



Decoding Verbal and Non-Verbal on Falala Chocolate's Advertisements

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Article Info

Submitted:

Revised:

Accepted:

Publish:

Keywords: Verbal sign, Non-verbal sign, Advertisement

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DOI:

<https://doi.org/10.24843/JH.2026.v30.i01.p03>

Abstract

This study aims to analyze the verbal and nonverbal signs in Falala Chocolate's Instagram advertisements and to understand the implicit meanings within them. The background of this study is the important role of social media advertising in shaping audience perceptions and conveying emotional and cultural messages. The analysis uses Roland Barthes' media semiotics (1986) to explore meaning through denotation and connotation. This study applies a qualitative approach through systematic data collection, classification of signs, and interpretation of verbal and nonverbal elements. Barthes' analysis reveals connotative meanings such as luxury, warmth, and cultural values expressed through facial expressions, gestures, and the interaction between text and visuals. Therefore, Falala Chocolate's advertisements not only provide product information but also build emotional appeal and communicate cultural values.

INTRODUCTION

Semantics is a branch of linguistics and science that focuses on the study of meaning in language, particularly how signs and symbols are used to convey meaning within various contexts. It involves analyzing the relationship between denotative and connotative. In a broader sense, semantics seeks to understand how individuals interpret meanings, how words develop or change meaning over time, and how meanings can be constructed from combinations of words and expressions in communication. One of the foundational questions of semantics is how meaning is derived from both individual words and larger syntactic structures.

In real-world communication, these verbal and nonverbal elements often interact seamlessly to create rich and layered meanings. One medium where this interplay is particularly evident is advertising. Advertisements frequently combine spoken or written messages with visual and auditory cues to influence audience perception and behavior. A compelling example is the advertisement for the "Falala" chocolate product, which employs a blend of verbal and nonverbal signs to communicate effectively. The verbal elements might include narration, dialogue, or catchy slogans that provide direct information about the product or evoke emotional appeal. Meanwhile, nonverbal elements such as the joyful facial expressions of the characters, playful body movements, vibrant colors, background music, and even the pacing of the

advertisement contribute additional layers of meaning. These nonverbal cues can evoke happiness, indulgence, nostalgia, or comfort, emotions that enhance the persuasive power of the advertisement. In this way, the interaction of verbal and nonverbal signs in the “Falala” chocolate commercial exemplifies Saussure’s semiotic theory, showing how both the signifier and the signified work together to create a unified and impactful message. This holistic approach to communication, where semantics and semiotics intertwine, is essential in understanding how meaning is constructed and interpreted in modern media.

METHOD AND THEORY

This research uses advertising as the main object of study, with data taken from social media, especially the official Instagram account @falalachocolatebali. The data collection process begins with downloading and documenting the advertising content uploaded by Falala Chocolate. The next step involves identifying and classifying the content based on the types of signs that appear. The analyzed ad data was collected over a five year time span, from 2020 to 2025. The analysis phase began with a thorough review of all content to determine the amount and type of relevant data. After that, an exploration of the elements that have been identified as signs was conducted. Next, the researcher analyzed the signs based on verbal and nonverbal categorization. From a total of 35 data collected, this research focused the analysis on three main data. The data selection is based on the diversity of visual and language elements in the content, which are considered representative to be analyzed in depth. his study employs a qualitative approach to uncover the implicit meanings embedded in the use of signs within advertisements. The analysis integrates Barthes’ perspective that interprets meaning through the levels of denotation and connotation.

There are many similar studies about semiotics analysis especially in media such as poster, advertisement, magazine, etc. In this study focus on analysing the verbal and non-verbal sign that found on Instagram posts of Falala Chocolate official account. The first study entitled “Analysis of Verbal and Non-verbal Signs of Canggu Weekly Advertisement” by Suryani, Suastini (2023). This study aims to analyze the verbal and nonverbal signs used in The Canggu Weekly advertisement and interpret their meanings using semiotic and meaning theories, with a focus on understanding how these signs effectively convey promotional messages. This study obtained a total of 92 data, consisting of 49 data in the verbal context and 43 in the nonverbal context. In the realm of connotative meaning, 5 verbal data and 16 nonverbal data were found. Meanwhile, for denotative meaning, there were 44 verbal data and 16 nonverbal data. The second study entitled “Youth Representative of Verbal and Visual Signs on Music Concert Posters: A Semiotic Analysis” by Manu, Hikmaharyanti (2024). This study aims to analyze how 2023 Bali music concert posters visually and verbally represent youth culture by examining signs (verbal and visual), meanings (denotative and connotative), and color usage, while also exploring how local cultural elements are integrated into the design to reflect and communicate deeper messages. The study shows that verbal signs (61%) in music concert posters mainly serve an informative role, with 92% carrying denotative meanings. In contrast, visual signs (39%) are more expressive, with 69% conveying connotative meanings. This indicates that posters rely on text for clear information and visuals for emotional and symbolic impact. The third study entitled “An Analysis Meaning of the Verb ‘to See’ in Banjarese Language: A Natural Semantic Metalanguage Studies” by Fahmi, Kepirianto, Nurhayati (2024). The aim of

this study is to explicate and describe the verb *malihat*, which is synonymous with the verb 'to see' in the English language. A total of nine data in the form of verbs have been collected to be analyzed using the Natural Semantic Metalanguage theory in this study. The fourth study entitled "Verbal and Non-Verbal Sign on Inflight E-Magazine Garuda Indonesia "Colours" by Dewi, Winarta (2024). The aim of this research is to explain the verbal and non-verbal signs contained in the magazine and also find out what meaning is contained in the data. In this study, it can be said that the Garuda Indonesia in-flight e-magazine "Colours" has 15 verbal and 10 non-verbal signs spread over its three pages, and from the data discussion, there are 15 denotative meanings and 10 connotative meanings. The last study entitled "The Role of Semiotic Analysis in Advertisement: Bibliometric Analysis" by Prasetya (2025). This research aims to analyze the development of semiotic studies in advertising using bibliometric methods with VOSviewer. With this approach, scholarly publication patterns can be mapped to identify trends, academic collaborations, as well as key topics in advertising semiotics studies. From an initial total of 70 articles screened using exclusion criteria, 41 were removed, leaving 29 articles for further review. Ultimately, 25 full-text articles met the criteria and were included in the bibliometric analysis using VOSviewer.

For the next study aims to identify the verbal and visual signs used in chocolate advertisements, and analyze the implicit meaning contained in these signs. The focus of the analysis is on Falala chocolate advertisements as the main data source. This study is different from previous studies, especially in terms of the type of data used, most of the data in this study are in the form of product advertisements, while previous studies generally used video clips as the object of study. In this study, there are two problem formulations discussed, the type of verbal and visual signs that found on the Falala Chocolate advertisement and the meaning of verbal and visual signs found in Falala Chocolate advertisement. One of which is to reveal the meaning of the signs that appear in advertisements as a means of conveying information to the audience. Therefore, the data is classified and described based on the verbal and nonverbal signs contained therein.

To analyze these signs, this study employs Barthes' semiotics (1986) is applied to further explore meaning through denotation and connotation, particularly in relation to how advertisements are represented in the media. This helps uncover both the literal and symbolic messages conveyed in the advertisement. It also allows the researcher to interpret how visual and textual elements work together to communicate persuasive or culturally significant messages to the audience.

RESULT AND DISCUSSION

In this section, the researcher identifies and analyzes a number of data consisting of verbal and nonverbal signs contained in the advertisement. In detail, there are 6 verbal signs and 8 nonverbal signs that have been collected as objects of analysis. All of the data is then presented systematically to support the interpretation process of the meaning contained in the advertisement, in accordance with the theoretical framework used.

Table 1. Result of Verbal signs in Falala Chocolate's Advertisements.

VERBAL SIGNS			
NO.	Verbal sign	Connotative meaning	Denotative meaning
1.	"One Bite, and You'll Crave More"	The chocolate is so delicious that it is hard to stop eating it	After one bite, you will want more chocolate
	"Satisfy your Sweet Tooth Anytime"	The chocolate is always there to make you feel happy and satisfied	The chocolate is always can satisfy your desire for sweets at any time
2.	"Can't Decide?"	There are many good flavors, so it is hard to pick just one	You are having trouble choosing
	"Falala Chocolate has a Flavor Squad to Satisfy Your every craving"	The brand offers a fun and complete variety of flavors for everyone	Falala chocolate has many flavors to meet your needs
3.	"Share the love share the falala chocolate"	The chocolate helps you express love and care	Share the chocolate with others
	"Make every moment sweeter"	The chocolate makes life feel happier and more special	The chocolate makes moments taste sweeter

Table 2. Result of Non-Verbal signs in Falala Chocolate's Advertisements.

NON-VERBAL SIGNS			
NO.	Non-Verbal sign	Connotative meaning	Denotative meaning
1.	"Falala Chocolate"	It represents a premium, elegant, and trustworthy chocolate brand	The name of the chocolate brand shown in the advertisement
	"Green chocolate bites that accumulate"	It suggests abundance, quality, and an attractive presentation that makes the chocolate look desirable	Small green chocolate pieces are arranged together in a neat shape
	"Floating green leaves"	The leaves suggest freshness, natural ingredients	Green leaves are shown floating around the chocolate
2.	"The hand of a woman taking chocolate"	It suggests temptation, desire, and the enjoyment of eating the chocolate	The hand is shown picking up a piece of chocolate
	"Various Variant of chocolate on plate"	It represents variety and shows that the brand offers many flavor choices	Different types of chocolate are placed together on a plate
3.	"Two hands seems to instinctively reach for Falala Chocolate"	It shows that the chocolate is very attractive and hard to resist	Two hands are reaching toward the chocolate without hesitation
	"Matcha variant of Falala Chocolate"	It suggests a unique, refreshing, and modern flavor option	A green matcha version of the falala chocolate is displayed
	A white letter phrase "special for you"	It implies that the chocolate is thoughtful gift made especially for someone	A white card with the words "special for you" is shown

Based on the data [table 1](#) and [table 2](#), a number of verbal and non-verbal signs were found in the analyzed advertisements. There are three images that are the object of analysis. In the first data, 3 verbal signs and 2 non-verbal signs were found. The second data also shows 2 verbal signs and 2 non-verbal signs. Meanwhile, the third data contains 2 verbal signs and 3 non-verbal signs. This research discusses the meaning of these verbal and non-verbal signs in more depth by referring to Barthes' (1986) theory of connotation and denotation.

Data 1:



Figure 1. Advertisement of October 21, 2024

The first verbal sign from the data [Figure 1](#) is “One bite and You’ll Crave More”. According to the semiotic theory proposed by Barthes (1986), this sentence literally means that after someone takes a bite of this chocolate product, they will want to eat more; the meaning is literal and describes a direct relationship between one bite and the desire for more. However, on a connotative level, this sentence creates an association that Falala Chocolate products have a delicious, satisfying, and even “addictive” taste in a positive sense. This connotation creates an image that the chocolate is so delicious that it can cause emotional cravings, positioning the product as something premium, irresistible, and worth trying. This slogan also symbolizes instant and lasting pleasure, in line with modern consumer culture that prioritizes pleasure and indulgence.

The second verbal sign from the data above is “Satisfy your Sweet Tooth Anytime”. Denotatively, this sentence means that consumers can satisfy their desire for sweet foods at any time, without time restrictions or specific conditions. However, on a connotative level, this sentence carries the emotional meaning that Falala Chocolate products can provide comfort, freedom, and self-reward that consumers can access whenever they need it. This phrase associates chocolate with comfort food, a source of instant happiness, and a symbol of flexibility and convenience in a practical lifestyle. Thus, the advertisement not only offers a product, but also sells the idea of freedom to enjoy sweet pleasures freely.

The first non-verbal element identifiable in the data is the phrase “Falala Chocolate,” which represents the official brand logo of Falala Chocolate. This logo consistently appears at the top center of each promotional brochure shared on their social media platforms. Denotatively, the logo displays the brand name “Falala Chocolate” in a neat and stylized typeface, paired with a graphic emblem resembling a leaf or cacao bean. Positioned prominently at the upper part of the advertisement, it becomes one of the initial components noticed by viewers. The combination of text and the simple graphic icon, presented without unnecessary decoration, shows that the logo’s main purpose is to formally signify the brand’s identity. On this literal level, the logo provides information regarding the product’s producer and serves as a visual marker that differentiates it from other chocolate brands. Connotatively, the logo can be linked to associations such as authenticity, premium quality, and a close relationship with the core ingredient of chocolate. The leaf- or cacao-shaped emblem evokes impressions of naturalness and organic value, implying careful selection of raw materials. Its placement at the top reinforces the brand’s identity and supports consistent branding practices. According to the information provided on Falala’s website, Falala Chocolate Bali originated from a love story between two individuals, symbolized through the logo’s two cacao beans merging into the shape of a heart. Crafted without complex theories, their chocolate is made artisanally with recipes “from the heart.” Using only high-quality ingredients, each bite is intended to deliver a sincere, warm, and meaningful taste experience. They believe that chocolate embodies love and care, aligning with Bali’s identity as the Island of Love. Their vision is to become a chocolate brand that not only brings joy to customers but also creates a positive impact on their entire team. Falala Chocolate aims to serve as a special gift that spreads the love and warmth of Bali to people worldwide.

The second non-verbal sign from the data above that green chocolate that accumulate. Denotatively, the image shows several green-colored chocolate pieces stacked on top of one another, allowing viewers to observe the layered arrangement as well as the texture and surface details of each piece. The chocolates appear smooth and neatly cut, with a light dusting of matcha powder on their surfaces, and are photographed in high resolution to provide a clear and accurate visual representation of the product. This depiction highlights the physical characteristics of the chocolate, its color, shape, layered positioning, and texture, without suggesting any symbolic interpretation. The image serves to present the product in its real, tangible form, helping viewers understand what the chocolate looks like when purchased or consumed. Connotatively, the stacked arrangement may evoke impressions of richness, abundance, and indulgence, while the green color suggests freshness, a distinctive matcha flavor, and associations with natural or tea-based ingredients. The visually appealing composition enhances the product’s attractiveness, a common strategy in food advertising to stimulate consumer desire.

The third non-verbal sign from the data above that floating green leaves. Denotatively, the visual element features small, illustrated green leaves surrounding the main product image. These leaves are drawn with simple forms and light shading and are oriented at different angles to convey a sense of movement. They are not meant to represent any particular plant species, nor do they directly relate to the chocolate’s ingredients; rather, they serve as decorative graphics within the layout. At a literal level, the leaves function solely as visual fillers that frame the product and occupy empty space. Connotatively, the floating green leaves are commonly associated with concepts

such as nature, freshness, and organic qualities. Their inclusion can lead viewers to perceive the chocolate as more natural or healthier, while also enhancing the overall visual appeal and vibrancy of the advertisement.

Data 2:



Figure 2. Advertiserment of October 5, 2024

The first verbal sign, the context of the Falala advertisement, "Can't Decide?" Denotatively, the phrase "Can't Decide?" means "unable to decide" or "unable to choose." This question refers to a concrete situation where someone is faced with several choices and is unable to decide on a particular one. In the context of this advertisement, the phrase literally describes the condition of consumers who feel hesitant or confused when choosing from the available chocolate flavors. This sentence describes the moment before a decision is made, namely the consideration stage in the consumption process. Connotatively, the phrase "Can't Decide?" not only shows confusion, but also creates an emotional and psychological connection between the advertisement and the audience. The question invites the audience to get personally involved and feel that the situation described is their own experience. In addition, this sentence also reinforces the diversity of flavor choices offered by Falala Chocolate. From Roland Barthes' perspective, this sentence functions as an anchorage, which is a verbal element that limits and directs the interpretation of visual meaning. The presence of this text makes the image of colorful chocolates not only read as a normal variation, but as a symbol of the many choices that cause consumer indecision. [Figure 2](#).

The second verbal sign "Falala Chocolate has a Flavor Squad to Satisfy your every craving", Denotatively, this sentence states that Falala Chocolate has a wide variety of flavors that are arranged like a group or team, aiming to satisfy every consumer's desire. Literally, this sentence conveys product information, namely the existence of many flavor variants offered by the brand. The message conveyed is informative and explains the superiority of the product compared to other products. Connotatively, the phrase "flavor squad" evokes a metaphorical image of a group of flavors that are strong,

cohesive, and complement each other. The word “squad” is synonymous with a solid and organized team, creating the impression that each flavor in Falala Chocolate has a specific role and is carefully designed. Meanwhile, the phrase “to satisfy your every craving” carries strong emotional meaning because it touches on consumers' deepest desires and cravings. The word “every” emphasizes totality, as if there is no desire that cannot be fulfilled. In Barthes' theory, this sentence creates a myth about the perfection and total satisfaction offered by the product, positioning Falala Chocolate not only as food but as a solution to human emotional urges and consumptive desires.

The first non-verbal sign the hand picking up a chocolate. In denotative level, the image shows a human hand holding a small utensil and lifting a cube-shaped piece of chocolate from a plate. Several other chocolate cubes in different colors are placed on plates below it. The hand is positioned above the chocolates, indicating the act of selecting or taking one piece. At the level of connotation, the hand picking up the chocolate suggests the idea of choice, selection, and personal preference. It implies that the viewer, like the hand in the image, is being invited to choose from many tempting options. The gesture also symbolizes desire and temptation, highlighting the appealing and luxurious nature of the chocolate. Additionally, the involvement of a human hand creates a sense of intimacy and interaction, making the product feel more accessible and enjoyable. This visual sign reinforces the advertising message that the chocolate offers a pleasurable and engaging experience.

The second non-verbal sign various Variant of chocolate on plate can be analyzed using Barthes semiotic theory by identifying denotative and connotative. iva level, the image shows several square-shaped chocolates in different colors and types neatly arranged on small plates. Each plate contains a different variety of chocolate, such as dark chocolate, milk chocolate, and other flavored variations. The chocolates are presented in an orderly and visually appealing way, emphasizing their differences in color and texture. On the connotative level, the different types of chocolates placed on separate plates symbolize variety, abundance, and diversity of choice. This visual sign suggests that the brand offers many flavor options, encouraging the viewer to explore and experience different tastes. The elegant presentation on plates also conveys a sense of premium quality and sophistication, making the chocolate appear more luxurious and desirable. At the same time, the colorful and varied chocolates can represent playfulness and enjoyment, creating a positive emotional response from the audience.

The first verbal sign phrase “Share the love share the falala chocolate”. In a denotative level this sentence literally means that people are being invited to share love by sharing Falala Chocolate. The word “share” is repeated to emphasize the act of giving or enjoying something together, and “Falal a chocolate” is named directly as the object being shared. In a connotative level, this phrase does more than promote a product. It connects Falala Chocolate with love, affection, togetherness, and emotional bonding. The repetition of the word “share” creates a friendly, warm tone that suggests that the chocolate is more than just food, it is a symbol of care and connection, suitable for giving as a gift or enjoying with loved ones. The brand is emotionally framed as something that strengthens relationships. [Figure 3](#).

The second verbal sign phrase “Make every moment sweeter”. In a denotative level this sentence means that Falala Chocolate can add sweetness to any moment or situation. It suggests that whenever the chocolate is present, whether during a break, a celebration, or a normal day, the experience becomes sweeter. The word “sweet” here

directly refers to the taste of the chocolate itself, emphasizing that the product has a pleasant and enjoyable flavor.

Data 3:



Figure 3. Advertisement of August 2, 2024

The sentence tells the audience in a simple, straightforward way that Falala Chocolate is designed to bring a sweet sensation to the consumer. It also implies that the product is suitable for all occasions, not limited to specific events. In a connotative level, the word “sweet” does not only refer to flavor but also to emotions, relationships, and life experiences. It symbolizes happiness, comfort, affection, and warmth. The tagline suggests that Falala Chocolate can create positive emotional moments, such as bonding with friends, relaxing after a tiring day, or celebrating something special with loved ones. By using the phrase “add sweetness to any moment,” the brand positions its product as an emotional enhancer, not just food. It implies that life itself can be made better, more joyful, and more meaningful with the presence of Falala Chocolate. This gives the product a symbolic value as a companion in both happy and ordinary times, making it feel more personal and significant for the consumer.

The first non-verbal that sign two hands instinctively reaching for Falala Chocolate, can be analyzed in depth using Barthes’ theory by distinguishing between its denotative and connotative meanings. Denotatively, the image simply shows two hands reaching for a piece of chocolate, a straightforward and easily understood action without any accompanying text or narration. However, when we explore its connotative meaning, the instinctive reaching gesture conveys a much deeper message: it expresses the emotional appeal and spontaneous desire consumers have toward the product. This act of reaching is not just a physical movement but symbolizes instant pleasure and satisfaction derived from enjoying Falala Chocolate. Furthermore, the presence of two hands can be interpreted as a symbol of togetherness and social connection, suggesting that the chocolate is not only meant to be enjoyed alone but also shared during meaningful moments with others. Thus, the image communicates that Falala Chocolate can strengthen bonds between people, bringing warmth and happiness to every

occasion. Barthes' approach is particularly fitting here because it allows us to understand how a visual image holds not only a literal meaning but also carries symbolic and cultural significance that influences viewers' perceptions and emotions. This image effectively conveys the emotional and social value of the product without using words, creating a stronger connection between the consumer and the brand through the power of non-verbal messaging.

The second non-verbal in the Matcha Falala Chocolate variant, the second element, the Matcha Falala Chocolate, is presented in a distinctive green color arranged in a neat grid. Denotatively, it is clearly a matcha flavored chocolate product, cut into multiple small, equal squares. This precise and uniform arrangement suggests careful crafting and attention to detail. Connotatively, the green matcha color symbolizes freshness, natural ingredients, calmness, and uniqueness, differentiating it from ordinary brown chocolate. Matcha itself is often associated with Japanese culture, health benefits, and premium quality, which adds a layer of sophistication and exotic appeal to the product. This visual choice positions the chocolate as both modern and refined, appealing to consumers who seek not only sweetness but also originality and a sense of wellness.

The last non-verbal sign the white lettered phrase "Special for you" displayed visually in the Falala Chocolate advertisement functions as a non-verbal element that conveys emotional messages through design, color, and placement, rather than through direct narration. Denotatively, it is a short, handwritten style message that directly addresses the viewer. Connotatively, this phrase creates a sense of personalization, intimacy, and emotional value. It makes the viewer feel personally chosen, as if the chocolate was prepared or gifted specifically for them. This message transforms the product from a simple edible item into a symbol of affection, appreciation, and thoughtfulness. As a result, Falala Chocolate is framed not only as food, but as a medium for expressing care and love, reinforcing its suitability as a gift for someone special.

CONSLUSION

This study analyzes verbal and nonverbal signs in Falala Chocolate's Instagram advertisement using Barthes' semiotic theories. The conclusion reveals that Falala strategically employs a combination of text and visual elements to create multi-layered meanings, conveying brand identity, emotional appeal (e.g., emphasizing satisfaction, indulgence, and shared moments), and cultural values (e.g., associating chocolate with love, togetherness, and natural ingredients). A hidden message promotes Falala not just as a product but as a facilitator of positive emotional experiences and social connections. Sentence patterns in the analyzed advertisement predominantly utilize short, impactful phrases and persuasive appeals, often employing connotative language to evoke desired emotional responses in consumers. The sentences in the provided text exhibit a variety of patterns, including declarative (normal), interrogative (question). The majority are declarative statements presenting findings, explanations, or background information (e.g One Bite, and You'll Crave More). Interrogative sentences are primarily used to introduce points or engage the reader (e.g., "Can't Decide?"). This mix of sentence types contributes to the overall flow and style of the academic paper, combining informative statements with rhetorical questions and nuanced arguments. This should be added to the conclusion to provide a more comprehensive analysis of the linguistic features of the data.

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