

Semiotic Analysis of Smoking Prohibition Poster

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Abstract

This study provided a semiotic analysis of smoking prohibition poster. This research was recommended for future researcher who want to do semiotic sign research. In addition, English Department students were advised to read this research to understand and increase their knowledge of semiotics. All semiotic signs were analyzed based on the type of semiotics proposed by Michael Kroeger for visual signs such as color, shape, line and Agus M. Hardjana for verbal signs, namely written text. The steps taken were to look carefully at the contents of the poster, clarify the contents of the poster and finally look for semiotic signs contained on the poster. The purpose of this research was to find out the types of semiotic signs contained in smoking prohibition poster. In this study using qualitative method. The source of this smoking prohibition poster was taken from the internet. In data collection, the posters were retrieved by searching through internet services as well as several other journal scientific works. In analyzing the data verbally and visually it consists of 3 data from 3 posters, 15 colors, 6 shapes, 5 lines and 11 written texts.

Keyword: *Verbal and Visual Sign, Smoking Prohibition Poster, Semiotic Analysis.*

Abstrak

Penelitian ini memberikan analisis semiotika poster larangan merokok. Penelitian ini direkomendasikan untuk peneliti selanjutnya yang ingin melakukan penelitian tanda semiotik. Selain itu, mahasiswa Jurusan Bahasa Inggris disarankan untuk membaca penelitian ini untuk memahami dan menambah pengetahuan mereka tentang semiotika. Semua tanda semiotik dianalisis berdasarkan jenis semiotika yang dikemukakan oleh Michael Kroeger untuk tanda visual seperti warna, bentuk, garis dan Agus M. Hardjana untuk tanda verbal yaitu teks tertulis. Langkah-langkah yang dilakukan adalah mencermati isi poster, memperjelas isi poster dan terakhir mencari tanda-tanda semiotik yang terdapat pada poster. Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis tanda semiotika yang terdapat dalam poster larangan merokok. Dalam penelitian ini menggunakan metode kualitatif. Sumber poster larangan merokok ini diambil dari internet. Dalam pengumpulan data, poster diambil dengan mencari melalui layanan internet serta beberapa karya ilmiah jurnal lainnya. Dalam menganalisis data secara verbal dan visual terdiri dari 3 data dari 3 poster, 15 warna, 6 bentuk, 5 garis dan 11 teks tertulis.

Kata Kunci: *Tanda Verbal dan Visual, Poster Larangan Merokok, Analisis Semiotik*

INTRODUCTION

Semiotic is the study of sign, the functioning of sign, and the production of meaning. A sign is something that to someone means something else. In Zoest's view, anything that can be observed or made observable can be called a sign. Therefore, sign is not limited to object. The presence of event, the absence of event, the structure found in something, a habit, all these can be called sign. A small flag, a hand signal, a word, a silence, an eating habit, a fashion phenomenon, a nervous gesture, a blushing event, a certain preference, a certain position of star, an attitude, a flower, gray hair, silence, stuttering, speaking fast, staggering, staggering, amazed, staring, fire, white, shape, sharp angle,

speed, patience, madness, worry, carelessness, all of which are considered as sign (Zoest in Roland, 1998: 18).

Semiotic is the study of sign. These signs convey information so that it is communicative; able to replace something else that can be thought of or imagined. This branch of science initially developed in the field of language, then also developed in the field of visual art and visual communication design. Meanwhile, Charles Sanders Pierce emphasizes that we can only think with the medium of sign.

Human can only communicate by mean of sign. Sign in human life can be sign of motion or sign. A wave of the hand which can be interpreted as calling or a nod of the head can be interpreted as agreeing. Sound signal, such as blowing whistle, trumpet, drum, human voice, telephone ring. Sign of writing, including letter.

METHOD

This research was applied descriptive qualitative research by using content analyzing research design and the data consist of dialogues. It aimed to analyze the moral value in *Little Mom* movie. The source of the data were taken from the script of *Little Mom* movie which by directed Rihem Junianti on the Iflix and WeTV. To classify the data and determine the types of moral values using Linda and Richard Eyre's theory .There are three types of values : individual moral value, social moral value and educational moral value.

Furthermore, the technique for collecting data used documentary technique. The steps of data collecting as follows: downloaded the movie, watched and read the whole movie and transcript of movie, identifying the work sheet the cases of moral value and the types of moral value, and then select the dialog text from the movie for analysis. There were some steps to analyze qualitative research according to Miles and Huberman (2012) that are: data reduction, data display, and conclusion and verification.

RESULT AND DISCUSSION

The data were taken from the internet to get sign related to semiotic of smoking prohibition poster. Researcher took poster from Pinterest sources. All the posters accessed on the 8th August 2022. The researcher analyzed and described semiotic, especially the types of signs and their meaning of sign related to their objects. The data can be seen in the table below:

No.	Types of Signs	Meaning
1.	Visual	Visual as a process of sent and received message from the communicator to the communicant by using symbols or visual symbols were human daily activity. Which what was meant by visual symbols was the used of symbols, images that visible to the eye. Visual communication compared to other forms of communication will have advantages and disadvantages. For examples: Color, Shape and Line.
2.	Verbal	In the poster there was a title and an explanation of each existing symbol. These words were part of the verbal. For example: Written Text

There were 2 types of signs that can be found in the poster which can be described as below:

1. Visual Sign

As stated in Michael Kroeger's theory (2008), there were three visual signs can be found in the prohibited smoking poster includes:

2. Color

From the identification and classification of the types of signs in the form of colors, several the colors and their meanings were described in the table below:

No.	Color	Object	Meaning
1.	Gray	Background	Gray color depicted seriousness, stability, independence, and even given the impression of being responsible.
2.	Black	a. Picture of bottles and containers b. Background c. Human face d. Prohibited sign	For the used of black only as a particular object usually for objects that have already caused damage or prohibition indicates that it is dangerous.
3.	Orange	a. Hair b. Cigarette c. Lungs	The used of orange color as an object material in the poster. But there were some orange colors that characterize a change such as orange lungs indicate that decreased function of the lungs as a result of smoking. Even though the original color of healthy lungs a red.
4.	Green	a. Green clothes b. Pay cash or debit	The used of green in people who are smoking was only described as an ordinary person's object. However, for other green colors, it indicated a payment system using money. The money in question made us wasteful due to smoking.
5.	Red	a. Skull-shaped chemicals b. Brains, eye, and mouth c. Live coals	The used of red color characterizes a certain special sign. It can be seen that the red color in a drum with a skull symbol indicates a really dangerous substance. Then organs such as the brain, eyes and mouth show that these organs were healthy before becoming an active smoker.

In the color of poster there was the background of the poster, namely the entire color in the existing poster. Explanation of existing colors using gray. The selection of the basic color characteristic the trace of cigarette ash. Because every cigarette that was burned produce trace of cigarette ash. The choice of color was not without reason, so that people understood what characterizes cigarettes. The used of colors in symbols were an important element in poster. The used of the right color in the poster to explained the meaning of the message conveyed more clearly. In a design and color was the main function, which is to attract people's attention. This was because color was the

aspect that is easiest for people to remember when they saw something new. Without being able to choose the right color, it will be difficult to attract people let alone to convey the value of the message.

b. Shape

From the identification and classification of the types of signs in the form of shapes, some shapes and their meanings were described in the table below:

No	Shape	Object	Meaning
1.	Circle	a. Image of a chemical bottle b. Smoking prohibition sign	A circle with a cross in the middle was usually a logo. The meaning of this symbol mean that smoking was prohibited for a better life.
2.	Square	a. Chemical containers	The square indicated the container of the hazardous substance.
3.	Rectangular	a. Money payment b. Chemical containers Cigarette	The rectangular symbol has many meanings. First, the rectangle that has a green color has the meaning of payment using currency. Then another rectangular symbol has a meaning, namely a container of hazardous chemicals
4.	Ovals	a. Lungs	The shape of the human body anatomy is a lung. container of the hazardous substance.

In the shape on the poster there was circle used followed by a slash mean that it was a prohibition. From the symbol already explain everything. And the used of squares to match the message conveyed. The used of rectangles was widely used to characterize a particular object usually easily identifiable items such as money and the last the use of ovals to describe the shape of the anatomy of the human body.

c. Line

From the identification and classification of the types of signs in the form of line, some line and their meanings were described in the table below:

No.	Line	Object	Meaning
1.	Wave line	Bad breath	It indicated the effects caused by smoking, namely bad breath and very disturbing to other people.
2.	Cross line	Signs in the lungs and eyes	It indicated that the function of the lungs and eyes were damaged and at worst can cause death.

3.	Crooked line	Smoking prohibition	It lies on cigarettes on the smoking poster, serves to signify a smoking prohibition for a better life.
4.	Curved line	Signs on the lungs	On the curved line contained in the poster shows objects resembling lungs in humans.

In the line on the poster, the used of wavy lines explains that it was smoke generated from cigarette and the crossed line in question indicate that organ function can be completely disabled as a result of smoking. The line was used to clarify the message of smoking prohibition. And the curved lines on the poster, you can see objects that resemble human lungs.

Verbal Sign

As stated in Agus M. Hardjana's theory (2003), the verbal signs can be found include:

Written Text

From the identification and classification of the written text which use the word contained in the poster. Below is an explanation through a table:

No.	Written	Object	Meaning
1.	Dangers of smoking	Poster title	It meant the beginning of the poster which contains the title. This word means if someone smokes it will cause the danger for someone's health such as the death and pneumonia etc.
2.	Health infographic	Poster subtitle	It provided an explanation of infographic subtitles about the impact that occurs as a result of smoking. It given us the short and clear information about the effect of smoking.
3	100% Smoking make lung Damage	Pictures of people smoking and lung damage	It explained that from the used of cigarettes 100% makes damage to the lungs.
4	7000 chemicals in cigarette	chemical objects	It explained that the content in cigarettes was a dangerous chemical substance.
5	Foul Mouth	a picture of someone with rotten mouth	It explained the effects of smoking can make our mouths rot.
6	More people with lung cancer	Image of a damaged lung affected by cancer	Explained that the average smoker can cause cancer.

7	Brains, eye, mouth	Anatomical picture of the body on the head	It explained smoking can damage our body cells on the head such as brain, eyes, mouth, etc.
8	for cigarette \$642,000	A picture of cigarette inside containing money	It explained the use of cigarettes can make us wasteful with our own money.
9	Stop smoking for the best	Smoking warning image	It explained to invite everyone to stop smoking in order to maintain a healthy lifestyle.

The used of the right title can influence society. With the mention of the word "dangers of smoking" it all made it clear that was poster explain the dangers of smoking. Next, the subtitle explained to the public the impact of health problem that arise when smoking. From these words we can knew the consequences of smoking can damage the lungs.

The cigarettes contained harmful chemicals the impact of smoking cause many health problems, one of which was the mouth. The picture in the poster explained the effect on our mouth when smoking. Smoking has a lot of effects, one of which can be cancer and the directed effect of smoking can cause severe damage to our bodies, especially on the head. Financially, smoking can make us wasteful in using money found from the last word was a message to all of us. By stopping smoking, the bad effects on us such as health and financial problems can all be overcome.

Discussion

According to Michael Kroeger's theory (2008), there were three visual signs that include color, shape and line. For the color, there were 5 colors in the poster. Inside the poster there were many colors, there were gray, black, orange, green, and red. In the color was different in conveyed the message.

As can saw the gray color described the meaning that the was a sign of seriousness, then there were the colors black, orange, green and red the meaning explained the danger of smoking which can cause organs in our body to be damaged, that is the danger smoking. Wrong color can affect the meaning of the message conveyed. Then, in the shape there were 4 shapes found in the poster. It easier for the public to recognized the shape cause inside the shape there were circle, square, rectangles, and oval. This form there was meaning, such as the shape of a circle indicating a circle which can be interpreted as prohibition. In square and rectangles shapes it indicated in the form the dangers of cigarettes that were in it such as chemicals, and lastly it was oval shape which indicated the human organ of the lungs. Which indicated the dangers of smoking can have an impact on the lungs. And the last, the lines there were 4 lines in the poster, the use line can be more easily understood by the viewing public. And the line must match the shape of the poster, in the same way as the poster above showed the wave line, cross line, crooked line and then curved line which in this case showed the part of the image.

According to Agus M.Hardjana's theory (2003) , there were some verbal signs that include written texts. In the written text, we can saw 9 data, all the symbols were the most strategic of all. The message conveyed by the poster must be conveyed properly through the words. It is wrong to given the words, it was feared that the message will not be conveyed well to the community and in these words must have a meaningful so that people can easily understood these words and not violate them. In this case the words conveyed a lot of good messages, especially for people who smoke.

CONCLUSION

In this chapter, the researcher draws the conclusion about the semiotic analysis from smoking prohibition. From this analysis, the researcher found that there are 2 types of semiotics those are verbal and visual signs. The visual signs include color, shape and line, while the verbal sign consists of written text. In the written text, we can see 9 data, all the symbols were the most strategic of all. The message conveyed by the poster must be conveyed properly through the words. It is wrong to give the words, it was feared that the message will not be conveyed well to the community and in these words must have a meaningful so that people can easily understand these words and not violate them.

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