

# VERBAL AND VISUAL SIGN IN VALENTINE'S DAY EDITION CHOCOLATE ADVERTISEMENTS

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## ABSTRACT

Every advertised product or service has a meaning contained in it, such as a verbal or visual sign that is inserted. This study focused on explaining the verbal and visual signs meaning contained in Valentine's Day Edition chocolate advertisements. This study applied the observation method using a qualitative descriptive method. This study used the theory proposed by Saussure (1983) to describe verbal and visual signs, Barthes (1967) to explain the meaning of verbal and visual signs, and Wierzbicka (1996) to explain the colors used in Valentine's Day Edition chocolate advertisements. This study found 9 verbal and 15 visual signs from 3 Valentine's Day Edition chocolate advertisements and 6 connotative and 14 denotative meanings that were found by the researcher. This indicates that the company wants to make the advertised product known to the public with different concepts and ideas by using attractive verbal and visual signs.

**Keywords:** verbal sign, visual sign, valentine's day edition, advertisements

## INTRODUCTION

In life as social beings, we do not escape the interaction and communication between human beings by using language. Communication that we do can be either direct or verbal indirect. According to Saussure (1983:65), semiotics is part of linguistics which discusses the field of communication which is related to signs, or symbols that are direct or indirect. Advertisements that we often see in the form of videos, print media, or posters are also part of communication between a product company and listeners or readers as a form of promoting goods or products and services using signs and symbols in it.

In advertisements, we often see interesting things in the form of writing made or images used by companies in promoting their products and services. This is the main thing that must be used by every company in advertising something. In advertising products and services, 2 main things are the main points in an advertisement, there are verbal signs and visual signs, each of which has an important role in communicating using advertisements. These signs have meanings inserted by the company for readers and buyers to understand. According to Leech (1981), the meaning that is seen or appears in an advertisement is a complex thing including concepts, ideas, creations, and feelings that are combined into one to produce a unique advertisement.

Andriani, Pratiwi, & Santika (2021) results of the researchers found 11 verbal signs and 10 visual signs from the 3 advertisements used in face wash. From these findings, more verbal signs were found than nonverbal ones. This indicates that in the advertisement for the face wash, more verbal signs tend to be found. In line with that, the study on the 3 Valentine's Day Edition chocolate advertisements found more visual signs used than verbal signs. This indicates that each advertisement made by the company creates a different amount of verbal or visual. Pratami, Santika, & Utami (2022) also examines verbal and visual signs contained in Downy Collection advertisements. The results of this study found 9 verbal signs and 11 visual signs from 3 downy collection advertisements used. This shows that the advertisement is visual like a picture, and the color is used more than written text.

In line with this, the study on 3 Valentine's Day Edition chocolate advertisements also found that visual signs were more prevalent than verbal signs. This shows that research conducted by Pratami on downy collection advertisements and this study on 3 Valentine's Day Edition chocolate advertisements found more prominent visual signs.

In analyzing this, this research was conducted to find out what are the verbal and visual signs in Valentine's Day Edition chocolate advertisements and what are the meanings of verbal and visual signs in Valentine's Day Edition chocolate advertisements. The purpose of this study was to find out the verbal and visual signs used in Valentine's Day Edition chocolate advertisements and to analyze, and describe the hidden meaning of verbal and visual signs contained in Valentine's Day Edition chocolate advertisements.

## **METHOD**

The data obtained in this study were taken from 3 Valentine's Day Edition chocolate advertisements, such as Galaxy chocolate, Silverqueen, and Nestle Kitkat. The researcher chose the 3 Valentine's Day Edition chocolate advertisements because in terms of the advertisements given are very interesting to analyze. The chocolate advertisement data used in this study was downloaded via the internet. The observation method was used in this research to guide the writer in collecting data about Valentine's Day Edition chocolate advertisements. The qualitative descriptive method was also used in this study. The analysis involves describing data and findings. In addition, researchers also use formal and informal methods to present the results of their analysis. In the formal method, the findings that have been found are presented in tabular form to show the verbal and visual signs obtained in the Valentine's Day Edition chocolate advertisement. While the informal method, the researcher describes and explains the findings in the 3 Valentine's Day Edition chocolate advertisements. In this method, the researcher uses 3 theories to support the analysis of verbal and visual signs from advertising, including the theory put forward by Saussure (1983:65), about identifying markers and signifiers, the theory put forward by Barthes (1957), about the meaning of signs and the last is the supporting theory put forward by Wierzbicka (1996), about the color theory used to support the analysis of the meaning of the colors given in this Valentine's Day Edition chocolate advertisement (Barthes, 2010).

## **RESULT AND DISCUSSION**

In this section, the researcher has described the classification of the findings obtained related to verbal and visual signs and meanings contained in the 3 Valentine's Day Edition chocolate advertisements. Here, researchers have found 10 Verbal Signs and 15 Visual Signs contained in the 3 Valentine's Day Edition chocolate advertisements. In addition to finding verbal and visual, the researcher also found 7 connotative meanings and 16 denotative meanings given to the verbal and visual signs of the 3 Valentine's Day Edition chocolate advertisements.

**Table 1. Verbal and Visual sign in Valentine’s Day Edition Chocolate Advertisements**

Advertisement	Verbal	Visual
Galaxy Chocolate	<ol style="list-style-type: none"> <li>1. Experience a perfect valentine with a perfect person</li> <li>2. Galaxy</li> <li>3. 7 Days of Valentine</li> </ol>	<ol style="list-style-type: none"> <li>1. The picture 2 hands holding a package of chocolate</li> <li>2. Five heart ribbon pictures</li> <li>3. 2 pictures of the galaxy package</li> <li>4. Peach color as the background advertisement</li> </ol>
Silver queen Montes	<ol style="list-style-type: none"> <li>1. Special edition valentine</li> <li>2. Silverqueen Montes</li> </ol>	<ol style="list-style-type: none"> <li>1. Four pictures of heart balloons</li> <li>2. Nine pictures of the heart</li> <li>3. Pink color is dominant in the background of the advertisement</li> <li>4. The picture of the chocolate package</li> </ol>
Nestle Kitkat	<ol style="list-style-type: none"> <li>1. 6 Pieces</li> <li>2. Nestle KitKat</li> <li>3. Have a break</li> <li>4. Have Kitkat</li> <li>5. love KitKat</li> </ol>	<ol style="list-style-type: none"> <li>1. The pink background of the packaging</li> <li>2. Seven pictures of brown bears holding balloons with different words on the advertisement.</li> <li>3. Twenty-seven heart pictures</li> <li>4. The picture of chocolate packaging</li> <li>5. The use of red in some words</li> <li>6. The words that make up a picture of a heart.</li> <li>7. Tan color as a background advertisement.</li> </ol>
Total	10 Verbal Sign	15 Visual Sign

In this table, the researcher found verbal and visual signs with different numbers from the 3 Valentine’s Day Edition chocolate advertisements. The Galaxy chocolate advertisement found 3 verbal signs and 4 visual signs, the Silverqueen Montes advertisement found 2 verbal signs and 4 visual signs, and Nestle Kitkat advertisement found 5 verbal signs and 7 visual signs. The most widely used verbal and visual signs are the Nestle KitKat advertisement which has 4 verbal signs and 7 visual signs. This indicates that Nestle Kitkat's Valentine's Edition chocolate advertisement uses more visuals to attract buyers.

**Table 2. Connotative and Denotative meaning in Valentine’s Edition Chocolate Advertisements**

Advertisement	Connotative	Denotative
Galaxy Chocolate	3 Connotative in verbal sign 2 Connotative in visual sign	- 2 Denotative in visual sign
Silverqueen Montes	- -	2 Denotative in verbal sign 3 Denotative in visual sign
Nestle Kitkat	2 Connotative in verbal sign	4 Denotative in verbal sign 5 Denotative in visual sign
Total	7 Connotative meaning	16 Denotative meaning

In this table, the researcher finds that the meanings inserted into the 3 Valentine’s Day Edition chocolate advertisements are 7 connotative meanings and 16 denotative meanings. This indicates that of the 3 Valentine's Day Edition chocolate advertisements, connotative meanings are more often used in verbal signs because the meanings given tend to be more directed to hidden meanings and contain implicit meanings that are inserted. While for denotative meaning it is more likely to be used in visual signs because the picture provided by the 3 Valentine’s Day Edition chocolate advertisements directly describes the theme and product.

**Data 1.:**



**The Analysis of Verbal Sign:**

The first verbal sign contained in this Valentine's Day Edition chocolate advertisement is "Experience a perfect valentine with your perfect one". In this statement, according to the Oxford dictionary, the word experience contains the meaning of skill and knowledge, while the word perfect the meaning of perfect and has no weaknesses. The given sentence has a meaning that is too exaggerated because as we know there is no perfect human in this world. However, in terms of this advertisement, the sentence has the meaning that when Valentine's Day we spend time with people who we think are special, like people we love. These words are more addressed to our partner or our loved ones to celebrate this Valentine's Day. This sign is included in the connotative meaning because the sentence contains a hidden meaning given by the company to the buyer.

The second verbal sign is “Galaxy”. In this statement, according to the Oxford dictionary the word galaxy means outer space and a star system. However, in terms of advertising, the word galaxy contains the product identity or brand name of the chocolate. In this case, the company deliberately gave the word Galaxy in a form large enough to let

buyers know that the galaxy is the name of this chocolate brand. The sign used this time has a connotative meaning because the sign has a hidden meaning, like a brand of the product.

The third verbal sign contained in this Valentine's Edition chocolate is "7 Days of Valentine". In the statement, literally the phrase 7 Valentine's Day means 7 days when Valentine's Day arrives. but in this ad, the sentence has the meaning that before the peak of valentine's day, there are 7 days which have meanings such as the first day is considered a rose day which has the meaning of giving roses as a sense of our love and affection to the person we like, the second day expresses feelings that have meaning that we express all the feelings we feel towards the person we like, the third day is a chocolate day which has the meaning of a day to forget all the hatred that we have for each other with chocolate gifts, the fourth day is a teddy bear day which has the meaning to express joy and cheerfulness with giving a teddy bear, the fifth day is a promising day meaning that on that day people will make promises and commit to being together forever, a day as a hug day which means that on this day people will hug their partners to comfort and give love, and the seventh day has a day of kissing which has a meaning as a day representing love, feelings, and affection with a kiss on a loved one. This chocolate product can tell the buyer that the 7 days on Valentine's Day have a very beautiful meaning before welcoming Valentine's Day. This sign uses a connotative meaning because this sign tells about the meaning of 7 Valentine's Day.

### **The Analysis of Visual Sign**

The first visual sign is the picture of 2 hands holding a package of chocolate. This sign represents a picture when giving chocolate to the person we love on Valentine's Day and that person receives the chocolate we give, this is often we see people giving chocolate to celebrate Valentine's Day. Here Galaxy inserts the picture with its Valentine's edition chocolate product as a symbol of celebrating the day for our loved ones. This has a connotative meaning because the 2 hands pictures given here make shoppers feel the activity of giving each other chocolates on Valentine's Day.

The second visual sign is the five-heart ribbon pictures. This sign has denotative and connotative meanings. The denotative meaning of this picture, already has a clear meaning, like the picture of the heart which is identical to Valentine's Day. But the connotative meaning here is seen in the picture of the ribbon that forms a heart. The ribbon has the meaning of a relationship which is like a thread that runs with love until the thread forms a heart-like shape that runs with passion and affection.

The third visual sign is 2 pictures of the galaxy chocolate package. In this picture, it means that in the galaxy chocolate packaging, there are 2 packs of chocolate packaging. By filling in the picture, buyers can find out how much is in the Galaxy Valentine's Edition chocolate packaging. This sign has a denotative meaning because it has explained in detail the purpose of giving the packaging picture.

The last visual sign is the color peach of the background in the Galaxy chocolate Valentine's Day Edition advertisement. The peach color is often associated with something elegant and attractive. The peach color itself is still a family with pink color which means that the peach color contains elements of joy and happiness. This illustrates how cheerful and attractive this product is to give to our loved ones when Valentine's Day comes.

## Data 2 :



### The Analysis of Verbal Sign

The first verbal sign is "Valentine special edition". According to the Oxford dictionary the word "special" has an ordinary or usual meaning. In general, the sign has the meaning of items that come out of the Valentine's Day edition. The same as what is meant in this ad, the sign means that the chocolate brand has issued a special product for the Valentine's Day edition. The word "Special edition valentine" can be a product attraction where buyers have the desire to try and buy chocolate because of that word. The sign given in this advertisement uses a denotative meaning because the statement provides information to the buyer that the product is a Valentine's Day edition.

The second verbal sign is "Silverqueen Montes". This sign indicates the name of the brand or type of output product. "Silverqueen" is the brand name in the chocolate advertisement while "Mondes" is the chocolate edition issued on Valentine's Day. The statement given to the advertised product is obvious and can make buyers aware, making the brand more known by the public and will become an attraction in the field of chocolate food. This sign uses a denotative meaning because the sign has explained and described the brand and type of product from the chocolate food.

### The Analysis of Visual Sign

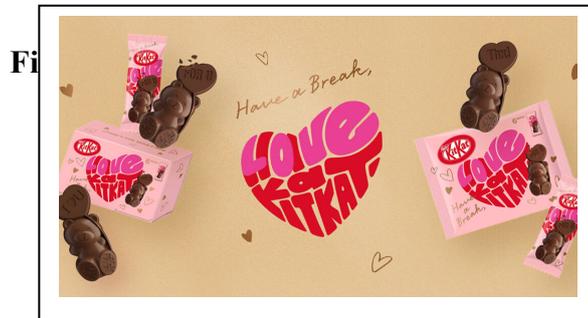
The first visual sign is four pictures of heart balloons. This picture identifies that 4 pictures of heart balloons have the meaning of party and fun, such as Valentine's Day which falls once a year which makes those who celebrate it make a party or event with loved ones. This makes Silverqueen Montes want to give the same feel and want to make this product liked as well as balloons that are liked by children and even teenagers because of their fun shape and taste. This sign contains a denotative meaning because in the picture Silverqueen has described the theme of the product, like Valentine's Day with a heart balloon.

The second visual sign contains nine pictures of the heart. The nine hearts in this picture relate to advertising themes such as Valentine's Day. This has a sign that the heart picture has the meaning of love and affection for loved ones. Pictures of hearts are often used as icons or things that characterize Valentine's Day. This sign uses a denotative meaning because the image of the heart directly describes the meaning of Valentine's Day.

The third visual sign is pink color as the background of the advertisement. The color pink is very iconic in love and affection. Pink is also often used as a color for pictures of hearts or love. In addition, the pink color describes a sweet thing like this chocolate from Silverqueen Montes which is very sweet like the pink color itself. The use of pink in this Valentine's Edition advertisement is very suitable because Valentine's Day itself is a day of love and the color pink itself is associated with love and affection.

The final visual sign is the picture of the chocolate package. The picture of chocolate provided by the company in this advertisement has a meaning so that buyers or the public can know the shape of the chocolate. This sign is included in the denotative meaning because the Silverqueen directly describes the meaning of the picture clearly. The picture can be one of the attractions for the silverqueen company to attract buyers' interest in the Valentine's Day chocolate edition.

**Data 3 :**



**The Analysis of Verbal Sign**

The first verbal sign is "6 Pieces". On this sign emphasize the amount provided. The word "Pieces" here refers to the number of packages found in the product, in the package, there are 6 packs that can be enjoyed. The sign also makes it easier for consumers to know the amount of chocolate they get in 1 package. This has a denotative meaning because "6 pieces" gives clear information to the buyer that the package contains 6 chocolates.

The second verbal sign is "Nestle Kitkat". This sign represents the company and brand of this Valentine's Day Edition chocolate product. The word "Nestle" here describes the company that makes chocolate and the "KitKat" sign indicates the brand of Nestle which is a company in the chocolate sector. Giving a brand makes the company and the brand known to the public, the more familiar the company and the brand make the more products to be issued and more in demand in the market. This mark has a denotative meaning because the company has provided and publicly displayed the brand name on the word KitKat to customers.

The third verbal sign is "Have a break". According to the Oxford Dictionary, the word "break" here means to be damaged. However, in this advertisement, the sign has a different meaning, like when resting accompanied by Kitkat chocolate. The sign also means that "Have a break" is a phrase that has become the icon of the chocolate company Nestle KitKat. This icon from Nestle Kitkat can be an attraction and a way for people to know about the products of the brand. This has a connotative meaning because the sign has a hidden meaning, like a product icon where every chocolate product advertisement issued by Nestle Kitkat always uses sentences that become company and brand icons.

The fourth verbal sign is "Have Kitkat". The sign contains denotative and connotative meanings. The denotative meaning of the word "Have kitkat" has directly explained the meaning of the word, like people on Valentine's Day have Kitkat chocolates to give to loved ones or enjoy themselves. While the connotative meaning of the word "Have kitkat" has a hidden meaning, such as a sentence icon that is characteristic of the Nestle

KitKat brand. The word is a snippet of Nestle Kitkat's icon sentence "Have a break, have a KitKat" where the icon can make an attractive characteristic of the Nestle KitKat brand.

The final verbal sign is "Love Kitkat". On the sign, Nestle Kitkat issued Valentine's Day-themed words, such as "Love Kitkat". According to Oxford Dictionary, the word "Love" here means a strong feeling of liking for someone or something. This indicates that the sign in the advertisement has the meaning given by Nestle Kitkat under the Valentine's Day celebration, such as the word I love. This sign has a denotative meaning because Nestle Kitkat has explained the sign in detail to the buyer. By giving these words, KitKat hopes that people who buy Nestle Kitkat chocolates for Valentine's Day can love their products as well as Valentine's Day which is marked with affection and love.

### **The Analysis of Visual Sign**

The first visual sign is pink color as the background packaging. Pink is often associated with love and romance. The color pink is often attached throughout society as the color of love and has the effect that it makes our minds feel comfortable when seeing the color. This illustrates that the Valentine's Edition chocolate product issued by Nestle Kitkat can make one's affection for someone increase even more precisely on Valentine's Day. The combination of colors and products made by Nestle Kitkat can attract people to buy Valentine's Day Edition chocolates.

The second visual sign is seven pictures of brown bears holding balloons in the advertisement. Picture of a brown bear holding a balloon with different words like "I love u", "for u", and "thx!" describes the feelings we will give to our loved ones on Valentine's Day. These words can also be used as things to express feelings to a loved one. As we all know, in addition to Valentine's Day chocolates which are identical to bears, this time Nestle Kitkat has developed its Valentine's Day Edition chocolate by combining bears with chocolate to form a bear-shaped chocolate that makes this chocolate even more flavorful on Valentine's Day. This has a denotative meaning because it directly describes the meaning of the word the bear is holding.

The third visual sign is the twenty-seven pictures of hearts. Twenty-seven pictures of hearts given on the chocolate packaging have the meaning of love and affection according to the product theme on Valentine's Day. In this heart in the picture, Nestle Kitkat uses a different composition than usual by using brown for the color of the heart to make it look different from the others and to attract buyers' interest in Valentine's Edition chocolates with a very different composition of ideas than usual. This has a denotative meaning because the picture of the heart already depicts and describes directly love and the theme of Valentine's Day.

The fourth visual sign is the picture of chocolate packaging. The picture of the chocolate packaging means that the Valentine's Edition Nestle Kitkat product has a package shaped like the one shown in the picture where which can make it easier for buyers when they want to know what kind of packaging is in the product. This looks small but has a big meaning in the product. By providing a picture of the package contained in this advertisement, it adds value to the product because it has provided an overview to the buyer or the public regarding the packaging carried out by Nestle KitKat. This has a denotative meaning because the packaging has explained in detail the shape of the product

The fifth visual sign is the red color used in some words. The color red has the meaning of passion, fiery spirit, strength, and determination. The color red is also often assumed to be associated with love and affection, like the color pink. Weirzbicka (1996: 315) argues that the color red contains the meaning of a warm and rich color. The color red often represents human feelings about pleasure, joy, sexuality, and love. In this advertisement, Nestle Kitkat uses red for the word KitKat. The word was deliberately made and combined with red because the word KitKat is the brand name of the product, whereas Nestle Kitkat uses the word red as the icon. This can be interpreted that Nestle Kitkat uses red in its product name so that it can give a sense of love and joy as well as other things that can make anyone who eats it happy, and raise the mood. This indicates that the red color is the prima donna and the iconic color for the Nestle KitKat brand.

The sixth visual sign is the words that make up the picture of the heart. The sign has a denotative meaning because the words are arranged to form a heart that directly describes the Valentine's Day chocolate edition and also the picture formed by these words illustrates that the Nestle Kitkat company wants to give its love to all buyers and hopes that buyers can give their love to them. Nestle Kitkat with a fondness for various chocolate products from Nestle Kitkat.

The last visual sign is tan color as a background advertisement. The color tan has the meaning of warmth and kinship. The color tan is also often associated with the neutral color of the brown family which means it goes well with a variety of colors. This indicates that Nestle Kitkat uses a tan color as an advertising background to combine various colors in it to make it neutral and attractive so that each color doesn't stand out too much.

## **CONCLUSION**

Based on the analysis of verbal and visual signs found in Valentine's Day Chocolate Advertisement, it can be concluded that the role played by verbal and visual signs in an advertisement is very significant. Seen in every advertisement that uses verbal signs such as writing, basic ingredients, brands, or words that become the icon of the product. Verbal signs in each advertisement can be a thing to attract consumers or the public to the product. In addition, companies in advertising products use verbal signs as a way to announce the product name in large letters with additional striking colors so that people can get to know the product. In contrast to visual signs that tend to point to the picture, color, or model used. The role of visual signs is no less important in an advertisement. The colors used in this Valentine's Edition chocolate advertisement are more directed to the theme of the advertisement, namely Valentine's Day. The pink color as the background color for the brown advertisement chosen by the company is very supportive of the Valentine's theme, which is characterized by pink, peach, red, that day. Hopefully, this research can provide an overview and be usefully related to the field of semiotics, and the next researchers can continue to develop problems that arise in the latest upcoming advertisements.

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