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Verbal and Non-verbal Signs of "AQUA Life: Care for Nature, Nature Cares for You"

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ABSTRACT

This study aims to analyze the verbal and non-verbal signs as well as the meaning contained in the "AQUA Life: Care for Nature, Nature Cares for You" Advertisement. This study used a qualitative method. An observation method was used to collect the data. The data were taken from the YouTube platform. In analysing the verbal and non-verbal signs based on the Saussure's semiotic theory while in analyzing the meaning of the verbal and non-verbal signs based on the Barthes's theory. In addition, the study of colors was done using the approach of color term submitted by Cerrato. As the result, the researchers found three verbal signs and three non-verbal signs in this advertisement. The advertiser highlighted the advertised product in this advertisement, attempting to persuade the viewers that using 100% recycled products is one of the essential things to protect this planet. Furthermore, this advertisement also emphasized the importance of consuming mineral water for body health. From the analysis, it can be concluded that the "AQUA Life: Care for Nature, Nature Cares for You" advertisement employed meaningful sentences to gain the attention of their target consumers.

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1. Introduction

Semiotics is the study of life in signs in society and can be analyzed based on the supporting components of the object, in the form of symbols, colors, images, and numbers (de Saussure, 2011). Signs can be divided into two types; there are verbal signs and non-verbal signs. A verbal sign is the most common sign including spoken and written language. Chandler (2001) stated that verbal sign as something that deals with words and text. Meanwhile, a non-verbal sign is defined as the pictures or gestures that are not spoken but still can convey meaning. Furthermore, a sign must be contained of both a signifier and signified. A signifier is a physical reality or material sign of the language, such as the sounds,

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actual letters, and symbols; they are utilized to indicate what the speakers/writers intend to say or convey. Meanwhile, signified is how the viewer perceives or interprets. A signified is not a material object, it is an abstract concept of what the signifier means. Signs are mostly used in many aspects of life, one of them can be found in advertisements. According to Gilson & Berkman (1980), advertisement is persuasive communication media and it aims to produce a response and helps to achieve the marketing purposes or the objectivity of a company. Moreover, Dyer (2008) conveyed that advertisement is one of the means, used by service and manufacturing industries to ensure the distribution of commodities to the community.

The existence of the advertisement of mineral water products with recycled bottles certainly becomes an important thing in this globalization era where people have become addicted to single-use plastic products containing virgin plastic which is dangerous for the environment. One of the recycled products that people can choose is AQUA Life. It is an innovative mineral water product with 100% recycled bottles from one of the well-known mineral water brands in Indonesia named AQUA. Furthermore, AQUA Life is created in Bali as proof of its company's commitment to using plastic wisely and contributing to nature conservation. The researchers used the "AQUA Life: Care for Nature, Nature Cares for You" video advertisement as an object for this study due to it contained language, many symbols, and colors that deliver through attractive illustrations which can raise people's awareness about the importance of preserving nature by switching to recycled products in daily life. They also contained a lot of hidden meanings which interesting to investigate the messages conveyed by verbal and non-verbal signs.

Grounded on the explanation above the current study aims to analyse the verbal and non-verbal signs presented in the "AQUA Life: Care for Nature, Nature Cares for You" advertisement and to figure out the meaning of verbal and verbal signs in "AQUA Life: Care for Nature, Nature Cares for You" advertisement. To solve these problems, the researchers used the semiotics theory proposed by de Saussure (2011) to describe the verbal and non-verbal signs. Second, the theory of meaning proposed by Barthes (1977) was used to analyze the meaning of verbal and non-verbal signs along with the theory of color proposed by Cerrato (2012).

2. Literature Review

Relating to verbal and non-verbal analysis, there are some previous researches have been done. Firstly, the verbal and non-verbal signs analysis in Pantene shampoo advertisements done by Pratiwi (2022). Secondly, a study that focused on examining the verbal and non-verbal signs in football shoe advertisements (Widiarta, 2021). Then, the study on the *Maybelline* lipstick advertisements analysis was conducted by Agustini, Netra, & Rajeg (2017). Lastly, an analysis for the connotative meaning of verbal and visual signs in *what can't milk do?* Advertisement done by Meriandari, Candra, & Permana (2022). However, in this research just focused on analyzing the connotative meaning in a video advertisement based on the Barthes (1977) theory of meaning and theory of color term by Wierzbicka (1996). Meanwhile, this present study not only analyzed the connotative meaning, but also the denotative meaning. The main theory used is Barthes (1977) with the

theory of color by Cerrato (2012) which explained eleven colors to support the analysis of verbal and non-verbal signs contained in the video advertisement.

In addition, the difference between previous studies and the present study is also showed in the messages of each data source conveyed by the advertisers. The previous studies were the commercial advertisements, which focused on persuading the audience to buy and describe the advantages of the products. Moreover, the data source of this study is more focused on emphasizing the importance of preserving nature and protecting the environment. Meanwhile, the similarities are the previous studies and this study was focused on analyzing the verbal and non-verbal signs contained in commercial advertisements.

3. Method

The data of this study were taken from the video advertisement "AQUA Life: Care for Nature, Nature Cares for You" that was uploaded on the YouTube platform by "SehatAQUA". This video advertisement was uploaded on June 7, 2021, with thirty seconds duration. This study used the observation method to collect the data. According to Marshall & Rossman (2015), observation is the systematic description of the artifacts, events, and behaviors of a social setting.

There were several steps taken to collect the data both in verbal and non-verbal signs. Firstly, search the video advertisement entitled "AQUA Life – Care for Nature, Nature Cares for You" on the official YouTube channel of AQUA. The verbal signs are divided into spoken and written texts. The spoken texts in the verbal signs were collected by listening to the narrator's monologue several times, converting the spoken texts into written texts, and elaborating the meaning consist in the advertisements based on the category of verbal signs. Meanwhile, the non-verbal signs and the written texts of verbal signs were collected by taking a screenshot of the scenes in the video advertisement and note-taking the data. Then, the last steps were understanding and elaborating on the meaning consist in the advertisements based on the category of verbal and non-verbal signs found in the data.

The data were analyzed by using the qualitative method. Qualitative research is descriptive, with data obtained in the form of words and pictures rather than numbers (Bogdan & Biklen, 2011). The first step was to analyze the verbal and non-verbal signs by semiotic theory from (de Saussure, 2011). Second, analyzed the denotative and connotative meaning of verbal and non-verbal signs by using the theory of meaning from Barthes (1977) and supported by the theory of color proposed by Cerrato (2012).

4. Results and Discussion

The following explanation are divided into two sub-headings. Firstly, the types of verbal and non-verbal signs in the "AQUA Life: Care for Nature, Nature Cares for You" Advertisement. Secondly, discussion section, the signs and the meaning of the concepts that appeared in the "AQUA Life: Care for Nature, Nature Cares for You" Advertisement were described.

4.1. The verbal and non-verbal signs presented in "AQUA Life: Care for Nature, Nature Cares for You" advertisement

The following section presented the results of the research about the semiotic analysis of "AQUA Life: Care for Nature, Nature Cares for You" advertisement. The data of the advertisement can be found in Table 1.

Table 1. Verbal and Non-Verbal Signs

No	Verbal Signs	Non-Verbal Signs
1	We are an indoor generation	An apartment building in an urban environment with many buildings behind it
2	We can't live without nature, because we need her to take care of us	A family enjoys their meal at the dining table together, with a plant in the middle as decoration
3	Protected to Protect You	The circular blue arrow pattern, with the animation of mountains in the middle of it and AQUA Life symbol

In the Table 1, the way of analyzing the data was conducted through the analysis of verbal and non-verbal signs and meaning found in the "AQUA Life: Care for Nature, Nature Cares for You" advertisement. The verbal and non-verbal signs in the "AQUA Life: Care for Nature, Nature Cares for You" advertisement, as well as the information about the meaning, could be interpreted as the interpretant of the advertisement. The data found were analyzed based on the theory of sign proposed by de Saussure (2011) while the meaning was analyzed based on the theory proposed by Barthes (1977) and analyzed the meaning of colors proposed by (Cerrato, 2012).

4.2 The meaning of verbal and verbal signs in "AQUA Life: Care for Nature, Nature Cares for You" advertisement

The following explanation is relating to the meaning of verbal and non-verbal signs found in the "AQUA Life: Care for Nature, Nature Cares for You" advertisement.

4.2.1 The Meaning of Verbal Signs

In this advertisement, the verbal signs are delivered by spoken and written texts. The spoken and written texts used in this advertisement were intended to help the audience understand the content directly by hearing and reading the messages contained in the advertisement. The researchers found there were three verbal signs in this advertisement. The table below consists of the verbal signs of the "AQUA Life - Care for Nature, Nature Cares for You" advertisement which is divided into two categories; namely signifier and signified.

Table 2. Signifier and Signified of Verbal Signs

No	Verbal Signs	Non-Verbal Signs
1	We are an indoor generation	People live in a situation where they required staying at home due to COVID-19 restrictions
2	We can't live without nature, because we need her to take care of us	People are dependent on nature and need natural resources to live in the earth
3	Protected to Protect You	The quality of AQUA Life's springs is always maintained in order to provide quality mineral water for the consumers

From Table 2, the first signifier which is in the form of the words that composed a phrase can be read as “We are an indoor generation”. This advertisement was published in 2021, which is the third year of Coronavirus widespread in the world. The statement “We are an indoor generation” has signified which implies that people live in a situation where they are required to stay at home due to COVID-19 restrictions. This restriction regulation was made by the government to suspend face-to-face activities to reduce the spread of the COVID-19 virus because this virus can be transmitted through the air by mouth or nose when people are at a close distance. Furthermore, the researchers can conclude that the advertiser persuades people to always be grateful because some generations were drafted for war, yet this generation was only asked to stay at home.

The first sentence has denotation “indoor” means existing or happening inside a building (Cambridge Dictionary, 2022). The connotation of “indoor generation” in this context here is people who are affected by this pandemic COVID-19, both from a health and economic as many workplaces have decided to temporarily close because of the “stay at home” regulation.

The second signifier we can hear from the video is “We can’t live without nature, because we need her to take care of us”. The word “her” refers to nature. Therefore, the signified statement above explains that people are dependent on nature and need nature’s goodness to live on the earth. The phrase nature’s goodness here means natural resources such as drink and food ingredients provided by nature, good ecosystems, natural beauty, clean air, etc. The denotation in the statement above is “take care” which has a literal meaning to keep something or someone safe and provided for. However, the connotation developed in the statement above is the advertiser tends to encourage the audience to always be kind to the earth and attempt to protect nature. There are many ways to protect nature, from abandoning the habit of littering, to switching to eco-friendly products in everyday life.

The last signifier we can see through the video is “Protected to Protect You”. It signified the quality of AQUA Life’s springs is always maintained to provide quality mineral water to the target consumers. In other words, AQUA Life’s water formed naturally in protected water sources and is always maintained until they reach consumers’ hands. AQUA Life water is taken from mountains springs in Indonesia. It was chosen because mountain springs provide various minerals for body needs. In addition, AQUA life also makes efforts to protect natural ecosystems around its water sources; such as planting trees and conserving flora and fauna.

The connotation that the advertiser wants to deliver here is the benefits of consuming the AQUA Life which contained minerals and is made with 100% recycled plastic because this product is looking for innovative ways to reduce the use of virgin plastic which is dangerous to the environment. By drinking AQUA Life, people can contribute to protecting nature as well as protecting the health of their bodies.

4.2.2 The Meaning of Non-Verbal Signs

The non-verbal signs found in this advertisement were delivered by colorful and attractive illustrations. In the “AQUA Life: Care for Nature, Nature Cares for You”

advertisement, the researchers discovered three (3) non-verbal signs. The combination of facial expressions, gestures, and color terms is incorporated in this advertisement as shown below.



Figure 1. An apartment building in an urban environment

The signifier in Figure 1, it can be seen as a picture of an apartment building in an urban environment with many buildings behind it. The illustration above signified the place or building where people live when the "stay at home" order was declared by the government in Indonesia. The outdoor activities were stopped for a while due to the COVID-19 pandemic. The picture of many buildings behind it interprets that this scene was taken in the city, which become primarily responsible for air pollution on this planet. It is because there are many factories, vehicles, and other polluting activities that carry out carbon dioxide which contributes to greenhouse gas emissions.

The denotation we can see in the picture above is an apartment, which means a group of rooms that form one residence, usually in a building. Therefore the connotation that the advertiser wants to convey here is to give an overview about one of the examples of a place where people can spend their time during COVID-19 and required staying at home. In color terms, the scene above has the blue color of the sky with the yellow color of sunlight. As Cerrato (2012) stated the yellow color is associated with the sun and the blue color is used in heraldry to represent purity. The blue sky and sunlight between the buildings in the city bring out the beauty of the urban environment when people stop polluting activities for a while.



Figure 2. A family enjoys their meal at the dining table together

The signifier in figure 2 is a picture of a family enjoying their meal at the dining table together, with a plant in the middle as decoration. The signified from the illustration above is everything that humans eat or drink comes from nature. The decoration of a plant in the middle of the table represents humans and nature are related to each other. Humans cannot live without nature because they inhaled the oxygen gas released by plants to breathe. On the other hand, plants need carbon dioxide gas exhaled by humans for the process of photosynthesis.

The denotation from the data above is "decoration" which means added to an object or certain place to make it look more appealing. Meanwhile, the connotation here is the advertiser wants to convey the importance of growing trees in both outdoor and indoor spaces. Growing plants are a great option to provide health benefits and are known to make people have mood-boosting qualities. In color terms, there are the brown color of the dining table and a pot decoration, which combined with the green color of the plant. These colors are associated with organic and natural colors because brown is the color of soil, wood, and fertility. Furthermore, green is the color of nature, harmony, growth, and freshness.



Figure 3. The circular blue arrow pattern, with the animation of mountains in it

The signifier in Figure 3, we can see through the picture the circular blue arrow pattern, with the animation of mountains in the middle of it and the AQUA Life symbol. It signified the logo of the AQUA Life product. The circular arrow pattern in the data above is a symbol of reuse. This symbol chosen to interpret this product's bottle is an application of reusing recycled plastic. Furthermore, the animation of mountains describes the water sources of AQUA Life products which are taken from natural springs in the mountains. The connotation that the advertiser conveys in this illustration introduces the product of AQUA Life by showing its logo which is full of implicit meaning about the reason for choosing the symbol, pattern, or the animation of this logo product.

In color terms, the advertiser used blue as the color of its logo, because blue is an identical color to the AQUA brand. Moreover blue is the color of honesty and is helpful to the human mind. The blue color also correlates with water, which is appropriate for this advertisement. In addition, the white background was also chosen to make the audience focus on the sentence and logo symbol that has a contrasting color with white. It also can radiate purity or positive energy through the audience in the advertisement.

Conflict of interest
The author(s) declare(s) that there is no conflict of interest.

Authors' contribution
The author made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

5. Conclusion

This study deals with the meaning that develops in the advertisement through verbal and non-verbal signs according to the theory of meaning by Barthes (1977). The verbal sign, which can be analyzed in this advertisement, occurred in the form of spoken and written. Meanwhile, non-verbal signs can be analyzed in this advertisement in the form of pictures or illustrations and also occurred in color terms. Both verbal and non-verbal signs used in this advertisement have connotative meanings as well as denotative meanings. In this study, connotative meaning occurred dominantly because there are more hidden meanings from the advertiser toward the viewers.

The advertiser tends to convey their message implicitly so viewers must interpret the meaning behind this advertisement. The presence of verbal signs and non-verbal signs in the advertisement is to reinforce the message given by the advertiser to the audience, giving knowledge, educating, and also persuading the audience. Based on the analysis, the advertiser glorified the advertised product and the advertiser tries to highlight that using 100% recycled products is one of the essential things to protect our planet. Furthermore, the advertiser also attempts to emphasize the importance of consuming mineral water for body health through attractive sentences and illustrations.

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