Semiotic Analysis on Non-Verbal Language in Gadget Digital Advertisement

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A B S T R A K

Objektif. Peranan bahasa non-verbal pada sebuah iklan digital memiliki fungsi untuk melengkapi penyampaian sebuah informasi pada iklan itu sendiri. Pemaknaan bahasa non-verbal tidak bisa dilepaskan dari pemakaian konteks tertentu pada sebuah iklan. Analisa semiotik yang digunakan pada penelitian ini bertujuan untuk membahas pemaknaan bahasa non-verbal yang dipakai pada 3 buah iklan penjualan smartphone yang diambil dari media sosial Instagram dan melihat apakah bahasa nonverbal tersebut cukup mampu untuk merepresentasikan iklan dalam penyampaian pesan.

Material and Metode. Rancangan penelitian ini menggunakan rancangan kualitatif yang dikumpulkan dari subjek penelitian yang berupa iklan digital pemasaran piranti gawai yang dikumpulkan dari media sosial digital yang berupa media visual. Objek dalam penelitian ini berupa tindakan non-verbal yang ditemukan pada iklan digital berupa ekspresi wajah, gestur, bahasa tubuh, gerakan, sentuhan dan tampilan. Data diambil dari 3 iklan pada akun Instagram Good Ponsel dan Rumah Gadget yang merupakan salah satu perusahaan retail di Bali untuk produk-produk gawai dan ponsel. Pengambilan data dilakukan dalam rentang waktu Januari-Agustus 2022 dengan cara observasi dan pemilihan iklan didasarkan atas ada tidaknya komponen nonverbal pada iklan yang dipilih.

Hasil. Pemaknaan bahasa nonverbal pada 3 iklan yang dijadikan data pada penelitian ini tidak bisa berdiri sendiri. Aspek penggunaan bahasa nonverbal pada 3 iklan cenderung untuk memiliki pemaknaan yang berbeda dan tidak tepat sasaran karena tidak ada dukungan dari bahasa verbal. Pesan yang tidak tersampaikan antara lain mengenai fitur smartphone, keunggulan produk dan jasa yang ditawarkan.

Kesimpulan. Pemaknaan bahasa non-verbal pada 3 iklan yang dibahas masih memiliki miss-inteoretasi karena tidak adanya komponen verbal dalam iklan tersebut. Berdasarkan kaidah semiotik 3 iklan tersebut bisa dipahami namun perlu didukung dengan bahasa verbal atau informasi relevan lainnya untuk menghindari adanya kesalahpahaman dalam memahami iklan yang diberikan.

Kata kunci :
Semiotik, makna, iklan, non- verbal, bahasa

A B S T R A C T

Objective. The function of non-verbal language in a digital advertisement is to complete the information delivery in the advertisement itself. Certain advertising contexts cannot be separated from the significance of nonverbal language. The purpose of this study's semiotic analysis is to discuss the meaning of the non-verbal language used in three smartphone sales advertisements taken from Instagram and to determine if the non-verbal language is sufficient to represent advertisements in conveying their messages.

Materials and Methods. This study employs a qualitative methodology to collect data from research participants in the form of digital advertisements for marketing devices collected from digital social media in the form of visual media. This study focuses on nonverbal actions found in digital advertisements, such as facial expressions, gestures, body language, movement, touch, and appearance. The data is derived from three advertisements on the Instagram accounts of Good Ponsel and Rumah Gadget, two retailers of gadgets and cellphone accessories in Bali. From January to August 2022, advertisements were viewed and selected based on their nonverbal content.

Results. The significance of nonverbal language in the three advertisements analyzed in this study cannot stand on its own. Aspects of the use of nonverbal language in the three advertisements have divergent meanings and miss the mark because verbal language is absent. Messages that were not conveyed included smartphone capabilities and the benefits of the offered products and services.

Conclusion. There is still a misinterpretation of the meaning of non-verbal language in the three advertisements discussed because there is no verbal component. The advertisements can be understood based on semiotic rules, but they must be supported by verbal language or other pertinent information to avoid misunderstandings in understanding the advertisements themselves.

Keywords:
Semiotic, meaning, advertisement, non-verbal, language

1. INTRODUCTION

Nowadays, advertising is an integral part of daily life. Social media is one of the platforms that is frequently used for advertising these days as companies rush to win over the public's sympathy. All ages of society enjoy the various social media platforms that have evolved. According to Campbell (2011), social media is the finest platform for advertising. In the field of marketing, the function of an advertisement in influencing public perception and understanding has its own competency. In order to introduce and explain a concept or to invite people to comprehend a certain product, advertising can be one of the most effective promotional strategies. The study's goods are centered on devices, which come in a variety of forms and varieties. However, it is apparent that the goals for creating digital advertisements have changed as a result of the deployment of giving this information (Agustia, 2018). Digital advertisements frequently veer away from non-verbal techniques of communication. Instead of providing details on a certain product, it provides an erroneous and unclear interpretation. Based on this fact, the goal of this study is to evaluate the effectiveness of non-verbal communication techniques employed in digital advertisements for communicating meaning and providing information about specific products. This study also intends to offer some inputs and considerations on digital advertising in the hopes of maximizing its use to obtain the most advantage.

Verbal symbols are the language we know, according to the theory of semiotics; non-verbalsymbols are the shapes and colors used in advertisements that do not specifically imitate theappearance of the form of reality. Advertising attempts to deliver a message in the form of realities that will be absorbed by consumers based on their frame of mind, so the symbols and signs used must be symbols and signs that are familiar to them, such as language, figures, rituals, and others. Typically, advertisements display a product image with each impression. However, a recent trend in advertising for gadgets and smartphones on Instagram promotes the use of nonverbal language unsupported by verbal language or nonverbal language that tends not to display the product, but rather only image the product. This, of course, confuses the target market, so that the advertisement's intended message is not effectively communicated.

The recent occurrence of advertising that stress the look and use of bizarre non-verbal language is a phenomenon. Many smartphone commercials (including those utilized as data in this study) make advantage of actions with unclear purposes and even elicit erotica without giving them any thought. Therefore, the primary goal of generating an advertisement is unreliable and off-target. Deviant in the sense that all expressions on the face, gestures with the body, touch, and appearance employed and displayed in digital advertisements have no communicative effect and do not follow the rules of the commercial itself. On social media, there are a lot of commercials for tech items that emphasize the erotic side without paying attention to the product details that ought to be more crucial to pay attention to. All varieties of smartphones, computers, and other devices that the general population frequently uses are among the items featured in the campaign (Agustia, 2020). It is questionable whether the information intended to be provided about a device product has been properly delivered given the purpose of the advertisement. Based on this phenomenon, this study seeks to determine the message that the advertisement conveys and the effectiveness of it as a non-verbal method of advertising.

According to the findings of Agustia's (2018) study titled *Social-Semiotic Analysis of Chupa*

Chups Printed Advertisement, it is a fatal blunder in advertising to use semiotically incorrect symbols and codes while developing an advertisement. The intended meaning is not effectively communicated, resulting in a misunderstanding of the target advertising itself. Subsequently, Agustia (2018) published a study titled *Non-Verbal Communication in Coca-Cola Ads. Semiotic Analysis* led to research demonstrating that semiotic advertising played a part in political propaganda by successfully conveying sociopolitical messages in soda-pop adverts. The following study uses semiotics to the effectiveness of advertising and is based on Agustia's (2020) *Semiotic Analysis of Hospitality Promotion Ads in Badung Regency*. It explains how commercials that are updated in such a way and suited to market needs can maximize the efficacy of comprehending and identifying objects unique to an advertisement. Several studies demonstrate the effectiveness of advertisements that appear basic yet use the appropriate symbols and codes to convey the intended meaning. In this prior research, semiotics provides a limit of meaning that does not exceed the limit of the intended meaning in order to prevent misinterpretation of the advertising target. Due to the fact that previous research has always combined nonverbal language with other language components, it is deemed necessary to conduct unique research on the use of nonverbal language in advertising in comparison to several previous studies. This study examines the use of nonverbal language in isolation from other linguistic components. The objective is to determine if nonverbal language can assist individuals in comprehending and making sense of advertisements. Based on the preceding explanation, this study will examine the use of nonverbal language in three Instagram advertisements for smartphones and describe the meanings derived from product images that use only nonverbal language without verbal support.

2. MATERIAL DAN METHOD

The focus of this study is on nonverbal sign used in gadget digital advertising (taken from Instagram of *Good Ponsel Store* and *Rumah Gadget Store*), such as facial expressions, gestures, body language, movement, and appearance. The data accessed in range of January-August 2022. These three advertisements were chosen based on their use of nonverbal language. This is considered so that research can concentrate more on the use and significance of nonverbal language. These three advertisements discuss the services offered, the characteristics of a smartphone, and the accessories for a smartphone. The researcher himself serves as the instrument for gathering data. This study employs a qualitative, descriptive research methodology. Qualitative research is a research method used to examine the condition of natural objects (as opposed to experimental research) in which the researcher is the primary instrument, the data collection technique is triangulation (combining), the data analysis is inductive, and the results of qualitative research emphasize meaning. compared to generalizations.

This study employs the advertisement's scenes as the unit of analysis, with the advertisement selected based on a set of criteria. This criterion relates primarily to the intent and purpose of this study, which is to comprehend the application and significance of nonverbal language. After analyzing these scenes, we will be able to determine how the advertisement's nonverbal language is intended to be portrayed and what it is trying to convey. In this study, the researcher interpreted the advertisement for *Good Ponsel* and *Rumah Gadget* as containing nonverbal language components. Initially, the scenes of the advertisement are divided into multiple images. Each of these three commercials is between 15 and 20 seconds long and

consists primarily of nonverbal cues. The data will then be displayed in the tables for nonverbal identification and semiotic component analysis. In this study, therefore, the selected advertisements are those that contain nonverbal cues. After the data has been partitioned, it is analyzed to generate representations and interpretations for the use of nonverbal language. Pierce's semiotic theory provides an explanation for this.

The word "semiotics" and several of its fundamental ideas were first presented by Charles Sanders Peirce. According to Peirce, everything can be a sign, phrase, image, smell, or object as long as a person understands it as standing in for someone or something else other than themselves in a particular circumstance. In other words, these signs are meaningless on their own; they only acquire meaning (and therefore acquire the status of signs) when they are understood to be signs (Amir, 2012). From Peirce's theories, the sign model (the semiotic triad) and the sign categorization system are the most pertinent to advertising (based on the way they convey meaning). The components of Peirce's triadic sign model are an object (object), which the sign refers to, an interpretant (a mental interpretation produced from a sign that could be another sign), and a symbol (sign), which is the shape of the sign (not necessarily physical). The Semiotic Triad, which consists of these three elements, works as a symbol of meaning. The interplay between the sign, the interpretant, and the object serves as a medium for meaning rather than being directly associated with the sign, as was previously stated.
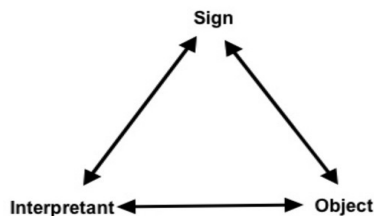

This sign model's primary feature is the inclusion of an interpretant as an explicit component. The item is not drawn but inferred because the interpretant is something that the observer constructed. Because of this, a sign's meaning depends heavily on its surroundings. One symbol can have two interpretations depending on the two interpreters. Similar to this, two distinct objects can each represent one object. A sign is something that alludes to (represents) things other than the sign itself and is tangible, perceivable by the five senses of humans. Symbols are signs that result from an agreement, icons are signs that result from physical representations, and indexes are signs, according to Peirce (signs that arise from cause-and-effect relationships). Although the reference is described as an object, an object or reference is a social context that refers to a sign or anything it represents. A person who employs a sign and condenses it to a certain interpretation or meaning about the thing in one's head is known as an interpreter or user. The most crucial aspect of the semiotic process is how a sign's meaning develops when it is used by people to communicate (Sobur, 2009). The idea of social semiotics can be used to develop, bolster, and explain the meaning of the information that has to be communicated. The product, logo, and slogan can be used to assess the advertising's effectiveness (Casalo, 2008). The target's cultural background has an impact on how well semiotics is applied. Through the relationship path between culture, brands, and customers, one method that can be utilized to give a clear image of the state of the cultural environment addressing the

wants and lives of consumers (Chi, 2011). This knowledge is crucial for developing an organization's concept and reputation among the general public.

3. FINDING AND DISCUSSION

In this section, non verbal signs to be analyzed. Scenes in ads are sequentially grouped according to the plot then the part selected to be anaylized by identification and qualification. The ad which consists of several scenes processed in the theory of Pierse meaning triangle with three elements as a sign, object and interpretant.

Scene 1 (Trade in smartphone)
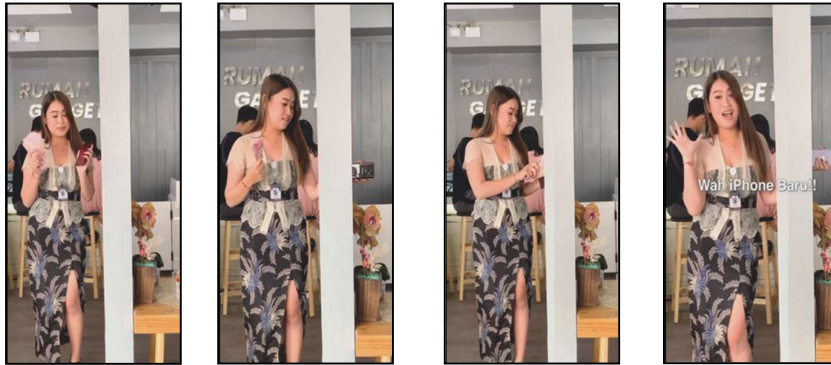
Source: Instagram Rumah Gadget (@rumahgadgetbali) posted at 23 January 2022
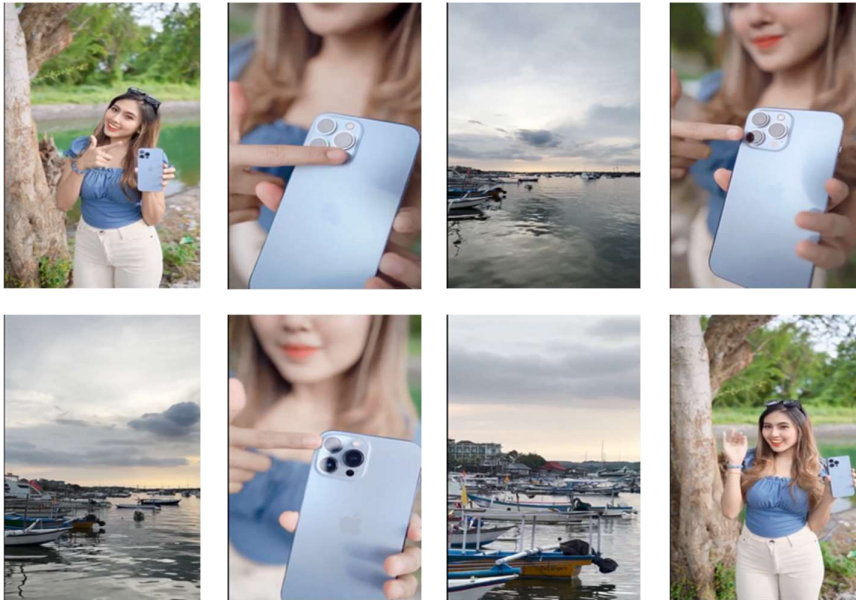
Non-Verbal Identification (Scene 1

Setting	Non-Verbal Sign	Description
A place like a store with some person in the back and 1 woman as a focus	**Facial**: excited and surprised **Gestural**: • A woman brings a hand of money and old phone. • A woman makes a transition movement passing the money and old phone passing through the wall • A woman makes a pushing movement passing through the wall • At the end, she brings the new phone and act surprisingly **Postural**: standing side by side of the wall	• A woman brings a couple of things on her hands (money and old phone) and make a transition movement passing through the wall with excited behavior. • The next movement is she pushing the money and the old phone passing through the wall and the old phone changed into new phone

Semiotic Analysis

Sign	Object	Interpretant
• A woman movement from first fragment until last fragment. • Some supporting object onthe scene	• Hand of money and an oldphone • New phone • Wall	As the idea of the scene is showing the trade in process on her store. • Old phone (old devices) • Money (supporting/additional cost) • New phone (trade in result) • Wall (store facilities/thetrade in process)

The data above, stated the non-verbal language as the focus of the information. The real scene only supported by the background music and one verbal sign in the end of the video. The scene intended to give information about the trade in process in her store. The main point of this advertisement is showing how simple the trade in process in that store. The simplified process showed by like moving an object through a wall. The wall in the advertisement illustrated the trade in process itself. Every process and facilities involved in that process no more complicated than going through a wall. Only need an old phone and additional cost, the buyer will get a new phone in the blink of an eye. The nonverbal sign use in the advertisement tends to be confusing the viewer. This is caused by images that move too quickly, resulting in messages that are not properly communicated. In addition, there is no support for the use of verbal language, such as subtitles, to direct the viewer to the primary purpose of this advertisement. The advertisement should be completed with an addition of verbal sign (eg. Only the last fragment). The additional verbal sign able in the form of subtitle or dubbing (Fiske, 2004). The verbal sign able to state the actual process to avoid miss understanding for the buyer. This advertisement could benefit from the addition of verbal language to highlight its content and message. Additional verbiage, suchas steps for trading in at this store, information about promotions related to this trade-in, and terms and conditions applicable to the trade-in process at this store. The addition of verbal language can strengthen and clarify the advertisement's intended message. The facial, gestural, and postural messages in the advertisement above are insufficient to provide an overview of the services offered by the store; therefore, verbal language must be added.

Scene 2 (Smartphone Camera Features)

Source: Good Ponsel Instagram (@goodponsel) posted at 14 February 2022

Non-Verbal Identification (Scene 2)

Setting	Non-Verbal Sign	Description
A place in open area with some objects and sceneries	**Facial**: full of smile **Gestural**: • A woman pointing to a blue phone • A woman pointing each camera attached in the phone • At the end, she is waving her hand • All activity added by rocking hips movement **Postural**: standing side by side of the tree and close image (fingers)	• A woman brings a phone on her hand and pointing one byone each camera attached onthe phone. • After every camera pointed,continued by the sample picture of the camera • At the end, she is waving herhand and once again showingthe phone.

Semiotic Analysis

Sign	Object	Interpretant
• A woman pointing movement from first fragment until the last fragment.	• A blue phone • 3 cameras	As the idea of the scene showed the camera features of the blue phone. • The act of pointing is the definition of each camera has different purposes • There are 3 photos (sampling picture) which is refer to each camera • Waving hand at the end of the video, stating the explanation of the features is end.

From the data above, showing that the camera features of a phone. There are 3 cameras which is have different function. The video comes without any verbal sign and only used non- verbal sign. The setting of the place emphasizing the best place to take a picture is outside with enough lighting and it will support the result of the camera. The facial nonverbal sign showing the confidence of the product will give the best result. The video able to clear enough to showing the camera feature, whereas there is lack of information regarding to the type of camera or the name of the camera itself. The information to be conveyed in this second advertisement is actually quite simple. This advertisement intends to convey the most recent smartphone features. However, the message is inadequately conveyed using only nonverbal communication. The action of shaking the hips becomes the main course, diverting attention away from the smartphone's features. Obviously, the intended message regarding the smartphone feature cannot be conveyed effectively in this advertisement. Nonverbal messages that only point to specific components of a smartphone camera are insufficient to convey the sophisticated message that smartphones offer. The appearance of several landscape photos that represent smartphone camera photos is insufficient to convey the message of good camera photos. However, this video will be completed if there a text or verbal sign that mentioning the camera type and function. This advertisement will be more effective with the addition of verbal discussion in the form of simple and brief writings about the camera features of this smartphone product. As a representation of the results of this smartphone camera, scenic images should be accompanied by a brief explanation of how the results will vary when using a different type of camera.

Scene 3 (Apple Air Tag)

Source: Good Ponsel Instagram (@goodponsel) posted at 15 August 2022

Non-Verbal Identification (Scene 3)

Setting	Non-Verbal Sign	Description
A public place like cafeteriaor restaurant.	**Facial**: smile and happy **Gestural**: • A woman handing anApple Air Tag • A woman put the air tagin the purse • A woman attached theair tag on the wallet • A woman hangs the airtag on the dog neck **Postural**: sitting and standing	• Each woman brings their ownair tag and use in different thing (purse, wallet, dog)

Semiotic Analysis

Sign	Object	Interpretant
• A woman pointed movement from first fragment until the last fragment.	• Apple air tag • Purse, wallet and dog	As the idea of the scene is showing the apple air tag • The apple air tag able to use in every condition and attached to everything

Apple Air Tag is designed to discourage unwanted tracking. This is a device to tracking everything ("Apple AirTag". *Apple,* www.apple.com/id/airtag/. Accessed on 30 August 2022). From the data above, showing the flexibility of Apple Air Tag. It able to use in everything (from the above ads used purse, wallet and dog). Those objects represent daily goods that applied in daily activity. The point of the ads is flexibility. The video comes only with background music and without any verbal sign. The primary issue with this advertisement is that the product is so small but is represented

with excessive motion, and the image frame size is not large enough. This causes the advertisement to state that the product is malfunctioning. The audience focuses solely on the big picture and disregards the actual product. The conveyed product's flexibility cannot be conveyed effectively. This is supported by the slower movement of advertising elements and the incorporation of verbal information. It is possible to add information about a product's functions, features, and benefits to advertisements in order to provide relevant details about the advertised product.

4. CONCLUSION

This study utilized three smartphone advertisements that conveyed a variety of information. According to the findings of the study, when advertisers create promotional activities for their products using only nonverbal language, the meaning of their advertisements tends to be insignificant and biased. There are meanings that cannot be understood uniformly due to the exclusive use of nonverbal language without verbal support. There is an imperfect meaning because the use of verbal language is not supported. In the first advertisement, the movement was too fast and there was insufficient use of verbal language, preventing the trade-in process at the store from being effectively communicated. You can add verbal language about the terms and conditions of trade and accompanying promotions to the first advertisement. In the second advertisement, it was discovered that information about camera features was not properly conveyed through nonverbal means alone. This should be supplemented with language that describes the camera features and results of the smartphone's camera. In the third advertisement, the dimensions of the small portion of the product image and the absence of supporting information about the product were identified as issues. This additional information should be supported by verbal language describing the product's benefits and features.

This research concludes that the information of the advertisement using nonverbal language well informed, and the meaning of the message unclear. In addition to serving as a medium for information, advertising can also serve as a conduit for social ideals. Public unrest and satisfaction with a product performance can both be shown via advertisements. It is anticipated that this advertisement will also leverage the idea of vocal messaging in order to communicate with the audience more effectively. On the other hand, verbal language able to be a valuable addition and it is already a widely utilized language in the community, thus by combining these two languages, the intended message will be more readily comprehended overall. Nonverbal language cannot stand alone and must be supported by the use of verbal language.

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