

DISCOVERING THE IMPLIED MEANING OF SIGNS USED IN TOOTHPASTE ADVERTISEMENT VIDEOS

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ABSTRACT

Companies use advertisements to promote their products and send particular messages for the target audiences. An advertisement is a piece of text that tells people about something which includes persuading people to buy a product or service. In general, an advertisement is used to introduce a product by a certain company since it has the power to influence and persuade people to do particular action. Signs are commonly used in advertisements so that it is attractive and can convey messages effectively. This study aimed to analyze the meaning of verbal and non-verbal signs which found in Colgate toothpaste advertisement videos. This study used Colgate toothpaste advertisement videos which taken from YouTube. The theories used in this study are the semiotic theory by Saussure (1983) to determine verbal and non-verbal signs and the theory of meaning by Barthes (1977) to discover the implied meaning of verbal and non-verbal signs found in Colgate toothpaste advertisements. This study uses the descriptive method to analyze the data. As the result, the advertisements show the verbal and visual signs support the company in promoting and informing its product. In this study, connotative meaning occurred dominantly rather than denotative meaning because the advertisements used more hidden meanings rather than literal meaning to convey the messages toward the audiences.

Keywords: Advertisement; Colgate; Non-verbal signs; Semiotics; Verbal signs

INTRODUCTION

In daily life, humans communicate or interact with other people both verbally and non-verbally. All humans need to communicate with each other no matter how they do it because they are social creatures. In communicating, they unconsciously use gestures to convey what they really want to say. According to O'Grady et al (1996) there are many definitions of language as a communication system, a medium of thought and ideas, a medium for literary appreciation, social institutions and political controversies, a catalyst for nation-building (O'Grady et al., 1996). Although there are several languages

around the world, they have the same main point which is used to express the main ideas of people, so that they can achieve their goals. In English there are several studies, such as morphology, syntax, and semiotics. Semiotics is the study of signs and symbols. How we can understand the meaning of the sign itself.

According to Peirce, the signs only work if there is intelligence that is able to learn from experience. The concept of semiotics is the meaning of signs and their interpreters (Chandler, 2002). Every sign and symbol around us have a different meaning and context. Saussure (1983) defines a sign as a composition of signifiers and signifieds (Saussure, 1983).

DISCOVERING THE IMPLIED MEANING...

Markers are associated with sound and images. Signified is a verbal and non-verbal concept. Verbal signs are used in communication in the form of spoken or written language. It contains conventional linguistic symbols such as words, phrases and sentences that tell us ideas or feelings to others. In advertising, a verbal sign is a self-advertising word or slogan. Non-verbal signs have been used by people before they had verbal. Nonverbal signs explain how we convey meaning without saying a word. An advertisement is a piece of text that tells people something that is trying to persuade people to buy a product or service.

In general, advertising is used to introduce a product by a company. Advertising has the power to influence and persuade people. Advertising used by companies to share their products and send messages about their products. A good advertisement is an advertisement that can influence consumers. The company should have a strategy to sell their products, to make it easy to be remembered by the customer, the company usually makes an interesting symbol for their products. The company will use famous people to be the star of advertising their products and it is expected to attract the attention of consumers to use their product.

Nowadays, the consumer consumed or bought the product because of the interesting symbols. The advertisement it self cooperates with the modern era to perform "something new (new brand)" which is unique and not common in societies. The reason why the writer chooses toothpaste advertisement as the data source because it is very interesting to find out the verbal and non-verbal signs of communication through symbols. By knowing the verbal and non-verbal signs we might know what is the hidden meaning that occur on the advertisement.

METHOD

The data of this study were taken from two toothpaste advertisement videos which downloaded from You-Tube. The researchers used observation method in collecting the data by downloading videos, watching the videos, taking screenshots and taking notes. The collected data were analyzed by descriptive qualitative method by using theory from

Saussure (1983) to figure out the verbal and non-verbal signs and theory from Barthes (1977) to analyze the meaning of the verbal and non-verbal signs in Colgate toothpaste advertisement videos. In addition, the researcher also used theory of color by Wierzbicka (1996) as supporting theory. Formal and informal method were used in this research to present the findings (Wierzbicka, 1996).

DISCUSSION

In this section, there are two data presented. There are two advertisements that will be analyzed. The first advertisement entitled "Colgate Total Antibacterial Fluoride Toothpaste – Be Totally Ready for Life" which broadcasted on their *Youtube* channel on October 02, 2019 (*Colgate Total Antibacterial Fluoride Toothpaste – Be Totally Ready For Life*, 2019). The second advertisement entitled "Colgate Total for Bad Breath vs. Other Fluoride Toothpaste" which broadcasted on their *Youtube* channel on July 03, 2019. The analysis can be seen as follows.

Advertisement 1: "Colgate Total Antibacterial Fluoride Toothpaste–Be Totally Ready For Life" The Analysis of Verbal Signs

Data 1

"Make sure you're totally ready when it's time to present to your most important audience open" (Colgate, 2019).

The first verbal signs are spoken verbal signs which said "Make sure you're totally ready when it's time to present to your most important audience open". In general, the word "ready" means what you are going to do and able to start it immediately and fully prepare for an action, activity or situation. In this advertisement, the word 'ready' is used to tell the audience that by using Colgate toothpaste you will be ready to do any activity anytime. The advertiser implicitly tells the audience that when we perform in front of the public eyes, we have to make our appearance and personal hygiene a priority since it shows who we really are. Good appearance and personal hygiene are important to represent ourselves. Especially

DISCOVERING THE IMPLIED MEANING...

when we perform to the most important audience who give significant impact for our life, self confidence is very crucial.

Data 2

“Unlike ordinary toothpaste Colgate totals break through formula actively fights bacteria on your teeth, tongue, cheeks, and gums for 12 hours keeping your whole mouth healthy” (Colgate, 2019).

The verbal sign is usually used in the advertisement, either through written text or spoken. The verbal signs in this advertisement are *“Unlike ordinary toothpaste Colgate totals break through formula actively fights bacteria on your teeth, tongue, cheeks, and gums for 12 hours keeping your whole mouth healthy”*. These verbal signs tell the audience that Colgate toothpaste products have formula to kill bacteria in our mouth. The benefits of using Colgate can also be an effective exfoliator to clean dirt tartar that sticks on our teeth. This statement has denotative meaning because the advertiser wants to promote the Colgate to the audience by giving clear information about the benefit of using Colgate. In addition, the verbal signs above have implied meaning. The sentence implicitly tells the audience that Colgate is different from other ordinary toothpaste out there. It is special since it has different formula which make it an extraordinary toothpaste.

Data 3

“Colgate total, be totally ready for life” (Colgate, 2019).

Colgate gives advantages for people who use it consistently. It helps people to take care of their teeth which enable them to smile and show their clean bright teeth confidently. The verbal signs above implicitly tell the audience that Colgate can make you ready to face whatever life brings you. As long as you have self confidence you will not be afraid of anything and be totally ready to face any body and any situation in life. And your self confidence comes from clean and healthy teeth. You will be never worried or afraid to be judged by people around you.

The Analysis of Non-Verbal Signs

Data 1



The picture shows a father and daughter morning routine before going out to office/school. The father dressed up formally wearing a shirt and a tie. The little girl also wearing a beautiful red dress which is her school uniform. They brushed their teeth together which is a must before starting a day. The message conveyed by this image is that in addition to wearing neat clothes or having a good appearance, we also have to pay attention to dental hygiene to increase self-confidence in carrying out an activity. The picture has connotative meaning since the message is delivered implicitly to the readers.

Data 2



The picture above shows the packaging of the product which are dominated by white and red color. According to Wierzbicka, white is associated with coolness and clearness. It implicitly represents the quality of the product which make your mouth cool, clear and fresh. The color of snow, white is often used to represent coolness and simplicity. White's association with cleanliness and sterility is often seen in hospitals or medical centers. Meanwhile, red-the color of blood and fire-is associated with meanings of love, passion,

DISCOVERING THE IMPLIED MEANING...

desire, heat, longing, joy, strength, leadership, courage, willpower, action, and determination. Red is assertive, daring, determined, energetic, powerful, enthusiastic, impulsive, exciting, and aggressive. Red symbolizes action, confidence, and courage. It has implied message which generally telling the audiences that Colgate gives you strength, confidence courage and joy. There is also a colorful circle over the product to attract people attention so that they are focus on the product. It makes the audience notice the product and be more familiar with it.

Data 3



The picture above shows the man who presents a story in front of his important audiences, her daughter's classmates. He performed a story telling in front of her daughter's classroom and seen by all of the students which at the beginning made him nervous but finally he enjoyed the moment and be more comfortable. He delivered the story outloud attractively and laughed together with the kids confidently. He demonstrated the characters of the story; he roared like a lion and encourage the kids to do it too. The kids roared happily and really enjoy that little sweet "show". It has implied messages which is the man shared happiness to the kids. It shows that the man is able to interact and communicate confidently with others and gives positive atmosphere for the class. This nonverbal sign shows that *Colgate* toothpaste can make you more confident, happy, and can give joy to people around you.

Advertisement 2: "Colgate Total for Bad Breath vs. Other Fluoride Toothpaste" The Analysis of Verbal Signs

Data 1

"Colgate total now fight bad breath like it never has before" (Colgate, 2019).

The first verbal sign in the advertisement is *"Colgate total now fight bad breath like never before"*. This sentence is used by the advertisers to convey a message to the audience that Colgate now has a new product which is better than the previous products. Bad breath is a common problem experienced by many people of all ages. In addition to impaired self-confidence, this condition can also be an indication of problems with the mouth. Bad breath can arise due to consumption of certain type of drinks or foods, such as coffee, onions, spices, and other flavorful foods. However, bad breath caused by consuming strong-scented foods or drinks usually go away on its own, but sometimes it can persist for the several or few days. Food residue on the teeth, gums, or tongue can trigger the growth of bacteria in the mouth, causing bad breath. In general, the word "fight" means to do a lot of effort to defeat or achieve something, or to stop something happening. In this product the word "fight" is used to support and encourage potential users of Colgate products to be interested in using the advertised products to protect the mouth from germs that can cause bad breath. The word "fight" highlights the benefits of using the new product of Colgate. This statement is categorized as connotative meaning because the messages is expressed implicitly.

Data 2

One of the causes of bad breath is hydrogen sulfide, a bad odor that smells like rotten eggs. (Colgate, 2019).

The verbal sign of the advertisement above belongs to connotative meaning because it wants to state that there are many types of dental problems, one of which including bad breath. Bad breath is mostly coming from the oral cavity. One of the causes of bad breath is shown to be caused by hydrogen sulfide that is produced by the degradation of proteins in the oral cavity by bacteria that accumulate on the surface of the tongue.

The word "Smell like rotten eggs" is an example given by advertisers by using hyperbole with the intention of giving a message to the audiences that the hydrogen sulfide in the mouth make the oral cavity to be smelled like rotten eggs which are known to

DISCOVERING THE IMPLIED MEANING...

have a very strong rotten smell and must be treated immediately. Having a bad breath can make a someone uncomfortable talking with other people, bad breath can affect with our teeth.

Therefore, the verbal sign in the advertisement above indirectly persuades the readers to get a conclusion that the by using the Colgate product, people are able to avoid dental problem which is bad breath that caused hydrogen sulfide in the mouth.

Data 3

Let's test how total colgate fights bad breath, a beaker of hydrogen sulfide glass is taken and added in to two test tubes, one containing regular fluoride toothpaste and the other total colgate, next an indicator that turns black when exposed to hydrogen sulfide is added. The regular fluoride toothpaste solution turns black does not neutralize the bad odor of the solution with coolgate total remains totally fresh." (Colgate, 2019)

By using the above verbal signs, the advertiser invites the audience to pay attention to an experiment carried out by an expert. The experiment compared the resistance to hydrogen sulfide, which causes bad breath by comparing the ingredients found in regular toothpaste and the ingredients found in colgate toothpaste.

At the end of the experiment the liquid containing the sample of an ordinary toothpaste which was initially white and clear turned black because of the inability to overcome or neutralize bad breath. Meanwhile, the liquid that is containing the sample of Colgate toothpaste looks clear and fresh added by hydrogen sulfide.

By showing the experiment about the resistance of both toothpaste products, this statement is categorized as connotative meaning because the advertiser wants to explain to the audience the excellence of Colgate products compared to the ordinary toothpaste and also to show the process regarding to the content of Colgate toothpaste in fighting or overcoming the hydrogen sulfide substance which can cause bad breath.

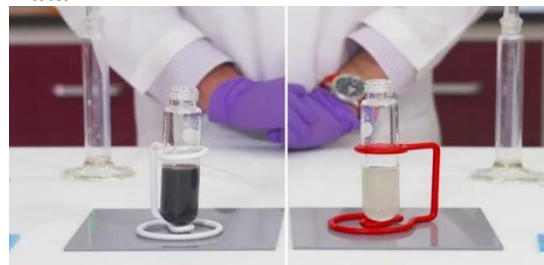
The Analysis of Non-Verbal Signs

Data 1



The first nonverbal sign shows the appearance of the mouth that indicates a person who is having a bad breath. This image also indicates that people should always maintain their teeth and dental hygiene in order to avoid bad breath. Having a clean teeth and a fresh breath are very important because we always meet and talk to other people in everyday life. Therefore, we should always keep our breath as fresh as possible so we become more confident to talk to other people. This picture is categorized as connotative because it shows a woman who wants to show that when we use colgate our breath is fresher than we use other products. Proven by comparing Coltage with other products.

Data 2



The second nonverbal sign shows an expert who performs tests to prove the substances in Colgate toothpaste product and compare it with another toothpaste product. The difference between the two products is very obvious. The color of the Colgate toothpaste product sample is white and able to overcome hydrogen hufida and germs which cause bad breath, while the other toothpaste product turn black and is unable to overcome hydrogen sulfida and germs that cause bad breath. This picture shows to the audience that Colgate is better than that other product because of the excellence shown by the experiment in the advertisement. This nonverbal sign has connotative meaning because through this image the advertiser wants

DISCOVERING THE IMPLIED MEANING...

to show the benefits of Colgate and convince the audiences. Therefore, the audiences are interested in trying new Colgate products.

Data 3



This scene shows the the expert who examined another toothpaste product which color turns black after added by hydrogen sulfide. Hydrogen sulfide is known as a substance that can cause bad breath. The examiner's facial expression in this illustration shows an unsatisfied face that indicates bad result. This nonverbal sign is categorized as connotative meaning because it implicitly tells the audience that Colgate toothpaste product has been tested and can be trusted.

Data 4



The expression that shown by the lab expert on this scene illustrates the satisfaction that can be obtained after knowing the results of trials on the substances contained in Colgate toothpaste products. Satisfaction is the feeling of pleasure that can be when we have achieved or obtained something. The test proved that the substances is beneficial for keeping our teeth clean and healthy all the time. The meaning of the non-verbal sign above can be categorized as connotative meaning since the message is conveyed implicitly through visual signs especially facial expressions and gesture.

CONCLUSION

This research indicates the types of verbal and non-verbal signs found in the commercial for the Video toothpaste. Verbal signs are classified into words and phrases that help to convey the emotions, thoughts and feelings of the readers. The sentence contains details about the product's advantages. Non-verbal signs are, meanwhile, conveyed by several movements and facial expressions used in advertisements and accompanied by several colors to make advertisement more cheerful and draw customers' attention. In this research, the denotative sense consists of the product's content and purpose. The connotative sense, meanwhile, consists of the advertisement sentence, the advertisement color, the advertisement context and the model used in the advertisement.

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