

Verbal And Visual Signs In Scarlett's Advertisement *Get Ready To Meet Song Joong Ki's New Love*

Haidah Situmorang¹, Juliva Banjarnahor², Lidia Daeli³, Tantri Aurelia Gulo⁴, Rina Octavia Simarmata⁵
^{1,2,3,4,5}Universitas HKBP Nommensen, Medan Indonesia
haidah.situmorang@student.uhn.ac.id

ABSTRACT

This research is entitled *An Analysis of Verbal and Visual Signs in Scarlett's Advertisement "Get ready to meet Song Joong Ki's new love"*. The purpose of this study is to analyze the verbal and visual signs found in the advertisement and to uncover the meanings behind those signs. This research applies Roland Barthes' semiotic theory (1957), which consists of three levels of signification: denotation, connotation, and myth. The method used in this research is descriptive qualitative. The data were collected from the official Scarlett advertisement featuring Song Joong Ki, which was published on various digital platforms. The results of the study showed that there were four verbal signs, which consisted of four written verbal elements and one audiovisual verbal element: Song Joong Ki's spoken words in the video. Each of these verbal signs carries both denotative and connotative meanings that contribute to the advertisement's persuasive power. The analysis shows that the advertisement uses both verbal and visual signs to deliver its message persuasively. The verbal signs, especially the slogan "Get ready to meet Song Joong Ki's new love", are loaded with connotative meanings that create curiosity and emotional connection with the audience. Meanwhile, the visual signs including color schemes (dominated by soft pink and white), product layout, Song Joong Ki's gestures and facial expressions complement the verbal messages and reinforce Scarlett's brand identity. The study also reveals the presence of myths related to beauty standards, the influential power of celebrities, and the idealization of romantic love. Through this advertisement, Scarlett constructs a narrative that beauty, brightness, and love are attainable through the use of their products.

Keywords: *Verbal signs; Visual signs; Advertisement; scarlet*

1. Introduction

In the digital age, advertising has become one of the most powerful forms of communication in influencing consumer behavior. Advertising, is defined as an attempt to influence customers or clients to make a purchase by using an attractive sales message about a good or service. As defined by (Ullah et al., 2023) Advertising organizes and controls meaning into signs that could be incorporated into the product. In this way, and becomes a sign production system of a product designed to deliver value by opposing meanings following each product. (Satrivi Wiranadhi et al., 2022) states that Advertisement can be divided into two; they are electronic advertisement and printed advertisement. Electronic advertisement consists of electronic media such as television, radio, internet, etc. The Advertising provides information and influences and attracts everyone's interest to buy a product or service through visual or oral messages. Modern advertising no longer simply provides product information, but also constructs meaning through carefully selected verbal and visual cues. These signs are not arbitrary; they are deliberately chosen to trigger certain emotions, attitudes and responses from the audience. As Roland Barthes (1977) emphasized, "Advertising is not just a means of communication, but a cultural system that produces meaning." Advertising is therefore a rich object for semiotic analysis, especially in terms of how signs work to convince and shape consumer perceptions. (Febriantini et al., 2021) points out that advertisements exist everywhere like in the newspapers, billboards, magazines, as well as social media. They have become an integral part of daily life, aiming to attract consumers' attention and persuade them to purchase products or services. Through the use of verbal and visual elements, advertisements are designed to communicate messages effectively and influence public perception.

One brand that effectively utilizes this semiotic strategy is Scarlett, a well-known Indonesian beauty brand, has taken advantage of this phenomenon by creating creative and emotionally-oriented marketing campaigns. One of their leading advertisements, titled “Get Ready to Meet Song Joong Ki's New Love”, capitalizes on the global appeal of Korean actor Song Joong Ki to capture viewers' attention. The title itself is a form of strategic ambiguity-it evokes suspense and curiosity. The phrase “new love” implicitly invites the audience to interpret its meaning, which turns out to be a metaphorical reference to skincare products. This application of language play and symbolic suggestion highlights how verbal and visual signs intertwine in advertisements to build layers of meaning. Song Joong Ki's presence in the ad is also significant, given the growing influence of Korean pop culture, in Southeast Asia. By associating a local product with a global celebrity, Scarlett is not only promoting its brand but also utilizing cultural capital to create a more appealing image.

In this context, signs play a central role in conveying messages and constructing meaning. A study by (Dewi et al., 2021) explain that here are two kinds of messages that would deliver while we tried to read a sign for instance denotation and connotation meaning. According signs can inform things that everyone already knows, even within a language, but to fully understand their meaning, a better interpretation is needed. (Zhao, 2023) explain that sign is available in every place in this world. Even the smallest things in this world have signs and meaning. The existence of signs in every aspect of human life reflects that humans live in a social order filled with symbols and meanings. Everything around humans, whether in verbal or visual form, can be interpreted as signs that represent something outside of themselves. These signs not only serve as a means of communication, but also as a medium to convey cultural values, ideology, and identity. Therefore, the study of signs is important to understand how meaning is formed, constructed and accepted in society. (Alvita Nai Modok et al., 2021) argues that signs have two aspects that convey meaning: verbal and visual signs, each of which has a signifier and signified. As explained by (Nabila et al., 2022) signifier is the form which the sign takes while Signified is the concept it represents both in verbal and visual sign. As states by (Nabila et al., 2022) verbal sign is a text which may in form of word, phrase, and sentence, that represents what people think, feel or represents their emotions. In advertisement, the verbal sign is the word such as slogan and all of the word that can see in the advertisement. And visual sign is picture that can see from our sense. Non-verbal sign is the used of body language to communicate such as face expression, eye contact, etc.

Several previous studies have explored the use of verbal and visual signs in several advertisements by applying Roland Barthes' semiotic theory. A study by (Mega et al., 2020) the used of semiotic is proven to be effective in marketing. It is because signs and symbols in semiotic helps companies to attract customers by utilizing emotional and rational system in semiotic marketing. Meanwhile (Dewi et al., 2021) show that verbal and visual sign components support each other to make the advertisement interesting in drawing the attention of the targeted consumers. Another study by (Ye et al., 2025) Verbal signs also play crucial role in persuading and convincing people to buy and use the products. The messages are delivered explicitly and implicitly through the texts. Most of them use declarative sentence. The other study by (Ni Nyoman Tri Jayanti et al., 2021) described how the features of verbal signs, such as the use of capital letters and colorful headlines, are designed to provide information and attract consumer interest. Similarly, a study conducted by (Febriantini et al., 2021) emphasizes that the light blue and orange color schemes are strategically used to create a calm and sunny atmosphere, evoking a sense of comfort and pleasant weather.

These previous studies highlight the importance of combining verbal and visual elements to build emotional and cultural meanings in advertisements. However, none of them focused specifically on Scarlett's advertisement featuring Song Joong Ki. Therefore, this research attempts to fill that gap by analyzing the verbal and visual signs in Scarlett's “Get ready to meet Song Joong Ki's new love” campaign using Barthes' semiotic framework. The scarlet advertisement is a wellknown and attractive product for the audience who listens or watches it and is presented by displaying amazing images, good colors and good sentences. The objective of this research is to identify the verbal and visual signs used in Scarlett's advertisement “Get Ready to Meet Song Joong Ki's New Love” and to analyze their meanings using Roland Barthes' semiotic theory of denotation and connotation. This study contributes to the understanding of semiotic analysis in advertising by offering new insights into how visual and verbal signs are used together to construct meaning in a contemporary Indonesian beauty product

advertisement. It also aims to fill the existing gap in literature regarding Scarlett’s campaign and to serve as a reference for future research on semiotics in digital.

2. Method

This study uses a qualitative descriptive method to analyze the verbal and visual signs in Scarlett’s advertisement titled "Get Ready to Meet Song Joong Ki's New Love". The advertisement was released on Scarlett's official Youtube <https://youtu.be/jEbuA6LLzqw?si=Xa33yVOrxZZDdGnu>. This ad was released on September 27, 2021 with a duration of one minute. This ad has been watched by 15,279,197 and has 30.1k subscribers on scarlet's official YouTube channel. The language used in this advertisement is Korean with Indonesian translation. This ad was chosen as data in this study because this ad has the data needed in developing this research because of rich in verbal and visual elements, making it very suitable for semiotic analysis. In addition, this ad has an inspirational message that wants to be conveyed to the audience.

The technique used in collecting data was observation, which focuses on the verbal and visual signs contained in the advertisement. The data collection procedure involved several steps. First, the ads were downloaded from Scarlett's official YouTube channel and saved in a dedicated folder for easy access and organization. Second, the ads were watched repeatedly to observe and identify significant verbal and visual elements. Third, screenshots were taken to document key scenes containing important visual components, such as Song Joong Ki's colors, facial expressions, symbols, and appearance. These images served as supporting data in the visual analysis. Fourth, all verbal elements such as dialog, slogans, on-screen text, and subtitles were accurately transcribed. Finally, all identified data were categorized into two main groups-verbal signs and visual signs-to facilitate the analysis process.

The primary research tool in this study was the researcher their self, who was directly involved in the collection, organization, and interpretation of the data. As is the case in qualitative research, the researcher played an active role in observing and analyzing the signs based on personal interpretation and academic understanding. Tools, such as a laptop, screen capture software, and a word processing program, were also used to assist with documentation and data management.

Data analysis was conducted in two stages. First, the verbal and visual signs identified were analyzed using Ferdinand de Saussure's semiotic theory, as cited by Chandler (2007), which distinguishes between the signifier-the physical form of the sign-and the signified. Secondly, in analyzing the second issue in this study, the theory of meaning proposed by Barthes (1967) and supported by Wierzbicka's (1996) theory of color was used. In this case, the advertisement for Scarlett Whitening is analyzed through both verbal and visual signs, interpreting how these signs convey deeper meanings beyond their literal content.

3. Results and Discussion

The purpose of this study is to identify the verbal and visual cues used in the Scarlett advertisement "Get Ready to Meet Song Joong Ki's New Love" and analyze them using Roland Barthes' semiotic theory of denotation and cognition. The purpose of this study is to contribute to the field of semiotic analysis by offering a case study focused on contemporary Indonesian product launches that have not received much attention in previous studies. The analysis's findings demonstrate how Scarlett's commercial effectively conveys emotional, aesthetic, and cultural values by using verbal and visual signs. 4 verbal signs and 7 visual signs were found and examined in total. In addition to offering information on the product, verbal cues like "Because of you, the days are brighter" and "Get ready to meet Song Joong Ki's new love" create an emotional narrative of love, thankfulness, and hope. Customers are encouraged to connect the product with emotional warmth and self-care by the use of poetic language and handwritten, stylized writing, which provides a personal and intimate touch.

Table 1 below contains the markers contained in the data, namely the verbal sign table and the visual sign table.

Table1 Signifiers Found in Scarlett’s Advertisement

Categorize	Data	Signifiers
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Verbal sign	1	Because of you, the days are brighter. Thank you for your love all these time. Even we are far. I hope you stay glowing with scarlet
	2	The postcard with the handwritten message “ hello dearest because of you, the day are brightly thank you for your love all these time. Even we are far , I hope you glowing with scarlet”
	3	With you,my days are brighter, brighter, smoother, and more fragrant Headline: “Get ready to meet Song Joong Ki’s new love”
Visual sign	1	A man use white t-shirt sits while showing scarlet body lotion
	2	The image predominantly uses soft, pastel colors like light blue, pink, and white.
	3	The skincare product are subtly placed in the frame
	4	The man in the image make a gently expression and the way he holds the product
	5	The image uses a range of pastel colors like pink, yellow, blue, and green. The various bottles and jars of the body scrub are arranged neatly, showcasing the different product varians.
	6	The logo is prominently displayed, ctreating brand recognition and reinforcing the brand identity.
	7	

Verbal signs take forms of both written and spoken. The table 2 below is spoken and written verbal signs to give the reader’s general explanation of the meaning of the verbal signs in Scarlett’s Advertisement “Get ready to meet Song Joong Ki’s new love”

Table 2 The meaning of verbal signs

No	Signifier	Signified
1	Because of you, the days are brighter. Thank you for your love all these time. Even we are far. I hope you stay glowing with scarlet	Scarlet advertisement Create an expression of love and deep gratitude to someone (song jong ki) who continues to give light and spiritin life, even though separated by distance.
2	The postcard with the handwritten message “ hello dearest because of you, the day are brightly thank you for your love all these time. Even we are far , I hope you glowing with scarlet”	Handwritten messages in the form of postcards create a personal, warm, and emotional impression, emphasizing emotional closeness despite physical distance. This shows that Scarlet is not just a product, but part of a loving, caring, and supportive relationship. The use of the words “glowing with Scarlet” reinforces the meaning that this product helps maintain one’s beauty and spirit, even from a distance.
3	Headline: “Get ready to meet Song Joong Ki’s new love” bald and attention –grabbing statement	This headline creates a strong sense of curiosity and emotional appeal by linking a popular public figure (Song Joong Ki) with the words “new love, ” which is usually associated with something special and intimate. This implies that Scarlet’s products are something that is highly favored, even by big-name celebrities, thus creating an impression of exclusivity, high quality, and universal appeal. The bold style of delivery reinforces Scarlet’s position as a confident brand that is ready to capture the market’s attention.
4	With you,my days are brighter, brighter, smoother, and more fragrant	Scarlet products provide positive effects in the user's daily life, making days feel brighter, skin feel smoother, and the body smells refreshing—thus increasing self-confidence and comfort throughout the day.

The data in the table above shows how the verbal and visual elements in the Scarlett Whitening advertisement are interpreted semiotically using Roland Barthes' approach. Every signifier that appears in the advertisement, whether in the form of written or visual text, contains signified that forms a deeper meaning than just a literal message. For example, the sentence _“Because of you, the days are brighter not only conveys ordinary praise, but becomes a symbol of love and emotional support associated with the presence of the product. The text also conveys a wish for the recipient to stay “glowing with Scarlet”, which reinforces the meaning that this product plays a role in maintaining beauty and vibrancy, even when physically separated. Furthermore, the use of a handwritten postcard creates a more personalized and intimate impression. This gives the meaning that Scarlet products are not just cosmetics, but also

part of a warm and caring emotional relationship. Headlines like “Get ready to meet Song Joong Ki's new love” also have a deeper meaning. By associating a famous artist and the phrase “new love”, the advertisement creates an exclusive and special image of the product, and reinforces the brand identity as something that is loved even by famous public figures. Lastly, the phrase “With you, my days are brighter, smoother, and more fragrant” emphasizes the direct benefits of the product, but also builds a connotative meaning of how Scarlet can increase self-confidence and comfort in living the day. Overall, this advertisement not only sells the physical product, but also sells emotional meaning, intimacy, and harmonious lifestyle through signs formed by text and visuals. This shows that Scarlet packages its products in a narrative that touches the emotional side of consumers, not just the cosmetic function.

Table 3 The meaning of visual signs

No	Signifier	Signified
1	A man use white t-shirt sits while showing scarlet body lotion	The presence of Song Joong Ki—a famous actor with a clean, elegant, and charming image—represents the quality of Scarlet products that are premium, trusted, and suitable for use by anyone. The visual of a man in a white shirt creates an impression of simplicity, cleanliness, and confidence, reinforcing the message that Scarlet is able to beautify the wearer's days naturally and elegantly.
2	The image predominantly uses soft, pastel colors like light blue, pink, and white.	The use of pastel colors such as light blue, pink, and white creates an impression of softness, freshness, and tranquility. This represents that Scarlet products have a soft nature on the skin, feminine, and provide a relaxing and clean effect. These colors also build an image of the product as elegant, safe, and suitable for pleasant self-care.
3	The skincare product are subtly placed in the frame	The unobtrusive product placement demonstrates an elegant and non-aggressive approach to promotion, reflecting that Scarlet is a product that is already naturally embedded in the lifestyle of its users. It gives the impression that the quality of the product speaks for itself without the need to be flashy—signaling significant confidence in its effectiveness and appeal.
4	The man in the image make a gently expression and the way he holds the product	The man (Song Joong Ki) gentle expression and the way he holds the product carefully create an impression of sincerity, gentleness, and care. This represents that Scarlet is not just an ordinary skincare product, but a symbol of self-love and self-care. Jong Ki's presence reinforces the message that taking care of yourself is something elegant, warm, and suitable for everyone, regardless of gender.
5	The image uses a range of pastel colors like pink, yellow, blue, and green.	The use of various pastel colors such as pink, yellow, blue, and green conveys a cheerful, fresh, soft, and natural impression. These colors reflect the friendly, fun character of Scarlet products, and are suitable for calming and loving self-care. The combination of pastel colors also provides a youthful and positive feel, in line with the message that using Scarlet makes the days feel more beautiful and lighter.
6	The various bottles and jars of the body scrub are arranged neatly, showcasing the different product varieties.	The neat arrangement of various body scrub product variants shows a variety of choices and organized quality, giving a professional and trustworthy impression.
7	The logo is prominently displayed, creating brand recognition and reinforcing the brand identity	The prominent placement of the logo strengthens the brand identity and helps build brand awareness in the minds of consumers. This implies that Scarlet is not just a beauty product, but also a consistent and recognizable brand, with confidence in the power of its visual branding.

The selected visual signs found in this advertisement are put together in a table to inform the readers of the overall visual signs in Scarlet’s advertisement, “Get ready to meet Song Joong Ki's new love”. For the reader to understand very well how that meaning is interpreted, the writer should also give one example of visual sign detailed analysis.



Figure 1 Advertisement

Figure 1 A man is shown in a white shirt pointing to an orange lotion bottle. The analyzed image features a young man, Song Joong-ki, who is the icon of the Scarlett product. He is depicted looking clean, neat, and attractive, wearing a white shirt, and pointing to an orange lotion bottle labeled “Scarlett”. The bright blue background also supports the impression of freshness, cleanliness, and comfort that the advertisement wants to convey. At the denotative level, the signifier is the figure of an attractive young man and the lotion bottle that is clearly displayed in front of him. The signified is a promotional activity for body care products aimed at consumers. However, the meaning evolves to the connotative level, where the man's appearance with bright and clear skin represents modern beauty standards, not only limited to women, but also men. The man's action of pointing towards the product builds a visual association that Scarlett's product is a trusted and effective choice. The orange colors on the lotion packaging not only indicate the visual identity of the product, but culturally are also associated with softness, fragrance, and femininity values that can be enjoyed by anyone. In this context, the advertising image not only offers lotion products, but also sells an image of perfection, cleanliness, and beauty that has been shaped by cultural construction. The presence of Korean celebrities as advertising stars also reinforces another myth, which is that products used by famous public figures will bring similar results to consumers, thus creating an emotional urge to buy and try the product.

4. Conclusion

This research aims to analyze the verbal and visual signs in Scarlett's advertisement entitled "Get Ready to Meet Song Joong Ki's New Love" by using Roland Barthes' semiotic theory. The focus of this analysis is to identify the signifiers contained in the ad and interpret the denotative and connotative meanings of these signs. The results show that this advertisement uses various verbal and visual signs that support each other to form a persuasive and emotional message. Verbal signs such as poetic expressions, slogans, and emotional dialogue convey a sense of love, happiness, and closeness. These verbal elements not only provide information to the audience, but also create an emotional narrative that harmonizes with the visual imagery. Visual sign such as the use of colors, facial expressions, gestures, costumes, and lighting support the emotional mood of the ad and reinforce the brand image as elegant, pure, and attractive. For example, the frequently occurring color white symbolizes purity and sincerity, while soft lighting and close-up shots of characters accentuate a sense of intimacy and trust. Based on Barthes' semiotic theory, it can be concluded that this ad successfully uses denotative and connotative meanings effectively to shape consumers' perceptions of the product. Denotatively, the ad shows two individuals interacting with Scarlett products. However, connotatively, this ad implies themes of love, emotional closeness, and coveted beauty. Song Joong Ki's presence as the star of the ad also provides added value in the form of celebrity appeal and international prestige that reinforces the ad's message. Thus, this Scarlett ad proves that the combination of verbal and visual cues can create a strong and memorable symbolic meaning for the audience. Ads not only serve to promote products, but also build stories that touch emotions and form relationships between brands and consumers.

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