

Semiotic Analysis Found on Selected Scene in Asus Video Advertisement

Ni Putu Ayu Diantari¹, I Gusti Ayu Vina Widiadnya Putri²

^{1,2} Universitas Mahasaraswati Denpasar, Denpasar, Bali
Email: dian998894@gmail.com

Article Info

Article history:

Submitted August 28, 2022
Revised September 12, 2022
Accepted November 02, 2022
Published November 29, 2029

Keywords:

Advertisement
ASUS
Semiotic
Video
Youtube

ABSTRACT

This study aimed to find out the verbal and visual signs used in the ASUS video advertisement and the meaning of those signs. The data source is from ASUS's YouTube in the name of the Asus Vivobook S 14X/16X OLED product. Analysis of verbal and visual signs is part of the semiotic study. The process of collecting data was conducted by observation method, and there were some steps in collecting the data. The collected data were analyzed by the descriptive qualitative method. The data was analyzed verbal and visual signs based on the theory of semiotics by Saussure, cited in Chandler's book (2007). This study analyzes the meaning of signs using the denotative and connotative meaning theory by Barthes (1967), and supported theory of color by Wierzbicka (1996). This study presented the data by using the formal and the informal method, which described the meaning of the verbal and visual signs found in the ASUS advertisement. The more discovered signs are verbal signs than visual signs. This study also found both types of meaning which are, denotative meaning and connotative meanings, were used in all of the data that is in order to convey messages regarding promoting the commercial product, which is ASUS.

Corresponding Author:

Ni Putu Ayu Diantari,

English Study Program, Faculty of Foreign Languages,
Universitas Mahasaraswati Denpasar

Jl. Kamboja No.11A, Dangin Puri Kangin, Kec. Denpasar Utara, Kota Denpasar, Bali 80233.

Email: dian998894@gmail.com

INTRODUCTION

The study of linguistics, which is the structure and meaning of a particular language are analyzed, is intimately connected to the discipline of semiotics. The field of study known as semiotics is a philosophical theory of signs and symbols that examines the process of meaning creation. According to (de Saussure, 1983:66), a semiotic is a science and a symbol that mainly transmits something verbally and unseen. While communicate can attract the listener to pay attention. Two-way communication between listeners and speakers can be called interaction or group discussion. Specifically, as (Noor & Wahyuningratna, 2017) emphasized, communication is a two-way exchange of ideas and information. In communicating, when conveying or receiving messages, sometimes there is a misinterpretation on the part of the recipient. Misinterpretation can happen because there is no one vision or understanding of the things being discussed and the language explicitly used for specific groups. For example, someone in the IT field is explaining laptop components using language or terms often used in their environment. At the same time, the audience is content creators who want to buy a laptop. In this situation, misinterpretation can occur because not all content creators understand the details of laptop components due to differences in work backgrounds. It can also happen in a social environment that has cultural differences. Interaction between the communicator and the communicant enables both parties to interpret what is communicated (Effendy in Noor & Wahyuningratna, 2017). Nowadays, communicate verbal or unspoken can happen through technology with the internet.

Internet is the primary tool in human life to run daily activities. According to (Febriyanto, 2020) the number of people worldwide who use the internet has increased by 33% in the last few years. As previously mentioned, YouTube is a big platform on the internet that is frequently used for advertising. Seeing the users or the phenomenon is expanding quickly, the company or the businessman compete to make advertisement on YouTube. According to the (Dyer, 2009) advertising means drawing attention to something. Advertisement is a place to communicate the product to the consumer. However, as mentioned by (Sakinah et al., 2020) advertising is the most common form of product promotion, especially for mass-market goods. The company reaches a broad audience with cheap cost-per-contact. (Advertisement - an Introduction, n.d.) Advertising is a powerful communication technique that facilitates the sale of goods, services, ideas, and images. One company that uses an advertising strategy through the internet is ASUS.

ASUS Company is one of the famous company used advertisements on YouTube to spread information and expand the target market. ASUS is a large Taiwanese firm that manufactures electronic media such as laptops, smartphones, and others. As of the 21st of November in 2021, Asus had accomplished the goal of recording a market share of 43.59% in Indonesia. ASUS used a verbal and visual signs to attract the attention of the viewer. On the other hand, adverts are intended to assist viewers/readers in critically observing the strengths and weaknesses of a product or to simply urge them to purchase the product (Cayestu & Pasasribu, 2020). According to the explanation that was provided earlier, this study analyze the implicit meanings that are hidden beneath the verbal and visual content of the video advertisement that was uploaded by ASUS to their official channel on YouTube.

The previous analysed was also carried out by (Dzulyana et al., 2019; Gandhi, 2020) who analyzed verbal and non-verbal contained in video advertisements. What distinguishes this study from the previous one is the type of advertisements taken in previous studies taking advertisements about online tutoring and destination versions from Indonesian charm. Besides that, in a recent study analyzing commercial video advertisements from the ASUS Company. In (Dzulyana et al., 2019) the writer found on Pesona Indonesia advertisement in some scene that are not harmony with the narration, make misinterpretation to the audience.

Another study that analyzes semiotics is (Dewi et al., 2021) in his article written about verbal and visual signs contained in the Adidas advertisement, the theory used is the same. The only difference is the data source. Another article discusses the same things with the title "The interpretation of Verbal and Visual Signs in the Education Advertisement" by (Candra & Putri, 2019). The difference with the current study is the type of data taken previously in the form of a brochure about the submission of new students in Indonesia, and the current study is a commercial video advertisement from ASUS with a duration of 60 seconds, and the theory they are used for analyzing meaning by Leech and this current study used theory from Barthes. In the previous study, besides the promotional and commercial advertisements, there was a campaign advertisement for the Prevention of the Spread of Covid-19 by (Putri, 2019) the differences in the data collected from brochures, pictures, posters, billboards and download advertisements from websites, in the current study take video advertisement from YouTube. The theory she used in the current study is the same for supporting the theory of color by Wierzbicka. This study used the theory of semiotic sign by Saussure and the theory of meaning by Barthes.

A compelling advertisement investigates the use of verbal and visual indicators to ensure that prospective students can comprehend the significance of the signals conveyed to the marketer. Examining advertising is essential since it can be presented in various formats and might contain many textual components. To understand what an advertisement is trying to convey, one needs to look closely at its images, colors, signs,

words, and phrases to comprehend its linguistic and visual features. This study was conducted to discover the meanings behind the sequence of signs utilized in the advertisement and the meanings behind the signs themselves to determine whether or not the commercial made use of the appropriate sign. This study was done to determine whether or not the commercial used a suitable sign. As a consequence of this, there is a requirement to study and evaluate those advertisements that are broadcast in the media. Semiology is the study of signs and symbols in order to get knowledge of how they function within the context of the meanings that they transmit.

THEORY AND METHOD

This study described a semiotic analysis proposed by Saussure's theory in the ASUS advertisement. The data were the two scenes from the ASUS video advertisement with duration was 60 seconds consist of image, sound and text. It can be accessed on the YouTube account ASUS or <https://youtu.be/Hgr0A4tq3ws>, which was published on April 01, 2022. This advertisement was chosen as the data source because this advertisement has the data that is needed for developing this study. This study transcribes and identifies the meaning in text and visual information in the advertisement. This is done by taking screenshots of each scene from the marketing video, which consists of visuals and text. Then, transcribe and identify text and visual information to find any sign in the advertisement. Thus, data analysis can be defined as the process of organizing and sorting data into patterns or table. This study used the descriptive qualitative method to describe the meaning of verbal and visual signs. The Qualitative method can also be used for semiotic analysis. This approach aims to reveal and describe a variety of qualitative information employing a detailed and precise description of the nature of a situation involving individuals or groups. This method is appropriate for semiotic analysis because it can accomplish these goals. The data was be analysed used theory of semiotics by Saussure cited in Chandler (2007) and theory of meaning by Barthes (1967), supported theory of color by Wierzbicka (1996). This study presented the data by using formal and informal method. According to Sudaryanto cited in Wiguna (2016, p,7) In contrast, the informal method refers to the act of presenting the data in the form of phrases. The formal approach comprises giving the data analysis through symbols, tables, graphs, and figures, whereas the informal method refers to presenting the data in the form of sentences.

RESULT AND DISCUSSION

In this section of the article, the author evaluated two different scenes from the video advertisement. Scene number one, which begins at 0.02 seconds, and scene number two, which begins at 0.09 seconds, were examined. In this part, the results of an investigation of verbal and non-verbal signs based on Saussure's theory of semiotic are presented, cited in (Chandler, 2007) book, and the meaning theory which is denotative and connotative offered by (Barthes, 1967), as well as the color theory proposed by (Wierzbicka, 1996). The further explanation is included down below.

Part of scene at 0.02 second

First scene in 0.02 second, one of the scene in ASUS video advertisement, in the scene includes verbal and visual sign. Which is described in the below.



Figure 1. In duration 0.02 source ASUS YouTube Chanel

Verbal signs in scene on duration 0.02 second

Verbal Signs		
No	Signifier	Signified
1.	Ready to explore	The creator tell the viewer about the product is ready to use
2.	Go further	The creator reminder the viewer to feel the experience
3.	Vivobook S 14X/16X OLED	The seri of Product
4.	Wow the World with True Power	The eyecatching slogan of the product
5.	Be [Fearless]	The creator encourage the viewer not to be afraid
6.	Wow the world	The slogan of the product
7.	ASUS Vivobook S	The seri of product

Verbal sign is used to communicate in advertisement in the form of writes. The first statement is "Ready to Explore". The meaning of the word "Ready" based on Cambridge dictionary is means available for immediate use or prepared to be used. On the other hand, based on Cambridge dictionary, the meaning of the word "to explore" is to investigate a topic or a prospect in depth or with serious consideration to get further information about it. In this statement according to the advertisement, the creator makes an impression on the viewer because the product is prepared and ready to use to the customer. In addition, "explore" refers to the process of exploring or pursuing each potential means of accomplishing a goal. Because it does more than only provide information about the object, this sign carries connotative weight. Nevertheless, it will inform the user when the product is ready to be used and will accompany customers while they carry out their tasks.

The "Go Further" verbal sign is the second verbal indication to appear in this ASUS commercial scene. This line conveys to the audience the message that they should keep going and keep making progress. This phrase implies that this advertisement is one step closer to enhancing its features at a later point in time. According to the website (Idioms.TheFreeDictionary.com), the phrase "Going Further" indicates to make a more forceful remark regarding the topic that is being discussed as well as to communicate what others do not want to say. This sign conveys the connotative meaning, which can be found in advertising that provides interpretation. An interpretation of ASUS' ability to think one step further in terms of enhancing features.

The statement in this advertisement as the phrase is "Vivobook S 14X/16X OLED". This statement explains the collection's name in detail. This product has numerous collections, the collection's name is used to inform the audience of which part of the collection they are viewing. The creator used slash between 14X and 16X to inform to the viewer, this product have three variant there are, Vivobook S 14X, Vivobook S 15X, and Vivobook 16X. The statement of this advertisement aims to take the attention from the customers by using the brand name which is well known and familiar in society. This sentence has denotative meaning in the advertising since it gives information about the name of the product collection being advertised in this advertisement.

This advertisement contained the statement "Wow the World with True Power." That is the fourth verbal sign in the form of a phrase in this advertisement. The statement is the identity of the product that people will remember. The phrase "Wow the world" is represented to the broader people viewing the video advertisement or in other meanings is a wide range. The word "wow" give an impression that will satisfy the viewer. According to (idioms.thefreedictionary.com), the word "Wow" is a noun, informally, something or anybody that is incredibly remarkable, astounding, wonderful, or lovely. In addition, the creator used the word "wow" to introduce to the audience because it refers to the quality of the product that has been tested. Besides that, the creator wants to make the best impression and show this is the new feature. The last in the statement contained the phrase "with true power" the word power is indicated by the new feature of this advertisement and advantage. The word "true" means ASUS originally made the feature and the product update in the advertisement. On the other hand, the word "true," according to (oxfordlearnersdictionaries.com) has the meaning connected with facts rather than things that have been invented or guessed. This statement is made for people who are customers of this advertisement and know the development of this advertisement. This statement contained connotative meaning because it tells about the share information with the world. In addition, when the advertisement is published in mass media, especially on YouTube, the first people who will know about the new product is the customer. The customer has a particular service and always knows the new product when launched because they get a notification. Beyond that, the other people or viewers just type the keyword to search when they want to know about the new product launch.

The word "Be [Fearless]" is contained in this advertisement. In the scene, the location of this word is in the upper right corner. The denotative meaning of the word "Be [fearless]" according to (dictionary.cambridge.org) is having no fear or being brave. In this statement, the creator wants to encourage the viewer or customer not to be afraid when dealing with something. In keeping with the concept that this campaign is attempting to convey, riding a bicycle to specific locations requires a certain amount of bravery due to the numerous challenges encountered. Consequently, the creator desired the viewers to feel confident even when confronted with unfamiliar surroundings. These verbal signs appear to convey the connotative sense of the listener not being terrified or confronted with anything unknown. The first time you do something is usually the most exciting, even if you do it all the time.

The verbal indicator that might be found in this advertisement is the phrase "Wow the world." This statement includes a verbal sign which tells the tagline of the product. People will be interested in purchasing the product because of the signs since the product is widely recognized. There is a broad spectrum of interpretations that the phrase "Wow the world" can take on in the minds of the general public exposed to the video advertisement. The signs mean only this product can make the customer or users amazed with the new feature of this product. Extraordinary creates an impact that leaves the audience wanting more. "Wow" is a noun in the informal sense when it describes something or someone that is astonishing, astounding, wonderful, or gorgeous (idioms.thefreedictionary.com). The indicators have a connotative meaning since the

statement has a hidden meaning. That meaning is that using this device can provide consumers a greater sense of self-assurance while they are engaged in activities with the product in this advertisement. Also, the word "wow" was utilized to introduce the product to the audience because it indicates the high quality of the prototype. Beyond that, the designer is trying to state how groundbreaking this new feature is.

Another verbal sign in this part of scene in this advertisement is "ASUS Vivobook S". This statement include verbal sign which tells the series of the product collection which is considering ASUS has variety of collection. This statement also used to give information about the product to the people which is get attention to find out more information about the product especially in this colleccion. In this advertisement, the signs bring denotative meaning because it provide the information about product to the customer and to draw the customer's attention by mentioning the product collection's name without hidden meaning on it.

Visual signs in scene on duration 0.02 second

Visual Signs		
No.	Signifier	Signified
1.	Target icon in white color	Represent of focus and accuracy
2.	The blue color of hodie and dark green color of pants used by the boy with bicycle	It's describe about brave and creativity.
3.	The background with dominant color is blue	It is describe as the color based used in the body to represent knowledge, strength
4.	Supporting color in backgrond and font color is white	It is represent to success

The first visual indicator in this commercial is a picture of a target symbol in the top left corner of the screen. The image of "target icon" means the target is has been locked. The symbol for the target is a circle that is lined in four directions: top to bottom, right to left, and left to right. According to the findings of Wu et al (2014), a target icon or riflescope is used to aim at the target. As a result, the "cat eye effect" of the optical system may be employed to identify the danger targets. As one might expect, while discussing targets, the topic of accuracy always comes up, as this is how shooters improve their aim and gun handling skills. Furthermore, the creator's use of the target icon picture or riflescope in this advertisement is a representation of precision and the focus of the target market, which is teens or those who enjoy undertaking creative activities in digital. In addition, if the shooter used to hone their accuracy skill but the creator of this advertisement used to improve their accuracy of this product is appropriate to target market. The color of the image is white, the creator used white color because the background is already using a dark color, and the creator uses white so that it can be seen on the screen. According to Weirzbicka (1996:303) white color has interpretation is successful beginning. The creator want this is first step to give a new developepment in digital era and became successful.

The second visual sign in this advertisement is "The blue color of hoodie and dark green color of pants used by the boy with a bicycle." This advertisement includes boys who played with his bicycles. According to (Drummond, 2003), boys defined that highly skilled in sports and general physical activity have a positive body identity. This advertisement used boys as a visual sign with the bicycle to show the boys loved sport and like to do a psychic activities. The creator wants to show how brave and creative the boys in this advertisement are and generally are for all teenagers. In the video advertisement, the boy used a blue color of hoodie and dark green pants. Color, as known, is one of the most

important things in this advertisement. Color has the power to convey and communicate meaning and messages without using words. According to Wierzbicka (1996:310) the color blue has the characteristics of trust, loyalty, wisdom, and truth. In addition, the creator added a boy in the advertisement to represent the character of the company with the name ASUS can be trusted as we know ASUS Company is already famous in public. In the advertisement, the boy used dark green color pants. As Wierzbicka (1996:307) stated, dark green is identical to the characteristic of ambition. In this advertisement, the creator wants to make an impression on the viewer full of persistence to introduce the new product.

The third visual sign in this advertisement is “The background with dominant color is blue.” The blue color is identical to the sky and sea. The type of color blue that is used is light blue. In this advertisement, the blue has a connotative meaning. According to Weirzbicka (1996: 310), light blue symbol tenderness, understanding, and calmness. This creator used light blue can give a calm impression to the audience advertisement. The last visual sign in this advertisement is “supporting color in background and font color is white.” As Weirzbicka (1996:303) stated, the white color has the meaning of coolness and clearness. In this advertisement, the color white is used in font because the color is light against the background color so that the writing can be seen clearly.

Part of scene at 0.09 seconds

The part two of the scene is in duration 0.09, which is in the scene provide verbal and visual sign is described in the below,



Figure 2. In duration 0.09 source ASUS YouTube Chanel

Verbal signs in scene on duration 0.09 second

Verbal Signs		
No	Signifier	Signified
1.	See more, beautifully	Tell the viewer how beautifully the screen of product advertisement
2.	87% screen-to-body ratio	The size of screen product
3.	3-sided NanoEdge display	The quality of the display on screen

In this scene of this video advertisement, there are three verbal signs. The verbal sign in the second part of the scene in the video advertisement starts with “See more, beautifully.” The meaning of the word “see more,” according to (dictionary.cambridge.org)

is to use your eyes to take in your surroundings and maintain situational awareness. In this scene of the advertisement, the meaning of "see more" is the viewer or customer looking forward to another about the beauty that ASUS will provide in the product in this advertisement. However, another word in this scene of the advertisement is "beautifully." It is represented in the design of the laptop in the video advertisement, which is thin and looks elegant. In this advertisement, the creator makes this statement to tell the audience how beautiful the design of the product is, and the viewer must see it. In that case, this verbal sign has connotative meaning is the viewer or customer looks forward to the beautiful product in this advertisement.

The second verbal sign in this scene with the statement is "87% screen-to-body ratio". The word "screen-to-body ratio" can be miss interpretation because, in literal meaning, the screen ratio is the same as the body, which is big. According to (asus.com, 2022), the word "screen to body ratio" means the screen to body ratio is essentially a measurement of how much of the display covers the front face. Furthermore, the proportion of "87%" signifies that the front panel of the device is more covered by the display than the body of the device or this product in this advertising. The second statement clearly explains the size of the display screen of this product advertisement. This statement seeks to catch clients' attention by mentioning a proportion near one hundred, which will pique their curiosity. Connotative meaning is provided in this section of the scene advertisement since the statement provides information about the size of the display for the product, but at the same time can be miss interpretation to the customer who not familiar with detail of this product.

This advertisement contained the statement "3-sided NanoEdge display". This is the third or the last verbal sign in the form of a phrase in this advertisement. The meaning of this sign in the advertisement is this product has three sides display. According to (asus.com), any visuals are more immersive, with less distraction for the eyes. It means the customer's eyes will feel comfy when a used laptop with three sides displays in this product. This sign has a denotative significance since it provides information about the features and benefits of the product that are advertised to be included in the item.

Visual signs in scene on duration 0.09 second

Visual Signs		
No	Signifier	Signified
1.	Screen of laptop	The shape is beautifull with thinness
2.	Calligraphy of planet situation	Freedom and creativity
3.	Walpaper of laptop with dominant color is blue and support by green color	Represent about the knowledge and strength of the product

The image that is used in advertising is known as the visual sign. The image is displayed in advertising with the purpose of drawing people's attention to it. There are three visual signs in this part of the scene advertisement. The first visual sign is "Screen of laptop." This part of the scene shows how to look at the product, especially on the screen. This advertisement brings connotative meaning because the creator wants to tell the customer about the beautiful look of their product, especially in thinness. The viewer or consumer may observe the thinness of this product and the width of the screen in the section of scenes in the advertisement. Furthermore, the slim laptop is useful for a wide variety of people, including students, office workers, marketers, and educators. In addition, the developer wants to demonstrate that although the product is thin, its quality is assured.

The second visual indicator in this advertisement is the sentence "Calligraphy of Planet Situation." This sign is related to the concept of the video advertisement. On the

screen, there is visual calligraphy. According to (Bangayan-Manera, 2019), calligraphy is a type of visual communication that may communicate many meanings at the same time. Young people are the most common users of this kind of self-expression. It may appear as words, or it might be represented by symbols, like a graphic; it might even be anything else that is abstract. Besides that, calligraphy means to people who want the freedom to express themselves in art in painting. In this part of the scene in the advertisement, the creator wants to make the personality of the customer full of creativity and can express their emotions to the art. In this advertisement, calligraphy has a connotation meaning. It is because the calligraphy on the screen depicts customers who can express their creativity and have the freedom to be creative using ASUS.

The phrase "Wallpaper of laptop with dominant color is blue and support by green color" serves as the final visual indicator in this portion of the scenario advertisement. In the advertisement, the type of color blue is dark. According to Wierzbicka (1996:310), the dark blue color represent knowledge and strength. Its means this product is valuable and can length used. This sign has a connotative meaning due to the fact that the color of the wallpaper there has two distinct connotations. The first is to represent if this product is valuable and can be used in length. Besides, knowledge of this product is advanced and updated with the current situation, especially among teenagers. In addition, as Wierzbicka (1996:307) stated, the green color symbolizes freshness. The creator wants to show the customer this product is a new edition that is fresh from ASUS.

Part of scene at 0.37 seconds



Figure 3. In duration 0.37 source ASUS YouTube Chanel

Verbal sign in scene on duration 0.37 second

Verbal Signs		
No	Signifier	Signified
1.	VIVOBOK	The name of product
2.	Explore every possibility	This is means if this product is possibility
3.	Durable 180° hinge	The quality of the hinge
4.	180° lay-flat hinge	The possibility of product

There are four distinct verbal signs in this scene to look out for. One of the many statements that stand out in the scene is the word "VIVOBOK," written in a bold font. The name of the laptop product that ASUS is promoting is clearly stated in the statement. As a company, ASUS offers a diverse selection of goods for purchase. According to Rangkuti

(2002), each product serves a useful purpose, not only for the production team but also for the purchaser of the product. In order for the production team to acknowledge that the products they produce are distinct from those of their competitors' products, The purpose of this advertising statement is to attract the attention of potential customers by utilizing a well-known and well-recognized brand name in the community. Consumers or buyers have an easier time with the purchasing process. Customers must always do their research before buying anything that isn't a well-known brand. When consumers buy a product under a particular brand name, they can rest assured that they will receive quality that is consistent with previous purchases of that product. In advertising, the word "VIVOBOK" has a denotative meaning because it is used to name the product line that the ad is about.

The second verbal cue in that scene is "Explore every possibility." The word "Explore" means "to find out what it's like with touching or seeing in live action" in this context (English Definition, Synonyms | English Dictionary | Reverso, n.d.). The developers of the recently released product are eager to highlight the fact that it comes with a wide variety of features that can be investigated in further detail. The following term, 'every possibility,' has the meaning that something could occur from every angle (English Definition, Synonyms | English Dictionary | Reverso, n.d.). The company gives the impression, in the newly launched product, that the product can demonstrate that all possible outcomes can result from the introduction of a variety of new features. The line "Explore every possibility" is included in the scene with the intention of making a statement or providing information to customers about the fact that the newly released products have surprises in the form of the most up-to-date features. As a customer, you have the opportunity to investigate all of the features that are provided by the most recent products offered by the company.

The phrase "180 durable hinge" is the third verbal sign that appears in the scene. Being able to compete or perform for extended periods of time, while minimizing the risk of injury or managing one if it does occur. Creators use the word "durable" to reassure viewers or consumers that the product being advertised is durable according to the age of consumption so that it can be used without the user having to worry about the product losing any of its usefulness. Particularly with regard to the hinge, which performs the function of supporting the weight or weight of the laptop screen, the verbal signs in this scene provide an explanation of hinges that are able to endure for an extended period of time.

The phrase "180o lay-flat hinge" is the fourth verbal sign that appears in that scene. It is mentioned in the sentence that the flat hinge has an angle of 180 degrees. When dissected, the creator stated that he had intended to demonstrate that the laptop that was shown in the scene had a hinge that was positioned at an angle of one hundred eighty degrees. The name "180 degrees" comes from the fact that this particular angle is right at right angles, meaning that its size determines its name. The following definition of the word "lay-flat" is taken from the Cambridge Dictionary (2022): lay means "to place something in a particular position, especially a flat or horizontal position, typically carefully or for a particular purpose." The laptop is laid out in a position that is horizontal or flat in this particular scene. The creator of that sentence is trying to convey to the audience or the consumers that the advertised laptop has the benefit of being on the hinge because it can be bent to an angle that is 180 degrees, and that is what the creator of that sentence is trying to say. With a hinge that is thin and can be rotated up to 180 degrees, it is suitable for consumers who use it for meetings or presentations. For instance, the ability to rotate makes it possible for those who see, not only users, but can also be seen by discussion friends who are in front of it without having to turn the laptop. With this feature, it is suitable for consumers who use it for meeting.

Visual signs in scene on duration 0.37 second

Visual Signs		
No	Signifier	Signified
1.	Pict of laptop	The visual of Product
2.	Half circle with black color	Represent of power
3.	Background with blue color	Represent emotional of truth
4.	Color of font is white and yellow	Represent freshness and successful beginning of product

There are a total of four visible signs in the scene during the time period of 0.37 seconds. The picture of a laptop is the first indication. The image of the laptop in the scene, which was displayed in a state of complete openness to create an angle of 180 degrees, also known as the perpendicular position. The laptop can be seen on the left side of the screen in the advertising video scene, and on the right, there is either information or a verbal sign that describes the condition of the laptop. By including a video of the laptop opening process in the advertisement, the creator is demonstrating to customers and viewers evidence that the claim made in the verbal sign section labeled "180o lay-flat hinge" is, in fact, accurate. This is done so that the creator can demonstrate to customers and viewers that the claim is indeed true. As a result, creators can attract people's attention by demonstrating the benefits of the laptop through video advertisements.

A "half circle in black color" is the visible sign that is close to the laptop. The size of the circle in the scene corresponds to the extent to which the laptop is opened, and when fully extended, the laptop forms a black semicircle. The author decided to use the color black to draw attention to the message. Because the font used for the verbal signs on the scene of video is considered to be a light color, the background color must be in a dark color that contrasts with the font. This will ensure that the text is more noticeable and will stand out more. According to Weirzbicka (1996:301), black is associated with power, evil, death, grace, power, and mystery. The author intentionally used the color black to stand out to the readers.

The visual sign that was present in the scene at 0.37 seconds was a blue color background. In the image, there is a gradation of blue color going from top to bottom, specifically from a very bright blue to a more muted sky blue. Although there aren't a lot of different colors in the background, the way the colors fade into one another makes it look very sophisticated. According to Ramdhiani (2021), the purpose of the application of color gradations is to combine several elements of color change in order to make them into an attractive color unit and to ensure that the colors that are aligned do not look contrasting or appear to be very different from one another. Visually appealing advertisements have a significant impact on consumers, who are more likely to make a purchase after seeing one. The author of this piece employs various shades of blue throughout this scene. As blue is associated with tranquility, security, and comfort, it will help the target audience relax after seeing the ad. According to Wierzbicka (1996:310), the color blue embodies qualities such as trustworthiness, loyalty, wisdom, and truth.

The color of the font is white and yellow, which is the fourth visual sign. Because the background that is being used is a dark color, the creator has decided to use bright colors, specifically yellow and white. This is because the color of the font needs to contrast with the background so that the text will look eye-catching and stand out. In addition to that, the vibrant colors, specifically yellow and white, each have their own interpretation. Yellow is a warm color because it is associated with the sun, and light yellow is also associated with intelligence, energy, freshness, and joy, according to Wierzbicka (1996:

315). White font has a meaning according to the Weirzbicka (1996:303), White can indicate a successful start.

Part of scene at 0.28 seconds

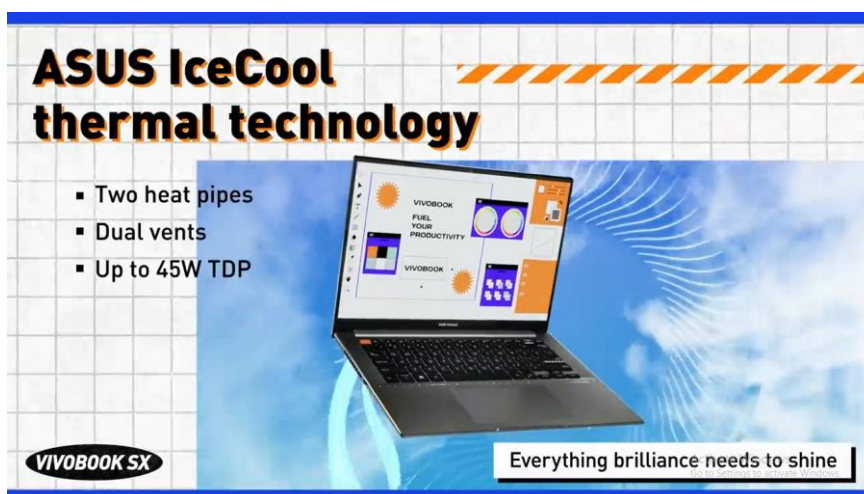


Figure 4. In duration 0.28 source ASUS YouTube Chanel

Verbal signs in scene on duration 0.28 second

Verbal Signs		
No	Signifier	Signified
1.	ASUS IceCool thermal technology	latest technology
2.	Two heat pipes Dual vents Up to 45W TDP	laptop components
3.	Everything brilliance need to shine	The product must introduce to the public
4.	VIVOBOK SX	The seri of product

There are verbal indications of "ASUS IceCool thermal technology" within the scene. The verbal sign provides information about a device that, when utilized continuously, can supply the laptop with the necessary cooling power. The cooling system ensures that the laptop's keyboard remains comfortable to type on while you surf the web, design graphics, or write code. This model makes use of a dual-fan IceCool Plus system to maintain a comfortable operating temperature for its components so that they can continue to function properly. Thermal Technology is responsible for designing and delivering a number of large, industrial high temperature-controlled atmosphere press systems that are considered to be state of the art (Thermal Technology, 2022). As a result, it is plain to see that this laptop product has been calibrated with technology that is capable of maintaining a consistent temperature. In this scene, the creator is trying to demonstrate to customers or viewers that his company has issued a product with a guaranteed quality, so that customers can continue to feel safe and comfortable while using a laptop.

The phrase "Two heat pipes, Dual vents, and Up to 45W TDP" is the second verbal sign that appears in the scene. Verbal indicators are placed on the left, in the middle. According to the title or verbal signs with a large font size in the upper left corner of the screen, the verbal sign either explains or mentions the components of the laptop that assist in the cooling process of the laptop. According to (Vivobook S 14X OLED, n.d.), the presence of two heat pipes, in addition to the presence of Dual vents, is what contributes

to the acceleration of heat transfer in a more efficient manner. Up to 45W TDP (Thermal Design Power) "TDP" stands for Thermal Design Power and is a metric for determining the amount of heat a component is designed to generate when operating at full capacity (Edmonds, 2016). The amount of heat emitted can reach up to 45 watts, according to the information provided by the company in the section titled "Up to 45W TDP." It is possible to draw the conclusion that the components that are discussed in the advertisement are components of a laptop that have the advantage of being a cooler or regulating the temperature of the laptop, thereby making users more comfortable.

The following verbal indication is "everything brilliant must shine." The sentence elaborates on the fact that something unique or exceptional will be permitted to be known. The phrase "everything brilliant" is used by the creators of a video in an attempt to persuade customers or viewers of an advertisement that the product that is being advertised in the video is something innovative and up-to-date. Therefore, the meaning of the word "brilliance" in this context refers to an endeavor that has been validated by previous tests. In addition, the creator uses the choice of the word "need to shine" in the sentence. It is possible to explain that the word "shine," which has the meaning to give light, was used because the creator wanted the sentence to have that meaning ("TheFreeDictionary," n.d.). In addition to these meanings, the word "shine" can also be understood in the context of its application in promotional videos. Another meaning that can be derived from the word "shine" is the aspiration to gain recognition or visibility among people all over the world or among the numerous customers who are currently available. Therefore, the expression "everything brilliant must shine" signifies that a new innovation must be introduced to the world or become widely known.

The final verbal indication, "VIVOBOK SX," can be found in the lower left-hand corner of the screen. The verbal signal intends to introduce a set of products that are superior in terms of their performance as laptop cooling systems. The creator makes this clear to the audience in order to facilitate the viewers' or consumers' ability to locate the product's name with relative ease in the event that they decide to make a purchase.

Visual signs in scene on duration 0.28

Visual Signs		
No	Signifier	Signified
1.	Background with blue sky	
2.	Laptop	
3.	Font with black color	
4.	Background with white color	

In the scene that you see above, there are a total of four different visual cues. The first of these is the background, which features a cloudy blue sky and indicates that the weather is currently sunny. The author of this scene has the intention of demonstrating that the item being advertised is something fresh and exciting so that it can be enjoyed by the audience. In addition, Wierzbicka (1996:310) asserts that the color blue embodies qualities such as trustworthiness, loyalty, wisdom, and truth. In this scene, the creator intends to inspire consumer trust in the advertised product.

In addition, the author of the scene included an image of a laptop computer there as a second visual clue. The image of a laptop is used by the creators of the scene so that consumers are aware of the original form or shape of the product that is being advertised in the scene. In addition, the presence of a laptop image can make it easier for buyers to purchase the product in an offline store, as they will already be familiar with the product's appearance from advertisements.

The third visual indicator is "Black-colored font." The presence of black in the scene makes it simpler for the target audience of the advertisement to understand the benefits offered by the laptop as well as the components that are included in it. In that scene, the background is already using a bright color; consequently, the creator uses black to introduce the details of the laptop through writing because they need to contrast with the background color. According to Weirzbicka (1996:301), the color black is associated with strength, evil, death, grace, strength, and mystery. The writer purposefully employed the use of black in the text in order to attract the attention of the audience.

The scene's final visible sign reads "White background." This scene is consistent with the verbal sign that reads, "Everything brilliant must shine," where the concept the author wishes to convey is shine, and shine is synonymous with a bright color. In this scene, the concept the author wishes to convey is shine, and this scene is consistent with the verbal sign that reads "Everything brilliant must shine." The creator of this scene uses the color white to describe how bright it is, but white also has other connotations. According to Weirzbicka (1996:303), the color white represents calmness, clarity, and the beginning of a successful endeavor. In addition, the creator of this new development in the digital age has high hopes that this is the first step toward a successful new development. White is used as the background color in this advertisement because it provides a good contrast with the color of the font, making it possible to read the text without any difficulty.

CONCLUSION

The advertising relies on both verbal and visual cues to communicate its message. According to the investigation findings, there were a total of 17 data broken down as follows: ten verbal indications and seven visual signs. In the advertisement, the visual sign, especially the blue color, is the most used in the two scenes of the video advertisement. The blue color is used to show the product's characteristics and to emphasize the target market of teenagers or content creators. In ASUS advertising, verbal indicators in the form of words and phrases dominate because the advertisement provides information and a description of the product to help the audience comprehend the name of the product, the particular features, and the advantage of the product presented in the advertisement.

This study is also concerned with the meaning described through verbal and visual signs in two parts of the scene in the commercial advertisement. Furthermore, this study has found two types of meaning used in all of the data and from two of these scenes. This study found all types of meaning, namely denotative and connotative meaning, to convey messages regarding promoting the production of this advertisement. The denotative meaning is the same as the literal meaning and does not include any extra feelings. On the other hand, connotative meaning is the opposite of denotative meaning in that it is an indirect meaning that aims to expose the concealed meaning. Some of these advertisements have a dominant meaning. As in analyzing verbal signs, the dominant meaning used was denotation.

REFERENCES

- ASUS. (2022, March 25). *Wow the World with True Power - ASUS Vivobook S 14X/16X OLED (12th Gen Intel Core i7 processor)*. YouTube. Retrieved March 28, 2022, from <https://www.youtube.com/watch?v=RFsg8IKxXmc&feature=youtu.be>

- ASUS. (2022, February 27). [Notebook] *What is NanoEdge Display? Official Support | ASUS Global*. YouTube. Retrieved August 15, 2022, from <https://www.asus.com/support/FAQ/1038282/>
- Bangayan-Manera, A. (2019). Textual analysis of school graffiti. *Asian EFL Journal*, 21(2), 273–285.
- Barthes, R. (1967). *Elements of semiology*. New York: HILL and WANG. <https://book.as/book/5376384/9cf077>
- Cambridge Dictionary. (2022, August 10). dictionary.cambridge.org. Dictionary Cambridge. Retrieved August 15, 2022, from <https://dictionary.cambridge.org/dictionary/english/ready>
- Candra, K. D. P., & Putri, I. G. A. V. W. (2019). The interpretation of verbal and visual signs in the education advertisement. *Journal of Applied Studies in Language*, 3(1), 81–90.
- Cayestu, T. A. A. B., & Pasaribu, T. A. (2020). Ellipsis on gadget advertisements in T3 magazine. *JELTL (Journal of English Language Teaching and Linguistics)*, 5(1), 105–119. <https://doi.org/10.21462/jeltl.v5i1.390>
- Chandler, D. (2007). *Semiotics: The basics*. In Routledge (2nd ed., Vol. 39, Issue 10). Routledge. <https://doi.org/10.5860/choice.39-5578>
- Dewi, N. A. K., Juniarta, I. W., & Pratiwi, D. P. E. (2021). An Analysis Of Verbal And Visual Signs In Adidas ' S Advertisement “ Ready For Sport .” *Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT)*, 1(4), 219–225. <https://doi.org/https://doi.org/10.51715/husocpument.v1i4.34>
- Drummond, M. (2003). The Meaning of Boys' Bodies in Physical Education. *The Journal of Men's Studies*, 11(2), 131–143. <https://doi.org/10.3149/jms.1102.131>
- Dyer, G. (2009). *Advertising as communication (J. Fiske (Ed.))*. United Kingdom: Routledge.
- Dzuliyana, M. A., Irawan, E. P., & Saragih, N. (2019). Semiotic Analysis of the Message of Meaning on Pesona Indoneisa Advertisement of Pesona Indonesia 2017 Destination Version. *International Journal of Innovative Science and Research Technology*, 4(10), 476–484. www.ijisrt.com476
- Edmonds, R. (2016, October 28). *What is TDP and why should you care about it?* Windows Central. Retrieved September 21, 2022, from <https://www.windowscentral.com/what-tdp-and-why-should-you-care-about-it>
- English definition, synonyms. *English dictionary*. Reverso. (n.d.). Reverso Dictionary. Retrieved September 14, 2022, from <https://dictionary.reverso.net/english-definition/>
- Febriyantoro, M. T. (2020). Exploring YouTube marketing communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1787733>
- Gandhi, A. M. (2020). Semiotics analysis of Ruangguru advertising in television media. *Metacommunication: Journal of Communication Studies*, 5(2), 104. <https://doi.org/10.20527/mc.v5i2.8869>
- going further. (n.d.) Farlex partner idioms dictionary. (2017). Retrieved August 15 2022 from <https://idioms.thefreedictionary.com/going+farther>

- Noor, F., & Wahyuningratna, R. N. (2017). Representasi sensualitas perempuan dalam iklan new era boots di televisi (kajian semiotika Roland Barthes). *HUMANIORA: Jurnal Sosial Dan Humaniora*, 1(2), 1-9.
- Putri, I. G. A. V. W. (2020). Semiotika tanda verbal dan visual pada iklan kampanye pencegahan penyebaran Covid-19. *KULTURISTIK: Jurnal Bahasa dan Budaya*, 4(2), 10-18. <https://doi.org/10.22225/kulturistik.4.2.1871>
- Ramdhiani, M. (2021, October 16). *Gradasi warna: Pengertian, fungsi dan tekniknya*. Design Studio. Retrieved September 19, 2022, from <https://daridesignstudio.com/gradasi-warna/>
- Rangkuti, F. (2002). *The power of brands teknik mengelola brand equity dan strategi pengembangan merek dan analisis kasus dengan spss (3rd ed.)*. Jakarta: Gramedia Pustaka Utama.
- Saussure, F.D. (1983). *Course in general linguistics*. New York Chichester West Sussex: Columbia University Press.
- Sakinah, R. M. N., Alfiqri, J., & Hanifa, L. N. (2020). Analysis of icons, indexes, and symbols in youtube advertisement of wardah perfect bright creamy foam facial wash. *Apollo Project*, 9(1), 1-18. <https://ojs.unikom.ac.id/index.php/apollo-project/issue/view/356>
- Thermal Technology. (2022). *Thermal technology high temperature experts*. Retrieved September 21, 2022, from <https://www.thermaltechnology.com/>
- Vivobook S 14X OLED. (n.d.). ASUS USA. Retrieved September 22, 2022, from <https://www.asus.com/us/Laptops/For-Home/Vivobook/Vivobook-S-14X-OLED-S5402-12th-Gen-Intel/>
- Wierzbicka, A. (1996). *Primes and universals*. British Library Cataloguing. <http://scholar.google.com/scholar?hl=en&btnG=Search&q=intitle:Primes+and+Universals#2>
- Wiguna, A.K.I 2016. *Method Use in Teaching English at SMAN 1 Kuta Utara*. Denpasar: English Department Fakultas of Letter and Culture Udayana University, 7.
- Wow. (n.d.) Farlex Dictionary of Idioms. (2015). Retrieved August 15 2022 from <https://idioms.thefreedictionary.com/wow>
- Wu, Q., Yao, L.-X., & Li, X.-W. (2014). Algorithm of Laser Spots Recognition Based on "Cat Eye Effect." *Advances in Intelligent Systems and Computing*, 298, 1-4. <https://doi.org/10.1007/978-3-319-07773-4>