



A Semiotic Analysis of Verbal and Visual Signs in Scarlett's Advertisement "Get Ready to Meet Song Joong Ki's New Love"

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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, one audiovisual verbal element: Song Joong Ki's spoken words in the video. Each verbal sign conveys both denotative and connotative meanings, enhancing the advertisement's persuasive effect. 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

Keyword - Verbal signs; Visual signs; Advertisement; scarlet

INTRODUCTION

Humans, since the dawn of civilization, have lived in groups. This togetherness allows us to depend on each other, share resources, and face challenges together. To

coexist, humans need to communicate. Language is the main communication tool in everyday human life, the point is to convey messages and ideas contained in a sentence and word that has meaning and contains various meanings.(Pratiwi et al., 2020). Communication is the key to building relationships, establishing cooperation, and understanding each other. Communication is not just limited to the exchange of words. Facial expressions, body gestures, tone of voice and even physical distance are also important forms of communication. For example, a smile can convey friendliness, while a glare can be intimidating. Usually oral communication is in speeches, interviews and others, while written communication is found in writings such as news magazines, advertisements and slogans(Pratiwi et al., 2020) Communication is one of the most frequently performed activities.

Communication aims to understand each other and convey ideas, opinions, and information. In order for messages to be conveyed well to each other, the purpose of communication is to convey messages and know the relationship between signs and their meanings. When we try to read a sign, there are two types of messages to be conveyed: connotation and denotation meanings. Denotation pertains to the explicit meaning of a sign or words, a noticeable phenomenon. In the meantime, connotation pertains to items that are regarded as subjective based on a person's perspective; it may also relate to the significance behind an picture understood by individuals (Limensa, 2018). According to Parera (2004: 98), connotation meaning is a natural meaning that acquires the addition of certain feelings, certain emotions, and certain values. And The denotative meaning of a word is its core, most basic meaning, everyone understands and agrees with the denotative meaning of a word (Harley, 2013) .

Signs can inform things that everyone already knows, even within a language, but to fully understand their meaning, a better interpretation is needed. (Chandler, 2007) states that linguistic signs do not form relationships between things and names, but between concepts (signifiers) and sound patterns (signifieds).

Advertisements are another example of the relationship between signifier and signified in everyday life. Advertisements are crafted and presented to be as appealing as possible while still conveying the essential messages within the ad.(Candra & Putri, 2019). 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. Advertisements also provide information and attract customers' attention through visual or spoken messages. Advertising provides information and influences and attracts everyone's interest to buy a product or service through visual or oral messages.

Several previous studies have explored the use of verbal and visual signs in beauty product advertisements by applying Roland Barthes' semiotic theory. A study by (Suci, 2011) the semiotic sign in advertisement is connecting of considerations, feelings or feeling with something 'objective 'and outside isn't a modern phenomenon; it shapes the premise of much craftsmanship and customs. (Candra & Putri, 2019) concluded that the advertisement uses both verbal and visual semiotic signs play a significant part in conveying the advertiser's eagerly, especially in inducing the group of onlookers and giving data.

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, (Febriantini et al., 2021) 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 well-known and attractive product for the audience who listens or watches it and is presented by displaying amazing images, good colors, and good sentences. The purpose of this research is to identify verbal and visual signs and analyze their meaning in Scarlet advertisement **"Get Ready to Meet Song Joong Ki's New Love."**

METHOD

The data source in this study is taken from an advertisement posted by the official Scarlet website entitled —get ready to meet Song Joong Ki's new love on their YouTube channel <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 people 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 to develop this research. In addition, this ad has an inspirational message that is intended to be conveyed to the audience. Technique of analysis. This research uses the observation method for relevance, accuracy, and reliability in collecting data. To obtain data, several procedures were carried out before the application of observation methods and techniques.

First, downloading the scarlet advertisement —get ready to meet Song Joong Ki's new love, which the author got from YouTube. It is saved in a specific folder to be easily found and organized. Second, finding the visual and verbal signs in the —get ready to meet song joong ki's new love scarlet ad by watching it carefully many times. Third, using a print screen to capture the part of the scene that contains visual signs in the advertisement. In the analysis, the screenshots are attached to show which part of the ad has visual signs. Fourth, the technique of recording every important verbal sign in the ad is also used. to ascertain and back up the data is also applied.

Finally, classifying the data found in the advertisement into verbal and visual sign categories and then interpreting each meaning. The theory used. The data obtained was analyzed using a qualitative descriptive method. The analysis was conducted in two steps. First, the verbal and visual signs found were analyzed based on Saussure's semiotic theory, cited by Chandler (2007). Second, in analyzing the second problem of this research, it was analyzed with the theory of meaning proposed by Roland Barthes (Jadou & Ghabra, 2021). Roland Barthes' semiotic theory(1957) consists of denotation, connotation, and myth. And the theory proposed by (Barthes, 1964) which focuses on understanding the relationship between signs (such as words, images, sounds) and their meanings in a given context.

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. Barthes' theory distinguishes between two components in every sign. Signifier: The form of the sign (what we see or hear) – in this case, the text, images, and visual elements like Song Joong Ki's presence and the use of pastel colors. Signified: The mental concept or meaning that the signifier evokes – for example, the emotional connection, beauty, self-

care, and brand identity that the advertisement seeks to communicate. and supported by color theory from (Wierzbicka, 1996).

RESULTS AND DISCUSSION

The results of the study showed that there were 4 verbal signs, which were divided into four written visual elements. In addition, the selected visual signs analyzed in this study amounted to 7 visual signs. Table 4.1 below contains the markers contained in the data, namely the verbal sign table and the visual sign table.

Table 4.1 Signifiers Found in Scarlett’s Advertisement “Get ready to meet Song Joong Ki’s new love”

Categorize	Data	Signifiers
Verbal sign	1	Because of you, the days are brighter. Thank you for your love all this time. Even though 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 bright thank you for your love all these time.
	3	Even though we are far, I hope you are glowing with scarlet.”
	4	With you, my days are brighter, brighter, smoother, and more fragrant Headline: “Get ready to meet Song Joong Ki’s new love” buat signified nya dari iklan scarlet
Visual sign	1	A man wearing a 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.
	6	The various bottles and jars of the body scrub are arranged neatly, showcasing the different product variants.
	7	The logo is prominently displayed, ctreating brand recognition and reinforcing the brand identity

Verbal signs take forms of both written and spoken. The 4.2 table below is spoken and written verbal signs with the aim 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 4.2 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 4.3 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 variants.	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”. In order for the reader to understand very well how those meaning is interpreted, the writer as well give one example of visual sign detailed analysis.



Figure 4.1 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. As stated by Barthes (1972) in *Mythologies*, “What the public wants is the image of passion, not passion itself.” 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 myth formed by the combination of visual elements in this advertisement is that having bright, soft, and fragrant skin is a sign of personal success, social acceptance, and modern lifestyle. 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.

CONCLUSION

The analysis of verbal and visual signs in the *Scarlett Whitening* advertisement, “*Get ready to meet Song Joong Ki's new love*”, reveals a multi-layered approach to advertising that goes beyond simply promoting a cosmetic product. Both verbal and visual elements work synergistically to create emotional and symbolic meanings that appeal to the audience's sense of love, self-care, and exclusivity. The verbal signs convey messages of love, gratitude, and emotional connection, as seen in phrases like “Because of you, the days are brighter...” and the use of handwritten postcards that foster intimacy and closeness despite physical distance. This effectively positions Scarlett as not just a product, but part of an emotional relationship. Visually, the advertisement utilizes soft pastel colors, the gentle demeanor of Song Joong Ki, and subtle product placements to create an impression of elegance, trust, and warmth. The careful design and presentation of these visual elements reflect a premium, calming, and nurturing product that enhances both physical beauty and

emotional well-being. The use of colors like pink, blue, and green signifies freshness, femininity, and a sense of relaxation, which aligns with the product's intended effects on the user's skin and spirit. Overall, the combination of these verbal and visual signs creates a powerful narrative around the Scarlett brand. The advertisement is not merely selling a beauty product but also selling an experience of love, care, and self-empowerment. The integration of a celebrity figure like Song Joong Ki further reinforces the idea that Scarlett is a trusted, exclusive, and desirable brand. Through this semiotic analysis, it is clear that Scarlett's advertisement skillfully communicates its identity as a product that promotes both inner and outer beauty, making it an emotional and aspirational choice for consumers.

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