in YouTube platform by Dairy Farmers of Ontario on September 16th 2019. The duration of the advertisement is 60 seconds. This study used "What Can't Milk do?" Advertisement as the data source because it contained various meanings and endless benefits of milk by challenging old perceptions from other sides that we actually need to realize. This study uses observation method to collect the data. The data were analysed by using descriptive qualitative method. This study used theory from Saussure (1983) used to describe the verbal and visual signs. Second, theory of meaning proposed by Barthes (1972) used to analyze the connotative meaning of verbal and visual signs along with theory of Color Term proposed by Wierzbicka (1996).

C. FINDING AND DISCUSSION

Finding

This part presented the finding analysis of the research about the semiotic analysis of “What Can’t Milk Do?” advertisement. The aim of this study are to anlyze the verbal and visual signs. The data of the advertisement that found can be presented as below:

Table
The Verbal and Visual Signs in “What Can’t Milk Do?” Advertisement

No.	Verbal Sign	Visual Sign
1	Well it’s got to be pretty special	A picture of a little boy who smiling broadly after drink a glass of milk
2	You at any age listen anything that can make this that	A picture of ballerina who has a strong and flexible body
3	What can milk do?	A glass of milk on the table

In the table above, the way in analyzing the data was conducted through the analysis of verbal and visual sign and meaning sign found in What Can’t Milk Do? advertisement. The verbal and visual sign of the What Can’t Milk Do? advertisement and the information of the meaning could be interpreted as the interpretant of the advertisement. The data found were analyzed based on theory of sign proposed by Saussure (1983) while the meaning was analyzed based on theory proposed by Barthes (1967) and analyze the meaning of color proposed by Wierzbicka (1996).

Discussion

This section describes the connotative meaning analysis of verbal and visual signs found in “What Can’t Milk Do? advertisement.

The Connotative Meaning of Verbal Sign

Data 1

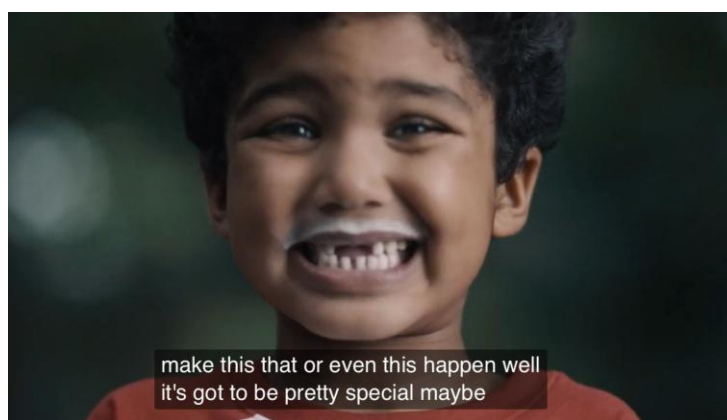


Table
An Analysis of Verbal Sign in “What Can’t Milk Do” Advertisement

NO	SIGNIFIER	SIGNIFIED
1	Well it’s got to be pretty special	Milk has special function for kids

The signifier we can read that scene is “Well it’s got to be pretty special”. It signified that milk has a special function for children. Milk is needed to maintain the child's immune system and help the process of growth and development. The connotation developed here is milk which is a rich source of high-quality protein. The advertiser wants to emphasize and tell the audiences regarding the milk which contains pure ingredients that contain whole package benefit and beneficial to kids that can help to provide energy that is needed for kids. In this advertisement kids who regularly drink milk has more potential to get various benefits in every glass milk that may support healthy kids' growth patterns rather than kids who do not drink milk regularly. As Milk is rich with natural nutrients like high quality protein, calcium, Vitamin D, etc. The advertiser wants to emphasize and tell to the audiences regarding the milk which contains pure ingredients that contain the whole package benefit and beneficial to kids that can help to provide energy that is needed for the growth support for kids.

Data 2

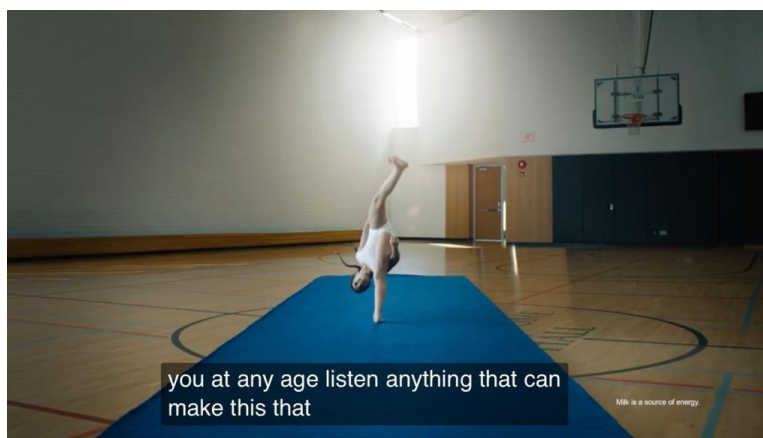


Table
An Analysis of Verbal Sign in “What Can’t Milk Do” Advertisement

NO	SIGNIFIER	SIGNIFIED
1	You at any age listen anything that can make this that	There is no age limit

The signifier that we can read from the scene is "You at any age listen to anything that can make this or that" it signified that the advertiser want to show

that the benefits of milk are unspeakable and there is no age limit to do something the same as drinking milk, there is no age limit because milk has many benefits for our body and is very necessary so that our immune system is maintained in every activity we do. The connotation here is that milk consumption is also not limited to a certain age because milk can help in helping meet the nutritional needs of all ages. The connotation in here is the advertiser want to influence the audiences drink milk can help you to maintain calcium to the bones so we can still actively doing our daily activities. Not only for our bones. Dance as on the scene with additional milk nutrients will provides the iron for the muscle.

Data 3



Table
An Analysis of Verbal Sign in “What Can’t Milk Do” Advertisement

NO	SIGNIFIER	SIGNIFIED
1	What can milk do?	It represents the unlimited function of milk

What Can Milk Do? It signified the versatility of milk, which can be used for anything in our daily lives and can be consumed by humans of all ages and from all over the world. The illustration depicts the versatility of milk, which can be used in our daily lives and consumed by all living things on the planet, as well as mixed with anything. The phrase in the data above is classified as a rhetorical question, which means a question or question asked in order to make a statement that does not expect an answer, according to the Cambridge dictionary. The use of rhetorical questions in the preceding data produces an effect on the audience. This phrase emphasizes the importance of milk as one of the most important things. The connotation here emphasizes that the advertiser uses this phrase to emphasize that milk can be used in anything consumed by all living things of all ages, processed into various things, both eating and drinking, and contains many benefits.

**The Connotative Meaning of Visual Sign
Data 1**



**Table
An Analysis of Visual Sign in “What Can’t Milk Do” Advertisement**

NO	SIGNIFIER	SIGNIFIED
1	A picture of a little boy who smiling broadly after drink a glass of milk	It represents a little boy drink a glass of milk for his healthy teeth

The signifier of the scene is a child looks happy after drink a glass of milk and looks like there is a trace of milk on his lips. It signified because when a little boy finishes drinking milk, he immediately smiles while showing his teeth. It is clear here that this child really likes the milk, the little boy will not lie, if he likes it will show it. He looked so happy and enjoying the milk so much that he did not notice the traces of milk still on his lips. The connotation here is the advertiser want to emphasized that everyone loves to drink milk, Milk is the first food that we consume after we are born. Milk is very important for our growth, from new-born to the first 6 months milk is the main food for babies, even until we are old. Milk contains high nutrients that help protect the surface of tooth enamel against acidic substances and reduce the risk of weak gums and tooth decay. Children who in their infancy no longer breastfeed, then the substitute for breast milk is highly recommended for children to still get calcium and phosphorus intake contained in milk supports to support their growth both their bones and teeth. In color terms, from the scene above we also can clearly see that white milk can be the represent of purity and sterility. White has positive connotation, in this advertisement it represent the naturality and healthy milk for children. The little boy also wear red t-shirt, which is red represent of joy. The advertiser want to visualize the happy situation by the models after drinking the milk.

Data 2

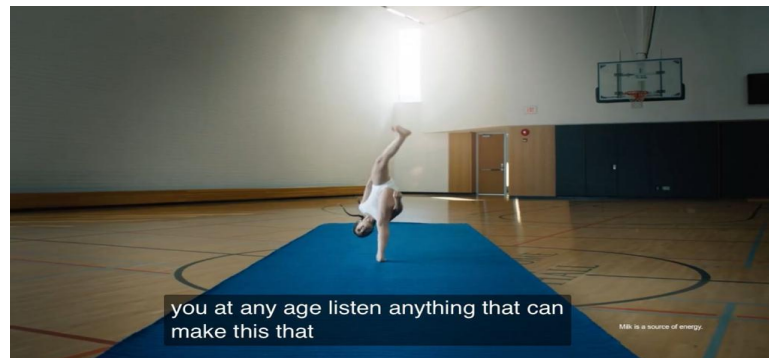


Table
An Analysis of Visual Sign in “What Can’t Milk Do” Advertisement

NO	SIGNIFIER	SIGNIFIED
1	A picture of ballerina who has a strong and flexible body	It represents milk can make our body strong

The signifier in the picture above is a ballerina who has a strong and flexible body. Ballet is a dance whose movements use the strength and flexibility of the whole body. To make the body always fit and strong requires food and drinks that have good nutrition. Connotation in here is milk which is known can help in supplying vitamin A and D and calcium. Vitamin A promotes bones growth, vitamin D helps in serving bone strength and calcium acts as a buiding block for your bones. Hence, vitamin A, D and calcium influence your height and thus milk becomes essential part which can boost and stimulate our bone and muscle to grow. Not only children can drink a milk, milk can also drink by adults. Because milk has many benefits for the body. In color term, the scene is set up with blue dominant colour on the carpet, blue is term of colour which mostly represent the sky which resembles inspiration and health. The advertiser wanted to visualize the calming and inspiring situation by the models in picture which is actively be able to do dancing as it represents the milk help her active bones and muscle to still dancing.

Data 3



Table
An Analysis of Visual Sign in “What Can’t Milk Do” Advertisement

NO	SIGNIFIER	SIGNIFIED
1	A glass of milk on the table	It represents a glass of nutrients of milk

The signifier we can see through the scene is a glass of milk which put on the table. It signified that is the daily nutrients which is on the glass and it has an essential part for our body. This visual signs support with the occurrence of verbal sign through the phrase about the versatility of milk which can be used and consumed in any kinds of style in our daily life. The phrase use rhetoric question to produce a greater effect towards the audiences. This phrase emphasizes the important roles of milk which its function and benefits throughout our daily lives toward all the living things in this world. The connotation in here is the advertiser want to influence the audiences that all you need is only on one glass of milk. This is because milk is very simple and fast serving. Milk can indeed be a healthy breakfast choice, considering that this one drink contains many nutrients and vitamins that are very good for the health of the body. The nutritional content can help meet daily nutritional needs and can provide energy that will help you carry out daily activities. The advertiser want to emphasized that do not skip the glass of milk cause its contain complete protein that are needed to our body, this glass of milk is not only can be used as healthy ingredients receipt but also include it in your beauty regimen to get the most radiant and soft skin. Milk is an essential part which is needed by all the people in all ages. Not only human living can consume but the whole living things in this world. Animal loves milk, mammal babies also can need milk if they are separated by their mother. Milk also can be used as plant need calcium in milk for healthy growth and fruit development, it also promote plant health and improve crop yields. In color term, the scene is set up with white as dominant, white indicate the pureness and naturality, which is radiating positive and healthy energy through the audiences.

D. CONCLUSION

This study concerned in verbal and visual signs found in “What Can’t Milk Do?” advertisement. This study deals with the meaning that develops in the advertisement through verbal and visual signs according to the theory of meaning by Barthes (1972). The verbal sign which can be analyzed in this advertisement occurred in the form of spoken and written. Meanwhile, non-verbal sign which can be analyzed in this advertisement in the form of picture or illustration which is also occurred in color terms. Both verbal and visual signs are used in advertisements have connotative meaning. In this study, connotative meaning occurred dominantly because there are hidden meanings from the advertiser toward the viewers. The advertiser tend to convey their message implicitly so viewers must interpret the meaning behind this advertisement. The presence of verbal sign and visual sign in the advertisement are to reinforce the message given by the advertiser to the audiences, to educate, giving knowledge, and also to persuade the audiences. According to the analysis, the advertiser glorifies the

advertised product where the advertiser tries to convince the audience that milk is one of healthy needs that is necessary to our body. The advertiser try to emphasize the versatility of milk which has unlimited used also contains lots of nutrients. The use the sentences with the meaning to gain the attention of the audiences.

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