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The Analysis of Visual and Verbal Expressions of *FIJI Water Sports Cap* Posters

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ABSTRACT

12 Advertisement is made to persuade consumers to purchase a certain product. To have a successful persuasion, advertisers must pay attention to the major components of the advertisement, like verbal and visual expressions. In this paper, we analyze the messages that FIJI Water Sports Cap wants to convey in its posters, and how they are supported by the use of verbal and visual expressions. To reveal the meaning of the posters, we use Chandler's theory of process of signification and the supporting theory of metaphor. Our findings show that the messages in FIJI Water Sports Cap posters are related to its naturalness and the benefit of consuming it. The messages are produced in the second level of process of signification or the connotation level. The findings also reveal how visual elements of the posters support the messages that FIJI Water Sports Cap wants to convey.

Key Words: advertisement, process of signification, denotation, connotation, metaphor, FIJI water sports cap

INTRODUCTION

11 Advertising is one of the most crucial aspects of the marketing world. The word "advertising" comes from the Latin verb "advertere", which means "to focus one's attention to." It refers to any sort of public statement designed to encourage the sale of certain goods or services or to convey a social or political message (Danesi, 2004). According to Hackley and Hackley (2018), the definition of advertising is a paid-for-promotional message from an identifiable source sent over a communication medium. Similarly, Semenik et al. (2011) describe advertising as a paid communication by a corporation that wants to promote a particular message or information via mass media. As a promotional tool, advertising has a vital role for companies in selling their product, and it has a very close relationship with marketing.

Advertising is created to help market products and services. According to Semenik et al. (2011), advertising plays some roles in marketing, such as marketing support, brand management and development, effective market segmentation, differentiation, positioning, and profit-generating tools. Advertising uses media, like posters or videos, to convince potential customers to buy products that the companies are selling. A specific message that an organization has created to persuade an audience is called an advertisement (Semenik et al., 2011). Advertisements can communicate a specific message between the companies and the audiences, who is the products' target market. These messages are intended to persuade the audience to buy the product advertised.

With the continuous growth of advertising trends, the public is surrounded by hundreds of advertisements every day. As potential customers, the public would find aesthetic-designed posters, unique-concept videos, or attractive products in many advertisements, the major components of which are verbal and visual elements (Clow and Baack, 2016). Verbal elements include words in the advertisement, while visual elements include images in the advertisement. Both verbal and visual expressions of advertisement are best analyzed with the theory of semiotics.

This paper deals with the posters of FIJI Water Sports Cap, the newest product of FIJI Water. We choose to analyze FIJI Water Sports Cap's posters because of its brand. FIJI Water is one of the best-bottled water brands in the world (Meltzer, 2021). Its water source is from the untouched Fiji Islands, and the water is still untouched from the beginning of the production process until the consumers open the cap themselves (Fiji Water, n.d.). We think that FIJI Water's concept is unique, as there are no water brands with similar natural concepts before.

In analyzing the posters, we use Chandler's (2017) semiotics theory of process of signification, which includes the denotative and connotative meaning of both verbal and visual expressions, as well as the supporting theory of metaphor. Denotation, according to Chandler (2017), is usually described as the definitional, literal, obvious, elementary, or common sense meaning of a sign. Meanwhile, connotation refers to the personal or socio-cultural associations to a sign. Using the theory of process of signification, we will find whether the verbal and visual expressions in FIJI Water Sports Cap posters can work together to create a certain meaning in the FIJI Water Sports Cap posters. Moreover, the use of metaphor theory can support in analyzing the messages of the selected posters. Therefore, in this research, we aim to discover the messages that FIJI Water Sports Cap wants to convey in its posters and how the messages are supported by the visual expressions in the posters.

1.3 METHODS

In this study, we used the qualitative approach, specifically qualitative content analysis by Schreier (2012) to analyze the six posters of FIJI Water Sports Cap. The data were taken from FIJI Water's official Instagram account, @fijiwater. There are six FIJI Water Sports Cap posters, and those posters were posted between April 2018 and June 2018. We chose two of out six posters. Then, we started to identify each poster's verbal and visual expressions. To facilitate it, we made a table which consisted six columns: poster, verbal expression, visual expression, denotative, and connotative. The illustration of the table can be seen below:

Table 3.1
Analysis Table of *FIJI Water Sports Cap* Posters

Poster	Verbal Expression	Visual Expression	Denotative	Connotative
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After that, we analyzed the data based on the process of signification theory of Chandler (2017).

FINDINGS AND DISCUSSION

This section consists of the findings of our analysis on FIJI Water Sports Cap posters, in which we want to find out the message that the posters FIJI Water convey and how the verbal and visual expressions create the meaning in the FIJI Water Sports Cap posters. In getting the findings, first we analyze the verbal expressions. Then, we relate the meaning of the verbal expressions in each poster with the context of the poster. After finishing the analysis of the verbal expression, we analyze the visual expressions in each poster.

Meaning in "Fell from heaven to get you through hell" Poster



In this poster, the verbal expression is the text of “Fell from heaven to get you through hell.” In this poster, we find two keywords, that is, “heaven” and “hell”. According to Oxford Advanced Learner’s online dictionary (Oxford University Press, n.d.), heaven is the place believed to be the home of God where good people go when they die, sometimes imagined to be in the sky. In contrast with heaven, hell is the place believed to be the home of devils and where bad people go after death.

Combining the meaning of heaven and hell, the verbal expression of this poster has the connotative meaning of falling from the home of God to get you through the home of devils. In the deeper layer, heaven and hell have their own connotation. Heaven is usually associated with a sense of peace and perfection. It is God's home, and people live their afterworld life peacefully in His home. In heaven, there is no place for hardship; it is a perfect place for people to stay in their eternal life. On the other hand, hell has a negative connotation because it is commonly linked to devils. Hell is a place full of torture, where people there are always face trials and suffer in their afterworld life. It is the worst place, and many people avoid going there. In a sports context, hell can be associated with the tough situation people face when doing exercises since most exercises require much stamina, and those who are exercising will exert all their strength in their sports’ exercises. To get through the ‘hell’ in exercising, people need to stay hydrated by drinking water and FIJI Water promotes FIJI Water Sports Cap, which comes from a natural water source, as active people’s perfect companion by using the phrase “Fell from heaven to get you through hell.”

The verbal expression in this poster is written in white. Cerrato (2012) states that white is often linked with goodness and purity. According to the Oxford Advanced Learner’s online dictionary, the meaning of goodness is "the property of being good." It also says that goodness may refer to a component of anything that has a beneficial influence on someone or something, particularly someone's health. Purity is also defined as the condition or attribute of being pure. The advertiser of the FIJI Water Sports Cap purposely puts the text in white to convey to the viewers that the promoted water is pure and will provide us with a beneficial impact if we drink it.

Besides the verbal expression, we also analyze the visual expressions of the second poster. The first visual is an image showing a mountain range and a forest near the mountains with raindrops from the sky. This image is the background of some part of the verbal expression,

namely “fell from heaven.” It tries to portray heaven by using the image of a rainy mountain range and a forest. The mountain range is a metaphor for the word “heaven” because it resembles the perfectness of heaven. The Mountain range is located on highland, where the temperature is colder than in big cities, and far from the crowded areas. It usually has cleaner air to breathe, which adds to its perfection as a place to relax our minds. It is a visual metaphor for heaven, as both places are portrayed as peaceful places to live. Moreover, mountains are the perfect place to keep water since they have a clean natural aquifer located deep inside the surface. Waters sourced from the mountains' aquifer are very pure since the mountains are located quite far from cities. Thus, fewer harmful substances can contaminate the water around the mountains. This visual depicts that FIJI Water comes from a perfect place through natural processes.

The second visual expression shows the picture of a man doing a tire lifting exercise, which involves lower body muscles. As we see, the tire's size is enormous. Looking at the size and the pattern of the tire, it is probably a tractor tire and not a typical car tire. The man requires a lot of energy to lift such a big tire, and his facial expression says that he is trying hard to lift the tractor tire. This sport is really difficult to do, and the advertiser metaphorically says it using the verbal expression “to get you through hell.” Since both are tough situations, the advertiser metaphorically visualizes hell with the tire lifting exercise. Hell, as explained above, is a place full of torture where we experience much suffering. Similarly, tire lifting is also a rough exercise to gain our body's muscles. People need to lift a big and heavy tire, and it requires a lot of energy that will ³ake them lose their body fluid. Popkin, D’Anci, and Roseberg (2010) say people commonly lose 6–10% of body weight in sweat loss, thus leading to dehydration if fluids have not been replenis³d in challenging athletic events. Rehydration by drinking water can reverse the fluid body deficits and also reduce oxidative stress induced by exercise and dehydration. Therefore, people who do the tire lifting exercise need to have water beside them to prevent dehydration. FIJI Water tries to send the message that FIJI Water Sports Cap is the perfect choice for people who are exercising and in need of water to stay hydrated by the use of the verbal expression “to get you through hell” and the visual expression of a man doing a tire lifting exercise.

There is a FIJI Water Sports Cap image with the tilt position to the right between the first and the second visual expression. The water runs straight from the bottle cap to the upper right corner of the poster. The marketed product appears to split the poster's two unconnected scenes. However, we notice that the advertiser purposefully place the FIJI Water Sports Cap in that location on the advertisement in order to bridge the meanings they wanted to communicate. By displaying an image of FIJI Water Sports Cap, we can better understand that the verbal statement “fell from heaven to get you through hell” refers to FIJI Water Sports Cap. The picture of the product highlights the concept that FIJI Water comes from a perfect source, which is represented by the mountains. Furthermore, FIJI Water can help people overcome tough challenges, including when participating in an extreme activity such as tire lifting.

Overall, we conclude that the meaning that FIJI Water wants to convey through this poster is that FIJI Water Sports Cap comes from a perfect place, which is the natural area of mountains, and it is a perfect companion to help us stay hydrated while doing an extreme sport like tire lifting. Both verbal and visual expressions work together to deliver the messages in this poster. In addition, the use of metaphor also strengthens the core idea of the hidden meaning of this poster, which is the natural source and the benefit of consuming FIJI Water Sports Cap.

Meaning in “Starts as rain, ends as thunder” Poster



The written text in this poster is “Starts as rain, ends as thunder.” Like the previous poster, we choose two keywords from this verbal expression: “rain” and “thunder.” The definition of “rain” is water that falls from the sky in separate drops (Oxford University Press, n.d.). According to Oxford (Oxford University Press, n.d.), thunder is the loud noise you hear after a flash of lightning during a storm.

The first keyword, rain, can be related to the natural water production process through the water cycle. Rain happens when clouds are filled with water droplets. Millions of water droplets bump into each other as they gather in the clouds. When a tiny water droplet bumps into a bigger one, it condenses with the larger one. As this continues to happen, the droplet gets heavier and heavier, and when the water droplet becomes too heavy to continue floating around in the cloud, it falls to the ground as rain. Rain is a source of freshwater; when rain drops on the ground, the soil will absorb the water. It will go down through several layers of rocks before staying in an underground natural aquifer. This natural aquifer is the source of FIJI Water’s water. Thus, the verbal expression “starts as rain” signifies the idea that FIJI Water Sports Cap is made from natural water.

The second keyword, thunder, can be related to the sense of power or strength. Thunder happens when lightning passes through the air. “The lightning discharge heats the air rapidly and causes it to expand. Immediately after the flash, the air cools and contracts quickly. This rapid expansion and contraction create the sound wave that we hear as thunder (US National Weather Service, n.d.).” The sound wave of thunder is usually thunderous, and it metaphorically transfers the idea of power. Loud means a lot of noise, and to create a loud sound, for example, to speak loudly in front of the class, one needs to utilize more energy or power. In our example, one needs to speak more powerfully so the rest of the class can hear the speaker’s voice. Relating the connotation of thunder with the poster’s context, FIJI Water wants to metaphorically transfer the idea of power when consuming its FIJI Water Sports Cap in the expression “ends as thunder.” The end means final, and there is no more continuation of something. In this case, “ends as thunder” means the natural water of FIJI Water Sports Cap will end (will be absorbed) in the human body, and those who consume it will have more power. Therefore, if we combine the meaning of the written text “Starts as rain, ends as thunder,” it implies that the FIJI Water Sports Cap is produced from natural water, and by consuming it, people will have more power.

The image of natural water and power is also supported by the use of visual expressions in this poster. There are two different visuals shown in the poster. The first visual is a scene showing raindrops in a rainforest, and the second is a picture of a guy punching a boxing bag. The first image is the background for the text “Starts as rain.” FIJI Water portrays the rain with a natural supporting scene of a rainforest setting and the volcanic rocks that will help filter the water before it reaches the natural aquifer deep under the ground. Fiji has more than 300 islands, with most islands being the remnants of once active volcanoes on a piece of the Pacific Plate. Rain shadows in Fiji are developed to the northwest of high mountain locations. Tropical dry forest is found in these areas on the larger islands (Zicus and Male, n.d.). It denotatively means that it is raining in the rainforest. More than the denotative meaning, it implicitly portrays the natural rainforest of Fiji, which is the source country of FIJI Water Sports Cap. It has a hidden meaning that the FIJI Water Sports Cap comes from natural water in Fiji. Rain comes when there are enough water droplets in the cloud, and the water that drops as rain is indeed a naturally made water through the water cycle. The rain takes place in a rainforest known as a natural habitat for various flora and fauna. As written above, most lands in Fiji are created from once active volcanoes, which means that the lands have a lot of volcanic rocks that naturally help filter the rainwater before it is collected in a natural artesian aquifer. Both plants and volcanic rocks in the rainforest scene represent the hidden meaning of the naturality of FIJI Water Sports Cap. In addition to the connotative meaning, I also analyze the scene's colors. The plants are colored green, which is the color of nature (Cerrato, 2012). The most exciting part of this visual is the color of the volcanic rocks. Typically, rocks are gray or black, but the advertiser chooses to use darker turquoise for the volcanic rocks in this poster. Turquoise is also used as the sky/air color of the scene, and it is the majority color the viewers can spot when they see the poster. Cerrato says turquoise “physiologically calms people’s emotions and recharges their spirit, refreshing people’s depleted energy and inspiring positive thought” (2012, p. 10). In addition, turquoise can also reflect cleanliness and purity. I am sure the advertiser purposely used turquoise as the majority color in this image. The advertiser wants the viewers to heal themselves and feel calm when they see this visual expression. Moreover, the advertiser also wants to send the message that FIJI Water Sports Cap comes from a natural water source; the message of purity of FIJI Water Sports Cap is supported by the use of turquoise as the primary color of this visual expression.

Next, the second visual shows a guy punching a boxing bag. Denotatively, it means the guy has a boxing exercise. In the second layer of connotation, the visual has a deeper meaning. Boxing is a combat sport involving fists, and when people throw punches in boxing exercises, they exercise their arm muscles, namely the biceps and triceps. Like other sports, boxing exercise requires people to have a robust physical, specifically arms and shoulders, to punch the boxing bag. The idea of power is metaphorically shown in this second visual expression, which is the background for the text “ends as a thunder.” As we analyze above, thunder is easily identified by the strong and loud sound it has. The advertiser tries to portray the strong characteristic of thunder with the visual of a boxing exercise. Further, when we connect this visual with the verbal “ends as thunder,” it metaphorically sends the message of the positive impact of consuming FIJI Water Sports Cap. By drinking it, active people will have more power and stay strong in a sports exercise.

We also analyze the boxing bag’s color and the background of the second scene. The boxing bag is aligned with the tree’s trunk in the previous visual; It tries to connect the boxing bag with the tree’s trunk. The color of the boxing bag is blue, which is the color of the sea (Cerrato, 2012). It is purposely colored in blue to connote the idea that FIJI Water Sports Cap is made from natural water. The rainwater usually falls to the ground and is absorbed deep under the ground, just like the visual portrayed in this poster with the tree trunk and a blue punching bag below the tree, signifying the natural water. The scene’s background color is mostly brown, which Cherry (2020) psychologically associated with a sense of strength and reliability. It is

often associated with resilience, which matters when it comes to the topic of sport. People doing sports need to be strong, and by using brown as the background color, FIJI Water promotes the strong energy the consumers will have after consuming its product of FIJI Water Sports Cap. Similar to the previous poster, there is also a FIJI Water Sports Cap picture with a tilt to the right between the first and second visual expressions. The marketed product seems to separate the poster's two seemingly unrelated images. I observe that the marketer put the FIJI Water Sports Cap in that area of the poster to bridge the meanings they want to communicate. The product's image emphasizes the idea that the FIJI Water Sports Cap is made naturally from the rain. Furthermore, the FIJI Water Sports Cap makes people stay strong in the exercise of their sport.

All in all, this poster metaphorically transfers the idea that the FIJI Water Sports Cap is made from natural water from rain, and by consuming it, sportspeople can stay strong in the exercise of their sport. The keywords of "rain" and "thunder" and the visual of the raining and boxing scene metaphorically depict the excellent quality that FIJI Water wants to share with the viewers.

CONCLUSION

The analysis of this study shows that advertisements use both verbal and visual expressions to attract consumers. The verbal and visual expressions are used creatively in conveying messages about the product advertised to stand out from other products' advertisements. Thus, verbal and visual expressions are employed to persuade people to purchase the product.

We find the messages that FIJI Water wants to convey are related to its quality and the benefits it offers to the consumers. FIJI Water metaphorically tells the posters' viewers about its natural water source through the use of the keywords in the posters, like "heaven" and "rain." Furthermore, the posters show mountainous, forest, and rainy scenes and are supported with the use of blue and green colors, which each symbolize the color of water and nature. The elements of nature and colors used in the posters imply that FIJI Water Sports Cap is made from natural artesian water, which is perceived as having no contaminations, as written on its packaging bottle.

In addition to the idea of naturalness, FIJI Water also wants to tell the benefits of consuming FIJI Water Sports Cap in its posters. FIJI Water metaphorically sends the message that it is a perfect companion for active people by showing the need to stay hydrated through various visual expressions. Furthermore, verbal keywords are used to describe the difficult situation that active people face when exercising. FIJI Water fulfills these people's hydration needs by promoting FIJI Water Sports Cap as a solution to keep them hydrated and maintain their physical fitness when doing sports.

In conclusion, the messages from the posters are (1) FIJI Water Sports Cap comes from a natural water source and (2) by consuming FIJI Water Sports Cap, active people can stay hydrated while doing exercises. Both verbal and visual expressions in FIJI Water Sports Cap posters support each other and are interconnected to deliver the messages consistently. The consistency can be seen in each poster. Even though the data are taken from two posters, they all deliver the same ideas about FIJI Water Sports Cap's naturalness and the benefit of consuming FIJI Water Sports Cap for people's physical fitness.

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