

## A SEMIOTIC PRAGMATIC ANALYSIS OF SIGNS ON BILLBOARD ADVERTISEMENT

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### Abstract

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Semiotic pragmatic is a branch of semiotic inquiry which study “the relationship between signs and interpreter or users” use of signs. Pragmatics specifically deals with the aspects of communication specifically situational functions that underlie speech. Therefore, one of the goals of semiotic analysis is to provide analytical methods and thinking and coping frameworks for misreading or misinterpreting the meaning of a sign. The researcher uses Roland Barthes' semiotics approach, and also uses John Space 2019, used as a methodology for peeling and deciphering elements of meaning signs found in advertisements and then interpreting them. The writer found out the message implied on billboard advertisements, 1. by focusing on the product, visually, and putting the tag line verbally, 2. By using popular artists' endorsement on the product 3. Put the context visually first and making interpret the verbal message, 4. make the context on the Billboard, when to enjoy the product 5. The writer found the type of connotative meaning mostly uses friendly connotation 0,86% the hard connotation 0,04%, high connotation 0.08%, dangerous connotation 0.04% means most Billboard advertisements use friendly connotation 0,86%, friendly connotation by using slang words, or colloquial sentences, that make the reader as friends. To find out the myth implied in those billboard advertisements, which is where when the connotation aspect becomes popular thought in society, then Myth naturalizes events: it transforms history into nature. myth is a semiological system that has the pretension of transcending itself into a factual system.

Keywords: Pragmatic, Semiotics, Connotative, Myth. Billboard advertisement

### 1. INTRODUCTION

Semiotics is the study, of signs and symbols and their use or interpretation of language and how language becomes the dominant influence that shapes human perception and thought. Pragmatic Semiotics is a semiotic approach used by writers to analyze the signs verbal and non-verbally on Billboard advertisement. Writer, readers get the message easily, or interpret the sign, verbally, visual things, or non-verbally. *Semiotic pragmatic*: a branch of semiotic inquiry which studies “the relationship between signs and interpreter or users” use of signs. Pragmatics specifically deals with the aspects of communication and specifically situational functions that underlie speech. Pragmatics is the study of meaning influenced by the context (Manurung, 2020).

Billboard advertisement is the process of using a large-scale print advertisement to market a company, brand, product, service, or campaign. Billboards are typically placed in high traffic areas, such as along highways and in cities, so they're seen by the highest number of drivers and pedestrians. The data are taken from Billboard advertisement. Some of the billboards using short films, or running text and some artists endorsed the product by using local actress or even foreign actress. The researchers also noticed the use of symbols and sign. Therefore, the researcher is interested in researching denotative and connotative meaning and the myth found in Billboard advertisement, where the sign used in Semiotics.

Semiotics is the study of signs and symbols and their use or interpretation of language and how language becomes the dominant influence that shapes human perception and thought. Semiotics is also a tool for analyzing images. With a semiotic approach, it is expected that readers will get the message or the idea of the advertisement in which there is a fusion relationship between symbols and signs found in advertisement. Meaning can be analyzed literal and non-literally (Pasaribu, et al., 2020).

The research is only focuses on analysis semiotics pragmatics of Billboard's advertisement. In analyzing this advertisement, the writer is using theory of Barthes (1991). The writer uses the semiotic



theory of Roland Barthes which focused on three main analyses: (1) denotative meaning. (2) Connotative meaning on sign as found in billboard's advertisement and (3) the Myth behind the sign (ideology or cultural meaning) and concerning context writer use the theory of Spacey (2019).

## 2. METHOD

In this research, the writer used a descriptive qualitative research as research design. The writer uses this type of research, because this research analysis the signs into a form of text. The writer will use a descriptive research to describe a sign of text, analyze and make a conclusion. The writer chooses the Billboards which was found on the street or uploaded in Youtube on May 2022 Writer uses 25 data of Billboards' advertisements. In collecting data, the writer uses non-participating observation. The technique of collecting data uses is document method. The researcher took the billboard Advertisement Barthe's Semioticcs theory divided into three, namely connotative meaning and denotative meaning and Myth interpretation in advertising, values like these are conveyed through language that contains signs. Language according to Barthes is a system of signs that reflect the assumptions of a particular society at any given time Where the concept of the sign consists of, Signifier (marker), Signified (sign), Denotative Sign (denotative sign), Connotative Signifier (connotative marker), Connotative Signified (connotative sign) a Connotative Sign (connotative sign). Using the above concept, it is expected to be able to analyze the meaning of implied in the messages in the Billboard Advertisement.

## 3. RESULTS AND DISCUSSION

### 3.1 Data Requirements

Writer study how humanity interpreted things, to show the significance of the second stage. This describes the interaction that occurs when the sign meets the feelings or emotions of the reader and the values of the culture, which is a sign that can produce more than one meaning or is implicitly hidden. Then writers also includes an aspect of myth, which is where when the connotation aspect becomes popular thought in society.

#### Denotative Meaning


Table 1. Analysis Denotative

No.	Denotative Meaning	
1	Signifiers	Signified
		Verbal: Biscuit: Khong guan – tiada duanya Nonverbal: a can of biscuit with the label Khong Guan, decorated with pictures of kinds of biscuits, and a picture of a happy family in a table. Dominated in red colors
		Verbal: KITKAT Nonverbal: a bar of kitkat accompanied with other kinds of KITKAT chocolate product like chocolate biscuit and chocolate wafer. A pack of kitkat chunky with photo of biscuit covered with chocolate on the wrap, produce by Lotus (written in a small circle) Dominated in red and white colors
2		Verbal: 1. Hadir kembali chitato indomie garing, camilan seru anti suntuk. cobain sekarang! 2. Life is never flat Nonverbal: 1. a pouch of chitato with slices on a black plate in the photo of crunchy chitato and it was written on the pouch Indomie rasa mi goreng 2. Some crispies around the pouch Dominated in white colors background

	<p>Verbal: 1. Kerang sang Raja 2. jangan cuma ngiler lihat billboard 3. mau? Cobain aja                      4. Seafood harga street food makan gak pake gak pake takut Nonverbal: logo of crab, a plate of crab Dominated in orange colors Facilities in icon: parking area, roof top area, ruangan ac, wify, 3 lantai, lot of menus (menu banyak).</p>
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**Connotative Meaning**

Table 2. Connotative Sign and Myths

<i>Denotative</i>	
<i>Signifiers I</i>	<i>Signified I</i>
	<p>Verbal: Biscuit: Khong guan – tiada duanya Nonverbal: a can of biscuit with the label Khong Guan, decorated with pictures of kinds of biscuits, and a picture of a happy family. Dominated in red colors</p>
CONNOTATIVE SIGNIFIER II	CONNOTATIVE SIGNIFIED II
<p>a can of biscuit with the label Khong Guan, decorated with pictures of kinds of biscuits, and a picture of a happy family in a table</p>	<p>This means that a family who consume Khong Guan biscuit for <i>breakfast or for pleasure</i></p>
<p>Dominated in red colors</p>	<p><u>To show happiness for family time by enjoying Khong Guan</u></p>
<p>Red color to show happiness</p>	<p>Khong Guan biscuit loved by family, that brings happiness</p>
CONNOTATIVE SIGN (MYTH)	
<p>Khong Guan biscuit loved by family, that brings happiness. it's for family time</p>	

The signifier (expression) and the signified (content) in a sign to external reality. This is what writers call (1) denotation, which is the most tangible meaning of the sign. The second is (2) connotation, connotation is a term used by Barthes to show the significance of the second stage. This describes the interaction that occurs when the sign meets the feelings or emotions of the reader and the values of the culture (Wibowo, 2013: 21). The two aspects of the study

**3.2 Message implied and Type of Connotation on Billboard advertisement**

Table 3. Analysis on Billboard Advertisement

No	Signifier I	Signified I	Denotative Signifier 2	Conotative Signified 2	Myth Signified 3
`I	<p>A billboard with a can of : Biscuit :Khong guan advertisement</p>	<p>Verbal : Biscuit :Khong guan – tiada duanya Non verbal : a can of biscuit with the label Khong Guan, decorated with pictures of kinds of biscuits, and a</p>	<p>a can of biscuit with the label Khong Guan, decorated with pictures of kinds of biscuits, and a picture of a happy family in a table</p>	<p>This means that a family who consume Khong Guan biscuit for <i>breakfast or for pleasure</i> <u>To show happiness for family time by enjoying Khong Guan</u></p>	<p>Khong Guan biscuit loved by family, that brings happiness.. its for for family time KG has been settled since long age, it is a</p>

		picture of a happy family in a table .			
			Dominated in red colors	<i>To show happiness for family time by enjoying</i> Khong Guan	
	<b>Message Implied</b>		<b>Type of connotative meaning</b>		<b>Myth</b>
	The message is: This biscuit is healthy, buy now for your family		<b>Friendly connotation.</b> Friendly connotation namely “tiada duanya ”		Khong Guan biscuit become a tradition fo families loved by family, that brings happiness.. its for for family time
	<b>Signifier I</b>	<b>Signified I</b>	<b>Denotative Signifier 2</b>	<b>Conotative Signified 2</b>	<b>Myth Signified 3</b>
2	A billboard advertisement of Kerang sang Raja	Verbal : 1. Kerang sang Raja 2.jangan Cuma ngiler lihat billboard 3. mau? Cobain aja 4. Seafood harga streetfood makan gak pake gak pake takut Non verbal : logo of crab, a plate of crab Dominated in orange colors Fasilities in icon: parking area, roof top area, ruangan ac, wify, 3 lantai, menu banyak , email	Kerang sang Raja good services and mostly expensive  mau? Cobain aja	This means that the sea shells are the best on as it is serves for the king, it means the costomer is serve as the king good services  Because the best food serves for the king, please try it (so come to the restaurant and dine in)	This is a Seafood restaurant a highclass restaurant,
			Seafood harga streetfood makan gak pake gak pake takut	This restaurant charge you with street food cheap	
			Visual : logo of crab, a plate of crab	Seafood nor only crap, clams, octopus , shrimp ets but The big crab serve on a plate can be temted	
			Fasilities in icon: parking area, roof top area, ruangan ac, wify, 3 lantai, menu banyak , email	All the fasilities can be a proof that this a big , and high class restaurat	
			Dominated in orange color to show happiness	Oranges goes to the color of the	

				good food that brings happiness	
	<b>Message implied</b>		<b>Type of connotative meaning</b>		<b>Myth</b>
	The message is: buy now, <b>with budget price</b> , Seafood with streetfood price		<b>Friendly connotation.</b> Friendly connotation namely “mau? Cobain aja Seafood harga streetfood , makan gak pake gak pake takut /don’t worry”		Seafood restaurant mostly expensive
	<b>Message implied</b>		<b>Type of connotative meaning</b>		<b>Myth</b>
	The message is: This is Breakfast Combo from Subway, buy now for your family		<b>Friendly connotation.</b> Friendly connotation namely “Breakfast Combo from Subway”		Breakfast Combo from Subway loved by family, that brings happiness.. its for for family time
3	<b>Signifier I</b>	<b>Signified I</b>	<b>Denotative Signifier 2</b>	<b>Conotative Signified 2</b>	<b>Myth Signified 3</b>
	A billboard of Indomie Advertisement	Verbal : selera kita &kamu ! indomie X Bali united 2. Ayo semangat lagi Semeton Bali Non verbal : 1) a couple of youth showing	Verbal : selera kita &kamu ! indomie X bali united Ayo semangat lagi Semeton Bali	The billboard persuade the reader to buy Indomie To support all the participant of Semeton Bali	Indomie goreng loved by family, its for family time
		two kinds of indomie varian 2) Hype abis migoreng ayam geprek, and the other indomie mi Goreng Dominated in red colors	Non verbal : a couple of youth showing two kinds of indomie varian 1) Hype abis migoreng ayam geprek, and the other indomie mi Goreng	It show how youth love varian of indomi This sentence to show intensify the taste of indomie goreng by saying Hype abis!!! so buy now ,	
			Dominated in red colors	<i>To show happiness for family time by enjoying indomia</i>	
	<b>Message implied</b>		<b>Type of connotative meaning</b>		<b>Myth</b>
	The message is: Breakfast Combo from Subway buy now for your family		<b>Friendly connotation.</b> Friendlyconnotation namely “tiada duanya ” Breakfast Combo from Subway		Indomie seleraku
4	<b>Signifier I</b>	<b>Signified I</b>	<b>Denotative Signifier 2</b>	<b>Conotative Signified 2</b>	<b>Myth Signified 3</b>
	A billboard of Bakmi	Verbal : the logo : 1Bakmi Mewah rasa “”	Verbal : the logo : 1.Bakmi Mewah rasa “	This means that Bakmi mewah has a specific logo O	Bakmi mewah has the higher level dan the



Mewah Advertisement	2. ayam asli gede-gede” says Raffi Ahmad (RA) 3. Pertama di Indonesia Bakmi daging ayam asli Non Verbal : Raffi ahmad ( a famous film star) eating bakmi mewah rass with happiness and show shocking of bakmi daging taste. Non verbal/ visual : Raffi Ahmad a Famous Indonesian Actor holding a mug of Bakmi mewah rasa with big smile laugh happily because of the good taste oh Bakmi ( noodle)	2. ayamnya asli gede-g.ede” says Raffi Ahmad	As a proof and recognition of Raffi Ahmad as the endorse for the product : It ,meams R A recommended you to buy the product because it has a big chops on it	original noddle loved by family  Bakmi mewah has the higher level dan the original noddle loved by family,
		Non Verbal : Raffi ahmad ( a famous film star) eating bakmi mewah rass with happiness and show shocking of bakmi daging taste.	The sig smile as the satisfaction of the taste of Bakmi Mewaaah	
		rasa with big smile laugh happily because of the good taste oh Bakmi (	The taste of Bakmi Mewah is perfect	
		Dominated in dark brown colors as the background	<u>Dark brown To show the perfectness happiness for family time by enjoying Bakmi Mewah</u>	
<b>Message implied</b>		<b>Type of connotative meaning</b>		<b>Myth</b>
The message is : This Bakmi mewah is a new product		<b>Friendly connotation.</b> Friendly connotation namely “.ayam asli gede-gede” ”		It is a new duct of Noodle

Table 4. The Denotative, Connotative, and Myth

No	Signifier	Signified	denotative	conotative	Myth
I	A billboard with a can of : Biscuit :Khong guan	Verbal : Biscuit :Khong guan – tiada duanya Non verbal : a can of biscuit with the label Khong Guan, decorated with pictures of kinds of biscuits, and a picture of a happy family in a table .	a can of biscuit with the label Khong Guan, decorated with pictures of kinds of biscuits, and a picture of a happy family in a table	This means that a family who consume Khong Guan biscuit <i>for breakfast or for pleasure To show happiness for family time by enjoying Khong Guan</i>	Khong Guan biscuit loved by family, that brings happiness.. its for for family time

		Dominated in red colors			
2	A billboard advertisement of Kerang sang Raja	<p>Verbal : 1. Kerang sang Raja 2.jangan Cuma ngiler lihat billboard 3. mau? Cobain aja 4. Seafood harga streetfood makan gak pake gak pake takut Non verbal : logo of crab, a plate of crab Dominated in orange colors Fasilities in icon: parking area, roof top area, ruangan ac, wify, 3 lantai, menu banyak , emai</p>	Kerang sang Raja	This means that the sea shells are the best on as it is serves for the king , it means the costomer is serve as the king	This is a Seafood restaurant that give impression as a highclass restaurant, good services and mostly expensive
			mau? Cobain aja	Because the best food serves for the king, please try it (so come to the restaurant and dine in)	
			Seafood harga streetfood makan gak pake gak pake takut	This restaurant charge you with street food cheap	
			Visual : logo of crab, a plate of crab	Seafood nor only crap, clams, octopus , shrimp ets but The big crab serve on a plate can be tented	
			Fasilities in icon: parking area, roof top area, ruangan ac, wify, 3 lantai, menu banyak , email	All the fasilities can be a proof that this a big , and high class restaurat	
			Dominated in orange color to show happiness	Orange goes to the color of the good food that brings happiness	
3	A billboard advertisement of Redhat Restaurant	<p>Verbal : 1.Redhat, Chinese Seafood 2. Open daily 10.00-22.00 3 Quality of taste, 4. Address and phone number Non verbal : 1. Symbol : crab holding a hat 2.A plate of kinds of seafood 3.a serbet for lunch</p>	1.Redhat, Chinese Seafood	This is a logo / name of the restaurant, a seafood restaurant , with a crab wearing hat	Seafood restaurant a place to hangout that brings happiness.. its for for family time , or for friendship gathering
			2. Open daily 10.00-22.00	It means customer are welcome , and ready to be served da;ly from 10-1m to 10 pm	
			3 Quality of taste	This seafood restaurant, serve Quality of taste for all kinds of menu in this	



		,Dominated in red colors		restaurant such as vegetables fish, clam or other food	
			4. Address and phone number	It means the table can be set,or ordered by phone, and food can be order by phone by delivary servis	
			Non verbal : 1. Symbol : crab holding a hat	Crab symbol of a seafood, holding a hat as the name of the restaurant red hat	
			2.A plate of kinds of seafood	To show some kinds of food that are served at the restaurant	
			3.a serbet for lunch	Serbet as the symbol of clean ness	
			Dominated in red colors	<u>To show happiness for family time by enjoying the seafood</u>	
4	A billboard of ice cream chocolate stick ice cream	Verbal : <b>Cornetto</b> Disc: special chocolate edition , 2. Beli sekarang, 3 love universe 4.BT21 Nonverbal : 1. a corn of chocolate ice cream was bite and it shows that chocolate and peanut topping of the ice cream, and there are chocolate melted the inside 2. a couple of happy famous stars are biting enjoy the ice cream Dominated in dark background colors from	: <b>Cornetto</b> Disc: special chocolate edition	This means that the Cornetto produce new taste of chocolate and the price is discount , cheaper who consume cornetto will feel lucky because it paid cheaper	Ice cream stick has been introduced since kids, loved/ enjoyed by families, that brings happiness. Enjoy it together . its for family time
			2. Beli sekarang	It is a suggestion to buy the cornetto now, bcause now selling in lower price	
			3 love universe	<i>Does cornetto love universe? Yes one of the way is enjoying the cornetto corn of ice cream</i>	
			4.BT21	<i>is ia also the favorite of a very famous Korean</i>	



				<i>Group band wich is named BT21</i>	
			Nonverbal : 1. a corn of chocolate ice cream was bite and it shows that chocolate and peanut topping of the ice cream, and there are chocolate melted the inside	<i>It means that the ice cream has a rich chocholate inside the ice cream this is toshow the quality of the good product</i>	
			2. a couple of happy famous stars are biting enjoy the ice cream	2. a couple of happy famous stars are biting enjoy the ice cream means it is favoured by the youth , as it is fashioned	
			Darkbrown colorto show happiess	Darkbrown as the symbol of chocolate enrichness that brings happiness	

Table 5. The Myth, Semiotic Pragmatic Interpretation

<i>No</i>	<i>Myth</i>	<i>Semiotic Pragmatic Interpretation</i>
1	Khong Guan biscuit loved by family, that brings happiness.. it's for for family time	It's a culture since long ago that khong guan biscuit is a choice for family , its for family
		It is transforms history into nature so myth is a perceived cultural reality among potential layers of signification.
2	Seafood restaurant mostly expensive	This is the fact, this is what people believe , the fact that most of seafood restaurant have an expensive price
		it transforms history into nature.” “myth is a semiological system which has the pretension of transcending itself into a factual system. That seafood restaurant has an expensive price
3	Seafood restaurant is a high class restaurant	Mostly Seafood restaurant is a high class and big restaurant , a high class restaurant
		it transforms history into nature into a factual system.
4	chocolate is the high lass class snack	Mostly chocolate is expensive , that is why it is consume by a high class people
		it transforms history into a factual system.
5	Burger s not a main dish in Indonesia, it is a snack	Burger is bread that fill with meat, fried egg, cheese and tomato . for western it a main dish,

		while in Indonesia it is a snack . main dish .in Indonesia is rise while in western it is also a main dish
		it transforms history into nature.” has the pretension of transcending itself into a factual system.
6	Healthysnack, made of soy, Heathy snack, made of soy.	Soy has been proven has a vitamin , so what people agree is soy drink is healthy
		So myth is a perceived cultural reality among potential layers of signification.
7	Your body needs Mineral water , that makes you healthy	Your body needs Mineral water. Drinks water 2 liters per day makes you healty, so your body needs water
		it transforms history into nature.” transcending itself into a factual system.
8	crispy crunchy snack loved by family, that brings happiness..in you leisure time its for for family time	It is a culture if crispy crunchy snack loved by family, that brings happiness..in you leisure time
		it transforms history into nature.” of transcending itself into a factual system.
9	Kitkat chocholate snack brings happiness.. its for your family time	Kit Kat is a brand of chocolate that imported from Malaysia and originated from England wellknown in Indonesia
		myth is a semiological system which has the pretension of transcending itself into a factual system.
10	Burger loved by young people	Burger is a western food , well known in Indonesia as a modern snack ..
		myth is a semiological system which has the pretension of transcending itself into a factual system.

From the table how myth do transforms history into nature.” “myth is a semiological system which has the pretension of transcending itself into a factual system. So myth is a perceived cultural reality among potential layers of signification.

The habit could become ordinary and perceived as cultural real

#### 4. CONCLUSIONS

After the analysis writer found:

1. The massage implied on billboard advertisement,
  - a. By using verbal and nonverbal by using artist, by using pictures with context background, using Myths as: its rainy. Ghost holding burger king.
  - b. To launch the product.
  - c. To persuade the reader to buy the product
2. The meaning expressed:
  - a. by making interpreting the verbal message,
  - b. by making message using endorsement by artists, and sport man,
  - c. using nonverbal / visual of the product.
  - d. by showing the context of the moment where the food takes role (the Product)
  - e. by making artist, endorsements on product
3. The type of connotation mostly uses friendly connotation 0,86% the hard connotation 0,0 4%, high connotation 0.08%, dangerous connotation 0.04% it means most of Billboard advertisement use



friendly connotation 0,86%, friendly connotation by using slang words, or colloquial sentences, that make the reader as friends.

4. The myth implied in those billboard's advertisement, which is where when the connotation aspect becomes popular thought in society, then Myth naturalizes events: "it is reach here the very principle of myth: it transforms history into nature." "myth is a semiological system which has the pretension of transcending itself into a factual system. So myth is a perceived cultural reality among potential layers of signification.

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