A SEMIOTICS ANALYSIS OF VERBAL AND NON-VERBAL SIGNS IN DRUGS POSTER FOUND ON PINTEREST

I Made Andika Dwi Jaya[1] ***(Corresponding Author)***
andikadwijaya123@gmail.com
Mahasaraswati Denpasar

I Putu Andri Permana[2]
Mahasaraswati Denpasar

Abstract

This research aims to analyze verbal and non-verbal signs and explore the meanings of the posters. Posters, which serve as an art of communicating messages, typically consist of short text combined with images, formats, tables, and graphics. Data was collected from Pinterest on the internet, focusing on the signs used in the posters, which are intriguing for analysis. The method employed in this study is qualitative descriptive. Saussure's (1893) semiotic theory is applied to analyze verbal and non-verbal signs, while Barthes' (1977) theory of meaning is used to explain the meanings of these signs. The analysis of colors in the posters is conducted using Wierzbicka's (1996) theory. This research also presents tables and informal methods to describe the meanings of the signs found in the posters. The results indicate that two posters were analyzed, featuring three verbal and four non-verbal signs. These findings highlight the importance of understanding signs in visual communication, particularly in conveying health messages through drug posters.

Keywords*: semiotics; verbal sign; non-verbal signs; drug posters; meaning analysis*

INTRODUCTION

Semiotics is the study of the use of words and symbolic systems of communication to produce meaning. Which is any process that contains signs and is defined as communication by the sign interpreter called meaning. A symptom may serve as a warning sign for a particular medical problem, or the connotation may be unintentional, as in the case of a phrase used to express a certain meaning. Signs can communicate internally by any of the senses: auditory, tactile, gustatory, visual, or olfactory, in addition to communicating outwardly through cognition. (Wikipedia, 2022). Communication is also possible via feelings, which are often not thought of as meanings (taste). A sign can also be understood, in addition to being as a sound or visual (Saussure, 1983). Consequently, he splits the sign into two parts, namely the signified and the signifier (or "sound picture") (or "understanding").

According to Wikipedia (2022), A verbal sign is a sign that is denoted by a linguistic symbol such as in spoken and written language, which are words, sentences, phrases, and letters. A verbal sign is something that deals with text and words Chandler. (2001). Word as one of the text forms plays an important role. It usually refers to messages that can help give certain information directly, for example, the title of the posters and the purpose of the posters themselves. The non-verbal sign is a symbol that is indicated indirectly and deals with

the sign's meaning. It usually refers to an image in general. The image used in the educational posters can convince people to do the message in the posters.

Verbal information on a poster is one of the important things because it recognizes and attracts consumers' attention by being associated with a good sign. One of the verbal aspects of an advertisement is the text. Words not only describe feelings, associations, and communicative attitudes but are described as bringing ideas into our minds. This is one way of advertising. Not only verbal signs are important for consumers to recognize products and associate them with good signs but also with visual signs. It's an advertising image. Images are easier to remember or obtain. By presenting visual signs, posters can be easily remembered by looking at the image in front of the signs.

According to Collins English Dictionary, "A poster is a large notice or picture that you stick on a wall or board, often to advertise something". Posters can be said as a means of communicating messages to everyone. Generally, posters are made with short text containing pictures, formats, tables, and graphics. The purpose of posters is to be displayed on a wall or window, but sometimes posters can also be obtained in much smaller versions, such as someone posting something online, such as on blogs, social media sites, or forums also posters are an effective way to attract public attention by providing clear and complete information, and making it easier for readers to understand what the poster is trying to say.

To have a thorough comprehension of this subject, some theses on verbal and non-verbal signs were used in this study. The first research by Novita (2020) " is entitled "An Analysis of Verbal and Visual Signs in Female Perfume Advertisements". In this study there were 2 problems discussed, those are: what are verbal and visual signs in Female Perfume Advertisements, and the meaning of verbal and visual signs in Female Perfume Advertisements. In the second research with the title "A semiotic Analysis in Downy CollectionAdvertisement" From Dewa Ayu Nadya Damma Pratami(2022), there were two research problems which are: what are Verbal and Visual signs found in the Downy Collection advertisement and What is the meaning of Verbal and Visual signs found in Downy Collection advertisement. The results show there are 9 verbal and l non-verbal signs from the Downy Collection advertisement. The third research is written by Wirantini. (2020) entitled "A Semiotics Analysis of Verbal and Non-Verbal Cigarette Public Service Advertisement". In this study, there were 2 problems discussed. They are: to find the sign cigarette public service advertisement and describe the meaning of the sign found in the cigarette public service advertisement.

This study focuses on analyzing the verbal and non-verbal signs and meanings of verbal and non-verbal signs in drug posters found on Pinterest with selected types of verbal signs of drug posters. This study can address the following two issues based on its historical context: 1. What are verbal and non-verbal signs found in drug posters? And 2. How are the meanings of verbal and non-verbal signs found in drug posters? This study has differences in the analysis compared to previous research because this study uses several theories and there are important meanings that are hidden in the posters, it will help the reader in good understand the meaning and the messages of the signs contained in drug posters and also wants to convey an important message to the public that impact of consume drugs or become addicted to drugs because this drugs poster has a fairly well-known meaning among the public and young people.

RESEARCH METHOD

There are two posters listed in this study. The study data came from Pinterest on the internet. These two ads were picked because this poster has unique verbal and non-verbal signs to analyze. On the other hand, the idea is to convey very important messages used in this poster through text and pictures using verbal and nonverbal signs.

There are some methods of collecting this data used in this study. Those are downloading posters from Pinterest on the internet and carefully understanding the signs in drug posters, taking notes by writing down the verbal and non-verbal signs. The collected data was analyzed by a descriptive qualitative method based on the theories. The first researcher to analyze the data in this poster used theory the of Saussure (1983: 65) to figure out the verbal and non-verbal signs found in drugs poster, The second Barthes problem theory (1977: 89) was applied to analyze the meaning of the verbal and non-verbal sign in the drugs poster, and supporting theory is theory color was used by Wierzbicka (1996).

RESEARCH FINDINGS AND DISCUSSION

Two drug posters served as the source of the data for this study's analysis. The classification of verbal and nonverbal signs as well as the connotation and denotation of each one found in the drug poster were reported in this section of the study. Three verbal and four nonverbal signs from the poster were noted by the researcher the information.

Table 1. Result of Verbal And NonVerbal signs in Drugs poster

No	Poster	Verbal Sign	Non Verbal Sign
1	Drugs is not the answer	1. Drugs is not the answer 2. You use, You Lose	1. Picture of drugs with red color 2. White background
2	Say no to drugs	1. Say no to drugs	1. Hand giving drugs and prohibition sign 2. Combination red and black color

Analysis of Verbal and Nonverbal Signs in Drug is not the answer Poster 1

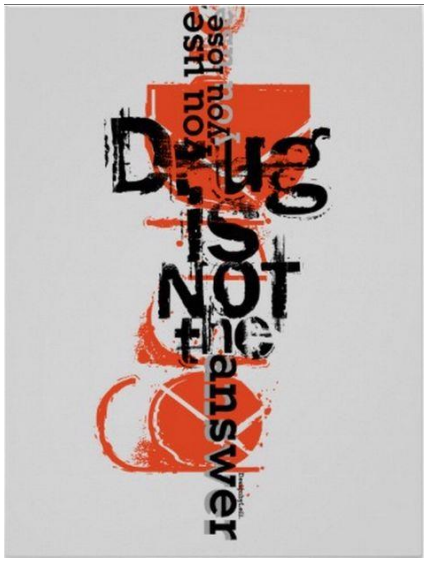


Figure 1: Say no to drugs

The analysis of Verbal Sign in Drug is not the answer

No	Signifier	Signified
1	Drug is not the answer	Refers to tell us that drugs is not good for consumed
2	You use, you lose	Message for us to avoid using drugs because it kills us

In this poster there are 2 verbal signs, the first statement is “Drugs is not the answer”. This sign reminds us that drugs are not the solution or the answer to problems, because there are several factors for someone using drugs, one of which is to get relief from problems or have a stressful burden. After all, drugs themselves have a temporary happiness effect, without realizing that drugs have many adverse effects, on one’s health when consumed. Drugs are a common enemy because they can damage anyone who uses them. The dangerous side effects for a person are causing death. This statement is categorized as connotative meaning.

The second statement is “You use, you lose” you use, it means that when we use drugs, we will be ruined or fail in many ways in our lives. The failures that occur in our lives can be failures towards ourselves and towards the people around us, such as when we use drugs, we will be ostracized in society so we experience failure in socializing. Drug use can also cause learning opportunities to be lost and may be expelled from school so that we fail in education. In addition, using drugs over a long period can lead to various diseases and complications. This can happen because our organs are damaged by the toxic substances. Therefore, we should never try and use drugs. This statement is categorized as connotative meaning.

The analysis of Non-Verbal Sign in Drug is not the answer

No	Signifier	Signified
1.	Picture drugs with red color	Represent danger and warning
2.	White background	Represents cleanliness and health

The first Nonverbal Sign is “Picture of drugs with red color” This statement is drug users, especially those more use you will have a negative effect on the body’s organ systems, it can even be fatal to cause death. Drug users do not only attack physical and mental health but also affect your entire life. Only one pill can kill so don't even try it, and drug addicts must take drugs over and over again as if it is a necessity even though you are aware of the dangers of side effects. Being a drug addict can damage your physique, your body craves drugs. This sign is categorized as connotative meaning.

The second Nonverbal sign is “White background” According to Wierzbicka (1996: 303) white is a color of cleanliness and health. The white color also shows our body, the body has realized how important to protect our body from negative things such as drugs if someone has been affected by drugs then all organs of the body will be dirty and of course, organ function is not working properly. Therefore, take care of and love our bodies. Based on the explanation above white background is categorized as connotative meaning.

Analysis of Verbal and Nonverbal in Say no to drugs

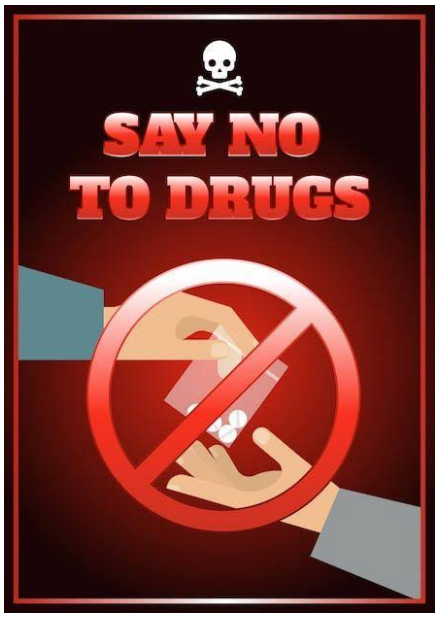


Figure 2: Say no to drugs

The analysis of Verbal Sign in Say no to drugs

No	Signifier	Signified
1	Say no to drugs	we have to stay away from drugs

The first statement is “Say no to drugs” The meaning of the verbal sign is to remind us to always say no to drugs in our lives, one of the steps to avoid falling into drugs is to be brave enough to say no to drugs, we have to realize that drugs can lead us into serious problems such as getting caught in legal cases, losing jobs, difficulties financial, medical problems, and even worst of all death, drugs are illegal but not all of them are illegal, Never use or try drugs otherwise your life will messed up. Several factors cause someone to use drugs such as following friends or being instigated by friends, so this sign emphasizes us to have the courage to say no to drugs. This statement is categorized as denotative meaning.

The analysis of Non-Verbal Sign in Say no to drugs

No	Signifier	Signified
1	Hand giving drugs and prohibition sign	Represents to invitation the people to refuse drug
2	Combination red and black color	Represent death

The first nonverbal sign is the “Hand that gives drugs and the prohibition sign” which reminds us to always be brave to refuse if given drugs, we can firmly reject the invitation to consume drugs, and the best step to avoid becoming a drug user is to dare to refuse. Daring to refuse is the most appropriate decision to avoid drug traps, and besides that, if we accept it even though we don’t consume we will still be exposed to serious problems such as applicable laws. This sign is categorized as a connotative meaning.

The last nonverbal sign in this poster is the one that can be seen in the background of the poster. This poster uses a “Combination of red and black colors as the background”. Color as known is one of the most important things in the poster, color has the power to convey and communicate meanings and messages without using words. According to Wierzbicka (1996: 315), Red is a color used as a symbol of danger or warning, red color in this poster is used to emphasize the theme of this poster and also represents dangers, Wierzbicka (1996: 303) state also black is color which identic with death, the combination of both colors in the poster to tell everyone if the drug is very dangerous if we consume it because it can cause death. This sign is categorized as connotative meaning.

CONCLUSION

Drugs poster is built with verbal and visual cues to produce meaning. Verbal signs are presented with words, phrases, or sentences in the form of headlines, sub-headlines, illustrations, slogans, signature lines, and standing details, while visual signs are presented with pictures/pictures which will then place greater emphasis on the meaning carried by verbal signs. Each verbal and visual sign has its physiological entities known as signifiers and

signifiers of concepts. Both are made in many different colors which give certain results and a message to everyone.

Based on the analysis and discussion, two main conclusions can be drawn; are the presence and the meaning of verbal and non-verbal signs. Verbal signs in the two posters are presented in the form of writing. Poster one consists of two verbal signs, they are: "DRUGS IS NOT THE ANSWER" and "YOU USE, YOU LOSE". Poster two represents only one verbal sign found; there is: "SAY NO TO DRUGS"

The non-verbal signs found in the two posters vary, including appearance, activity, background, and color. For example, the background on poster one is represented in a white background and also the image of drugs with red color, and the activity on poster two is represented in the form of activities, such as: giving drugs to others and the combination of black and red background.

The meanings of those signs are divided into two parts: verbal sign meaning and non-verbal sign meaning. There are three verbal signs found in the two drug posters each of which has its meaning. "DRUG IS NOT THE ANSWER" means that it reminds us that drugs are not the solution or the answer to all problems because drugs are not good for consumption and have many impacts on us. "YOU USE, YOU LOSE" means that when we use drugs, we will be ruined or fail in many ways in our lives. "SAY NO TO DRUGS" means this slogan of drugs signifies that we have to stay away from drugs. Non-verbal signs are signaled by the presence of various colors. Those colors are red, white, and black which respectively symbolize danger, warning, cleanliness, health, and death.

REFERENCE

Anton, R. (2010). Substance abuse is a disease of the human brain: Focus on alcohol. *Journal of law, medicine & ethics*, *38* (4), 735-744.

Barthes, R. (1967). Elements of semiology. New York: Hill and Wang. *Original work published in*.

Chenhall, R. (2008). What's in a rehab? Ethnographic evaluation research in Indigenous Australian residential alcohol and drug rehabilitation centers. *Anthropology & medicine*, *15*(2), 105-116.

Chandler, D. (2002). *The basics*. London, UK: Routledge.

Fischman, M. W., & Foltin, R. W. (1991). Utility of subjective-effects measurements in assessing abuse liability of drugs in humans. *British journal of addiction*, *86*(12), 1563-1570.

Novita, (2020). An Analysis of Verbal and Visual Signs in Female Perfume Advertisements. Article. Denpasar: Udayana University.

Pratami, D. A. (2022). A Semiotic Analysis in Downy Collection Advertisement. *ELYSIAN JOURNAL*, 4.

Pusaka, A. G. (2022). *Dampak Pengguna Narkoba Bagi Diri Sendiri.* Jakarta Selatan: Ashefa GroupIndonesia.

Saussure, F. D. (1983). *Course in General Linguistics.* New York Chichester West Sussex: Columbia University Press.

Wirantini, (2020). A Semiotics Analysis of Verbal and Non-Verbal Cigarette Public Service Advertisement.Article. Denpasar: Udayana University.