

VERBAL AND NON-VERBAL SIGNS IN STOP BULLYING POSTERS: AN EDUCATIONAL POSTERS ANALYSIS

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Abstract

This research entitled 'Verbal and NonVerbal Signs in Stop Bullying Poster' was conducted to find out the implicit meaning of verbal and nonverbal signs used in these posters. A poster is a work of art used as a media publication by an artist in the form of writing, image, or a combination of the two which aim to give information to the public. Verbal and NonVerbal Signs in these posters are very important to analyze because there are implicit messages to stop bullying in these signs. In this research, the qualitative descriptive is approach to find out the implicit meaning from the data and research difficulties by applying the theory of signifier and signified by Saussure (1983). A documentation approach was used to execute the data collecting procedures. The documents utilized to support this study used 5 posters about stop bullying obtained from the internet. The result revealed that there were 30 Verbal Signs and 20 NonVerbal Signs from a total of 5 data. The implication of this research is expected to help reduce bullying among school's children.

Keywords: verbal sign, non-verbal sign, poster

INTRODUCTION

Language is a medium where humans as members of social groups can express themselves in the form of verbal, manual (signed), or written symbols. The use of language aims to communicate with other members of social groups and express feelings and emotions (Andriani, 2022). According to Kreidler (1998:3), linguistic semantics is the study of systematic meaning also semantics is the study of how meaning is arranged and expressed in language. It means that we must capable to realize how meaning can be arranged and expressed by language.

Semiotics is the study of the use of words and symbolic systems of communication produce meaning. Which is any process that contains signs and is defined as communication by the sign's interpreter called meaning. A symptom may serve as a warning sign for a particular medical problem, or the connotation may be unintentional, as in the case of a phrase used to express a certain meaning. Signs can communicate internally by any of the senses: auditory, tactile, gustatory, visual, or olfactory, in addition to communicating outwardly through cognition. (Wikipedia, 2022). Communication is also possible via feelings, which are often not thought of as meanings (taste). A sign can also be understood, in addition to being as a sound or visual (Saussure, 1983). Consequently, he splits the sign into two parts, namely the

signified and the signifier (or "sound picture") (or "understanding").

According to Wikipedia (2022) A verbal sign is a sign that is denoted by a linguistic symbol such as in spoken and written language, which are words, sentences, phrases, and letters. A verbal sign is something that deals with text and words Chandler. (2001). Word as one of the text forms plays an important role. It usually refers to messages that can help give certain information directly, for example, the title of the posters and the purpose of the posters themselves. The non-verbal sign is a symbol that is indicated indirectly and deals with the sign's meaning. It usually refers to an image in general. The image used in the educational posters can convince people for doing the message in the posters.

According to Barthes (1964) (in Chandler's book "Semiotics: The Basics", 2007:137), "denotation" is a sign's literal, apparent, definitional, or common sense interpretation. The dictionary makes an effort to offer a denotative meaning for linguistic signs that people can understand in order to obtain the correct meaning. Connotation is defined as a term used to describe the ideological, emotional, sociocultural, and personal associations derived from a sign (Barthes, 1964:91).

In this study, the data is a Stop Bullying poster with an image and text, so the signs are taken from the image and the text by analyzing verbal, nonverbal, and color signs on the poster. Typically, works of art display images rather than text, but they can contain both. The reader's comprehension can be greatly improved by linking the text's and the image's meanings. As a result, it is possible for the meaning of a word and the meaning of the text we are given to interact.

Several studies on the topic raised by this study have been conducted. The first study is entitled "Verbal and Non-Verbal Signs of "Zootopia" Movie Poster" by Devi (2017). The study aims to recognize the types of verbal and nonverbal signs found on the Zootopia movie poster, as well as to explain the meaning of these verbal and non-verbal signs. The second study from Jasmine (2020) entitled Verbal and Non-Verbal Signs in Insidious Film Posters. This study aims to explore and analyze verbal and non-verbal signs used in Insidious film posters and also to recognize the meaning and myth in the film posters. Then from Utami (2021) entitled A Semiotic Analysis Found on Movie Poster "Shutter Island". This study aims to recognize the meaning of the semiotic signs on the movie poster. These previous studies talked about verbal and nonverbal signs in movie and advertisement posters. What makes this study different from the previous related literature are the used of data source, the used of theory however this study investigated the application of Roland Barthes' semiotics, in this study there are a signifier and signified analysis also denotative and connotative analysis in each sign. The urgency of analysis this reaserch is to reduce cases of bullying among school and college youth. The aims of this study was to investigate and analyze verbal and nonverbal signs, signifier and signified analysis and also denotative and connotative analysis in each sign in educational posters and stop bullying Posters, as well as to determine the meaning of the poster.

METHODS

This study used the descriptive qualitative approach, which entails collecting information in order to explain the current situation. The information for this study was gathered from two websites, namely <https://www.freepik.com/free-photos-vectors/bullying> and <https://www.schoolstickers.com/bullying-is-anti-bullying-poster>. Two posters will be used in this study to discuss the topics. Data was collected in stages, beginning with downloading posters from websites on the internet. The next step was to find out the posters' verbal and nonverbal signs using a note-taking technique. The third step was to analyze the meaning and the message of the poster using the theory of Ronald Barthes, also the theory of denotative and

connotative meaning from Barthes (1964), and supported by the theory of (Saussure, 1983) about signifier and signified. In the last step, the writer analyzes the visual imagery of the poster such as shape and color using the theory of Anna Wierzbicka (1996).

FINDING AND DISCUSSIONS

Two key issues were the focus of the conversation. The first step is to recognize the verbal and nonverbal cues present in anti-bullying posters, and the second is to describe what they represent.

Analysis of Verbal and NonVerbal Signs in Stop Bullying Poster 1



The poster was taken from

<https://www.freepik.com/free-photos-vectors/bullying>

The Analysis of Verbal Signs in Stop Bullying Poster 1

| No | Signifier | Signified |
|----|---------------|---|
| 1 | Ugly | ugly is an unpleasant or unsightly appearance |
| 2 | Loser | loser is someone who is weak or fails to do something |
| 3 | Stupid | Slow of mind |
| 4 | Stop Bullying | urges and shout to stop bullying someone |

There are 4 verbal signs found on the posters above. The first statement is “Ugly”. Ugly is unpleasant or repulsive, especially in appearance. The word ugly is usually used by bullies to insult and demean someone's self-esteem. This statement is often used to bully someone who especially has a bad appearance. When ugly was spoken to someone it can have a negative effect on that person and can even damage a person's mentality so that the person feels a lack of confidence. It has a denotative meaning because it indicates the appearance of someone.

The second statement is “Loser”. A loser is a person or thing that is put at a disadvantage by a particular situation or course of action. This utterance is meant for someone who is weak or fails to do something. This statement has a bad impact on someone who is bullied because

someone will lose their identity and self-confidence so they are afraid to interact with the surrounding environment. It has a denotative meaning because it states about someone's personality.

The third statement is "Stupid". Stupid is having or displaying a first rate lack of intelligence or not unusualplace sense. The use of the term stupid means an insulting speech that degrades the quality of one's intelligence. The impact of stupid words on someone will damage self-confidence as victims of bullying will question their own capacity and will withdraw from the surrounding environment due to being labeled negatively. Victims will also experience mood disorders that affect their physical health. It has a denotative meaning because is an adjective that describes a person's condition

The fourth statement is "Stop Bullying". This statement persuades the readers to stop bullying both verbally and physically. Sometimes bullying can take many forms, however all varieties of bullying reason damage or worse. People who are bullied may also convey the emotional harm of what they felt for the relaxation in their lives. That is why it is far essential to position a forestall to bullying. It has a denotative meaning because directly urges the readers to stop doing bad things to others.

The Analysis of NonVerbal Signs in Stop Bullying Poster 1

| No | Signifier | Signified |
|----|--|--|
| 1 | The background is dominated by a grey color | The grey background here is supported the theme of the posters about bullying because grey is the quintessential sad color |
| 2 | The picture of someone in the center who is crying | Someone who cries among people is mean because feels bullied by peoples |
| 3 | Red boom shape | angry outbursts/pressures received by someone being bullied |
| 4 | 3 different angry emoticons | 3 forms of expression felt by victims of bullying |
| 5 | 5 bully's abstract face | abstract image of someone who is bullying |

In terms of non-verbal signs, there is a grey background on the poster. According to color psychology (2021), grey represents some of the negative meanings are coolness, lack of confidence and energy, dampness, depression, and dreariness. Gray color indicates a health problem, especially for people who are often lethargic, tired, and not energetic. This color implicitly carried the ideas stated above.

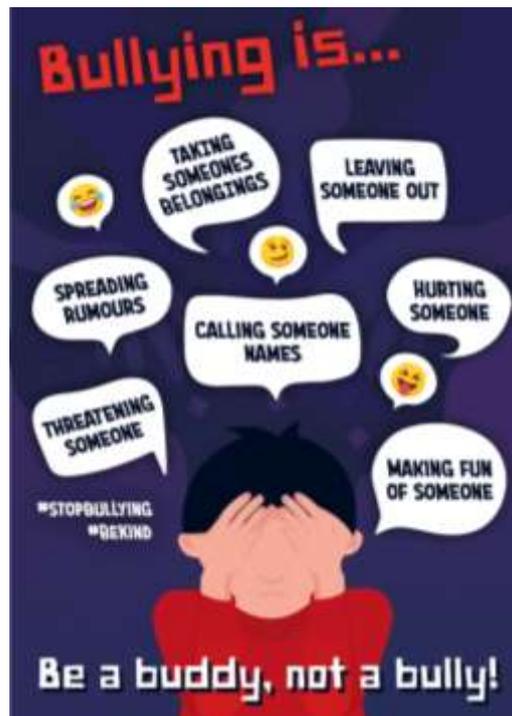
Another non-verbal sign is the picture of someone in the center who is crying. This someone expresses himself as being bullied and feels uncomfortable also dreariness. The picture was explain the mood of someone who is being bullied which make someone feel uncomfortable because of fear so that someone cries because of the bullying.

The next non-verbal sign is the red boom shape as the center background. The red color in the image expresses a person's emotions. While the boom form here means an explosion that releases a large amount of energy in a short time span. So it can be concluded that the meaning of this red boom is an emotional outburst of the hidden bullying victims. This form of explosion releases a large amount of energy in a short time. This is a term for how much anger the victim of bullying receives as a result of the bullying.

Then, there are 3 different angry emoticons, describing the victim's mood when being bullied. Although the 3 emoticons express different facial expressions, they have the same meaning, namely anger. The expression of these angry emoticons shows that there are emotions that are marked by opposition to someone after being mistreated.

There are also 5 pictures of abstract face shapes that are bullying someone. This picture means that there is more than 1 person bullying the victim by expressing hate speech. Bullying is usually performed with the aid of using one or a collection of those who are more potent and extra effective with the goal of hurting and are performed constantly in order that the sufferer turns into depressed.

Analysis of Verbal and NonVerbal Signs in Stop Bullying Poster 2



The poster was taken from

<https://www.schoolstickers.com/bullying-is-anti-bullying-poster>

The Analysis of Verbal Signs in Stop Bullying Poster 2

| No | Signifier | Signified |
|----|---------------------------|---|
| 1 | Bullying is | Bullying is here is a sentence intended to tell what bullying means |
| 2 | Threatening Someone | The crime of advisedly or wittingly put another person in worry of bodily injury. |
| 3 | Spreading Rumors | Unverified information received from another |
| 4 | Taking Someone Belongings | Stealing other people's belongings without permission |
| 5 | Leaving Someone Out | Leaving someone in a bad position |
| 6 | Calling Someone Names | To mock or disparage one with rude or offensive names |
| 7 | Hurting Someone | Make someone feel bad |

| | | |
|----|--------------------------|---|
| 8 | Making Fun of Someone | to be unkind to someone and laugh at or cause others to laugh at the person |
| 9 | #Stop Bullying | This hashtag means contextualizing to stop doing bad to someone |
| 10 | #Be Kind | Keyword phrase for Be on good terms |
| 11 | Be a buddy, not a bully! | Urges to be a friend instead of a bully |

There are 11 verbal signs found on the poster above. The first phrase is “Bullying is”. This phrase means want to tell the reader what kind of bullying is. It has a denotative meaning because it tells what actions are included in the context of bullying.

The second phrase is “Threatening Someone”. Threatening Someone is stating one's intention to take hostile action against someone in retribution for something done or not done. This causes someone will feel insecure or anxious and even causes a person to become depressed and withdraw from the environment. It has a denotative meaning because indicates forcing someone

The third statement is “Spreading Rumors”. This statement means something spreads or is spread by people about someone which may or may not be true, it gradually affects more people. Rumors have adverse effects that consist of the creation of conflict, victimization, and a lower in productiveness and morale. It has a denotative that means due to the fact it's far similar to gossip.

The fourth statement is “Taking Someone Belongings”. This means the things that are taken from someone forcibly without the permission of the owner. This makes it hard to trust other people. When bullies take things that belong to the victim, they will then find it difficult to trust others around them. It has a denotative meaning because it takes someone's stuff forcibly.

The five statements is “Leaving Someone Out”. This statement means to neglect someone from some activity or situation. Also to not give someone the rights or advantages that are given to others. Being excluded from the social environment leads to a series of emotional consequences. Social rejection increases depression, anxiety, jealousy, anger, and sadness. This can cause someone's feel lonely, isolated, and painful. It has a denotative meaning because leaving someone alone with fear.

The sixth statement is “Calling Someone Names”. Name-calling is one of the most maximum destructive and painful sorts of bullying. It leaves sufferers with terrible messages approximately who they are. It's additionally dangerous due to the fact name-calling tries to falsely outline people. It has a connotative meaning because insults someone by referring to that person with derogatory terms.

The seventh statement is “Hurting Someone”. Hurting someone means having a bad impact on them or preventing them from succeeding. A feeling of hurt is a sense which you have whilst you think which you have been treated badly or judged unfairly. It can hurt someone so it makes victims of depression sometimes victims of bullying will hurt themselves. It indicates connotative meaning because it can hurt someone physically or verbally.

The eighth statement is “Making fun of Someone”. Making fun of someone with something they don't like if the person being made fun of doesn't enjoy the joke then it's bullying. Pleasure must be reciprocated in order to be fun, no one else can decide whether someone feels bullied only people who are ridiculed if the victim doesn't like it this is a form of intimidation and even affects the victim's mental health. It has a connotative meaning because intimidates someone by making fun of someone.

The next statement is “#Stop Bullying”. The hashtag in the sentence here has the meaning of the words contained in the hashtag, namely discussing to stop intimidating someone. The stop bullying sentence here encourages you to stop bullying because it has an impact on the mental health of the victim. It has a denotative meaning because it calls out to stop bullying.

The other statement is “#Be Kind”. The hashtag in the sentence here is to discuss the point contained in the meaning of the next sentence, namely #be kind. Encouraging one to stop being a bully, encouraging one to respect one another and not belittle each other's shortcomings. In order the encouragement all of us to become those who have a good personality. It has a denotative meaning because it encourages the reader to be a good person.

The last statement is “Be a Buddy, not a Bully!”. This statement invites us to stop bullying and be a true friends. Many people are silent when they see people being oppressed, and sometimes people even participate in the oppression. Therefore, this statement encourages everyone to make efforts to prevent bullying by being a true friend. It has connotative meaning because tells the reader about lets being a friend instead of bullies.

The Analysis of NonVerbal Signs in Stop Bullying Poster 2

| No | Signifier | Signified |
|----|---|---|
| 1 | The background is dark blue color | The background used dark blue color because it is synonymous with depression, gray, and melancholy. |
| 2 | The picture of someone covering his face with hands | Fear of the pressure received |
| 3 | Emoji face laughing with tears | This emoji shows the expression of laughing at something funny or fun. |
| 4 | Smirking Face emoji | A seductive face emoji with raised eyebrows on one side, and a sideways smile. |
| 5 | Stuck-Out Tongue and Tightly-Closed Eyes Face emoji | An expression of joy, fun, and jokes |

There are 5 non-verbal signs of the poster above. The background is dominated by dark blue color. Dark blue here means depression, gray, and melancholy. This can be seen from the depiction of the blue color chosen in the poster, which is about the sadness and depression experienced by victims of bullying.

There is also The picture of someone covering his face with hands is that the victim has felt very heavy pressure due to intimidation and even loss of self-confidence, depressed so that he cannot socialize properly in the surrounding environment.

The next non-verbal sign is the Emoji face laughing with tears. These emoji express laughing at something fun which means that the bullies feel happy when intimidating the victim.

The other non-verbal sign is the smirking face emoji.

The other non-verbal sign is a smirking face emoji. A yellow face with a sly, smug, mischievous, or suggestive facial expression. It function a half-smile, raised eyebrows, and eyes trying to the side. Typically accustomed convey romp or sexual innuendo.

The last non-verbal sign is the Stuck-Out Tongue and Tightly-Closed Eyes Face emoji. This is interpreted as an expression of joy, fun, and jokes. In the poster, this emoji is interpreted as how the bully's expression when making fun of his victim as a joke.

CONCLUSION

Based on the analysis above, it can be sum up that all data sources use semiotic signs from both verbal and non-verbal aspects. Verbal signs here explain and provide information on the benefits and advantages of posters. The messages are delivered explicitly and implicitly through the texts. Most of them use phrases. Information is given briefly and clearly in a text that is displayed on the posters.

This study used 2 posters as a data source. In the first data, there are 4 verbal signs and 5 non-verbal signs. In the second data, there are 11 verbal signs and 5 non-verbal signs.

While the non-verbal signs are generally the colors, the victims, and emoji. All of the posters also presented the victims and explain what is included in the bullying category. It has a purpose to introduce and tells to public so people will be know what bullying is and can avoid it.

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