Verbal and Nonverbal Text Forms of Public Service Advertisements in the Regional Government of Bone Regency: A Pierce Semiotic Analysis

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Abstract

This study aims to analyze the form of verbal and nonverbal texts in public service advertisements in the Regional Government of Bone Regency using the semiotics of CS Peirce. This study used descriptive qualitative method. The data is sourced from text in the PSA of the Regional Government of Bone. The data collection procedures used in this study are recording and note taking techniques. The results showed that the verbal form of PSA Local Government uses the meaning of denotation and connotation, Bugis philosophical expressions. The nonverbal text forms are dominated by the photo of the head of Regional Government because the photo has perfect representation ability, compared to other nonverbal elements. Photos of the Bone regent and deputy regent of Bone are as icons and the logo of the local government of Bone is as a symbol. The traditional clothing that is used and the traditional house that is the setting for PSA are as indexes.

Keywords

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Local government is a government agency that productively makes public service announcements; like a human body, local government offices are the heart of agencies / offices in Bone Regency. Regional policies which have regional autonomy, the regulations are sourced from the regional government. To facilitate the dissemination of information from within to the public, public service announcements are needed as a medium.

The development of communication media, including advertising can touch all levels of society and spread widely without limits. Through advertising, it is possible for people all over the world to communicate with one another to convey messages and receive messages. This happens because there are various media that are used as a means of delivering messages. However, more important things are known behind the message that the connection of information as a result of the construction of reality is expressed using language as its basic tool. The use of language through the words chosen by the sender of the message essentially expresses the choices, attitudes, and tendencies of the communicator with a view to channeling it to the recipient of the message.

The phenomenon that arises in the community, PSA presents signs with communicative messages, through communication signs that the message becomes meaningful as a confirmation for the subjects being referred. Clearly read that the signs that exist in PSA, there is a verbal form meaningful denotation and connotation, and there is also a form of visual semiotics in the form of images, illustrations, photographs, logos and so on.

One thing that has become an interesting phenomenon in local government PSA is that local government PSA are dominated by visual markers in the form of photos of the head of the Regional Government to attract audiences. This phenomenon is not found in other PSA such as the Forestry Service and BUMN such as PLN. The head of the Regional Government of Bone Regency is still very strong to become an icon of the Regional Government he leads.

The reality that occurs in the field, many PSA studies are analyzed using Roland Barthes' theory and speech act theory. Therefore, the authors feel compelled to study PSA with Pierce's semiotic approach. So far, Pierce's theory of semiotics tends to be used as a tool for analyzing cultural semiotics.

This study aims to determine the verbal and nonverbal markers in the PSA text of the regional government of Bone. The contribution of this research to language studies is to explore the treasures of local wisdom which are usually used as the PSA tagline. Because it is undeniable that local wisdom is a powerful weapon for local governments to introduce regions to the public.

Public service announcements (PSA) are invitations or appeals to the public to take or not take an action in the public interest through changing the habits or behavior of people who are not good to be better. Public service announcements are social in nature, not solely for

profit (business). PSA appears based on the conditions of the country / community, which is hit by a social problem, so the messages that are displayed are mostly social. PSA always develops in accordance with the development of society, technology, and problems that occur in the community. Each advertisement requires special and special handling so that the advertised message gets the attention of the community. The main task of an PSA is to inform the social message to the community to be interested and follow it / run it (Pujiyanto, 2013).

Charles Sanders Peirce (1839-1914) was one of the main figures in the history of semiotics and as the discoverer of modern theories about signs. Triadic Peirce Model (Representamen + object + interpretant = sign). Semiosis model which represents three stages, namely representamen ("something") object ("something in human cognition") interpretant ("interpretation process"). Peirce argues that the process of semiosis is essentially unlimited. So, the interpretant can change into a new representative who then proceed to follow semiosis, infinite. In the situ process, representamen are in cognition, while the level of interpretation becomes increasingly high (Hoed, 2011).

Picture 1. Three Dimension Sign

In the life of signs, based on the relationship between the represent amen and the object, there are three types of signs, namely icons, indexes, and symbols. First, the icon is a sign that the relationship between the represents amen, and the object is based on the similarity of identity. In other words, a sign that is midriff with the object that it represents. Examples of icons are photographs, figurines, or imitations of someone's voice. For example, Joko Widodo's photo as president is the president's icon. Map of South Sulawesi is an icon of the South Sulawesi region depicted on the map. The president's thumbprint is an icon of the president's thumb.

Second, Index is a sign that the relationship between a representative, and its object is based on cause and effect with what it represents or also called a sign as evidence. For example, smoke seen from a distance is an index of fire, ammonia odor is an index of a small room in a public place. The sound of an engine is an index of a car. Footprints on the ground are an index of people who pass that road. A signature is an index of the existence of someone who carves the signature.

Third, A symbol is a sign that the relationship between the representative and the object is based on a convention, regulation, or agreement that is agreed upon together. The symbol can only be understood if someone has understood the meaning agreed upon in advance. Example: Garuda Pancasila for the Indonesian people is a bird that has a symbol that is rich

in meaning. However, for people who have different cultural backgrounds, such as the Eksimo, Garuda Pancasila is only seen as an ordinary eagle ([Tinarbuko](#), 2013).

A more detailed and simplified summary of the three clearer classification of signs can be seen in the following classification:

Sign	Marked by	Example	Process
Icon	Coffee, imitation, similarity, similarity	Photos, pictures, statues	Can be seen fast
Index	Cause and effect	Smoke / fire	Can be estimated
	Appointment	Footprints / people who pass the road.	
	Causal	Signature / perpetrator	
Symbol	Convention, agreement	Sign words	Must be studied

Verbal Form (Linguistics)

Linguistics is a science of language, namely the investigation of language in a science. ([Kridalaksana](#), 2001). What is meant by language is a system of sound tags that is agreed to be used by members of certain community groups in working together, communicating, and identifying themselves.

Word

A word is the smallest meaningful unit of free speech. The word is a structure and the structure is a linear arrangement of elements, i.e. from left to right Morpheme becomes one of the elements in a word structure, in this case there are words that consist of only one morpheme, the term is monomorphemic, there are also more than one morpheme, the term is the word polymorphemic or pleiomorphic.

Phrase

A phrase is a combination of two or more words which are not predictive in nature; the combination can be dense, can be tenuous; for example a high mountain is a phrase because it is a non-predictive construction; This construction is different from the high mountain which is not phrase because it is predictive. [Kridalaksana](#), (2001).

Sentence

[Kridalaksana](#), (2001) states that the sentence is: first, a unit of language that is relatively independent, has a final intonation pattern and actually or potentially consists of clauses. Second, free clauses that are a cognitive part of conversation; preposition unit which is a combination of clauses or constitutes one clause, which forms a free unit, minimal answers, exclamations, greetings, and so on. Third, grammatical construction consisting of one or more clauses arranged according to a certain pattern and can stand alone as a unit.

Nonverbal / Visual Semiotics Forms

Visual semiotics is basically one of the fields of semiotics, which is specifically interested in the investigation of all kinds of meanings conveyed through visual senses ([Budiman](#), 2011).

Visual communication design is a SCI that studies communication concepts and expressions of creative power, which is applied in various visual communication media by processing graphic design elements consisting of images (illustrations), letters, colors, composition and layout. (Tinarbuko, 2015). In the context of visual communication design, visual or nonverbal language has the opportunity to tear the target concentration away, because the message is faster and is very easily understood by the parties. (Tinarbuko, 2015).

Photo

Photos have been around since 1826 when photography was born. The view from the window of Nicephore Niepce is often referred to as the first photo ever. In his writings, "The Image Freezing Machine," Stanley Milgram shows that a photo not only creates the reality of the photo itself, but also often influences reality. According to him, photos have a double layer: reflecting and influencing reality. Photos in advertising, have an element of authenticity that makes strong, realistic and not lying. (Pujiyanto, 2013).

Barthes (1983; in Budiman, 2011) states that every utterance, whether in the form of something written or merely a representation, verbal or visual, can potentially become a myth. That is, not only written discourse that we can read as myths, but also photography, FPSA, performances, even sports and food. As stated by Barthes (1983) in Mythology, several legislative candidates (candidates) decorate their election prospectus with one portrait. This means that photography has the power to open things that must be analyzed.

One of the functions of language is representative (the function of presenting). The emergence of photos must get serious attention because photos have the ability of perfect representation. (Sunardi, 2004). To examine Barthes's (1983) theoretical journey about photographs and to observe the nature of media culture dominated by mass photos, we will discuss seven steps: (1) the characteristics of the linguistic system in photographs, (2) the characteristics of the second-level semiotic system in photographs, (3) writing in the language of photographs, (4) mixed systems: text and photos, (5) reading photos, (6) Photographic realism in media culture, and (7) Symptoms of necroculture (culture of death) in the media. (Sunardi, 2004).

Picture

Visual representation concretizes the meaning articulated by, and within, the image depicted. One can say ideology is exposed. The meaning is not hidden because the visual language of the image then anchors and transmits the message. This viewpoint considers images as icons of content. He presupposes a level of articulation, like the phrase we often hear, "a picture expresses a thousand words". (Trifonas, 2017).

In the experience of Barthes (1983), there are five reasons why he likes certain images, namely to give information (to inform), point (to signify), paint (to paint), surprise (to surprise), and arouse passion (to waken desire). (Sunardi, 2004).

Illustration

Illustrations are additional information or explanations in the form of examples, comparisons, etc. to further clarify the exposure (writing) and so on. More imaginative illustrations that eliminate many details and are easier to understand. In the perception of comfort, illustration can simplify the visual message so that it can be focused on the main details of the image.

The use of artistic techniques in illustrations is intended to intensify meaning, mood, and fantasy.

Color

Color is the first design element that people are interested in because our senses are faster and easier to see. Each color has a symbolic meaning and a mystical meaning. Color is symbolically according to its function and application. Color is a dominant factor in the appearance of a communication medium, including public service announcements. People will be interested in communication media for the first time in colors that can reflect the mood of the beholder.

The following is a color table as cultural / traditional identity.

No	Color	Symbol
1	Yellow	Life, glory
2	Red	Women, prohibition, greed
3	Green	Fertility
4	Blue	In pain, dark
5	Purple	Romantic
6	White	Male, fragrant, alive, bright
7	Black	Old, death, stubborn

Logo

Logos (short for logographs) are pairs of brand names in the form of images. This logo is designed to generate a kind of product's connotative signification system through visual modality. The appeal and strength of this logo are the ambiguity that is already in it. Ambiguity is a fundamental character in textually contained in advertisements ([Danesi, 2010](#)).

A successful logo usually has the following characteristics: (1) simple form, (2) easily reproduced in various media, (3) will not lose its identity if reduced in size, (4) can be made in black and white or color if desired, (5) adapted to various forms of printing, and (6) if used abroad, can avoid cultural conflicts involving the intended meaning. ([Pujiyanto, 2013](#)).

Method

This research is descriptive qualitative. The data are sourced from the texts of public service advertisements of Bone Local Government. The amount of data obtained are 8 texts of local government PSA, four samples were selected purposively according to the research needs. The data collection techniques were carried out by using photo recording techniques and recording PSA text. The data are PSAs installed in public areas such as on the side of the highway, crossroads, and offices. Furthermore, the data were analyzed by applying Peirce's semiotic approach, so that the tendencies of verbal and nonverbal (visual) markers along with icons, indexes and symbols of PSAs of Bone Regional Government were reflected.

Results

The text forms of community service advertisements made by the Regional Government of Bone Regency are both verbally and nonverbally, there are eight PSA texts, then four texts only are chosen, namely:

1. *Work cultures of Bone district organization. Smart work, hard work, sincere work, complete work. (D1.1)*

2. *Regional leaders of Bone regency say happy new year 2018. Let's continue to work together. Creating a healthy, smart, and prosperous for Bone people. (D1.2)*

3. Government of Bone regency congratulates the 688th Anniversary of April 6, 2018. With the spirit of Bone's anniversary, we strengthen togetherness. Siatting Lima, Sitonra Ola', Tessibelleang in the sumara tara lara spirit frame. (D1.3)

4. Strengthen!!! 3 Mental revolution values of civil servants. Integrity, work ethic, mutual cooperation. (D1.4)

Discussion

Verbal Forms of Public Service Advertising (PSA) of Bone Government

PSA 1 (D1.1) data above, produced by the local government agency of Bone. PSA is stated in the form of a statement. The diction used is a word that means denotation with the aim of adjusting the ability to interpret the meaning of the message by the community groups that are targeted by the PSA. Analysis of the verbal text structure "The work cultures of the Bone

Regency government organization: *smart work, hard work, sincere work*; and *complete work*" consists of one clause which occupies the following functions:

The work cultures of the Bone Regency Government organization

S	
smart work	} P
hard work	
sincere work	
complete work	

The linguistic unit in D1.1 above includes the clause category. As stated by [Kridalaksana \(2001\)](#), a clause is a grammatical unit in the form of a group of words consisting of at least a subject and a predicate and has the potential to be a sentence. Lack of punctuation such as commas in the details of "smart work, hard work, sincere work, thorough work" and punctuation points will clarify the main ideas of the PSA message delivered.

In PSA 2 data (D1.2), congratulations on the new year 2018, coupled with PSA, "let's continue working together" in a healthy, smart and prosperous Bone community. The tagline "let's continue working together" as a sign of the desire of the regent and deputy regent for the 2018-2022 government period to continue working together means to remain elected. The linguistic form is as follows:

Regional leader of Bone Regency

S.

Say

P

Happy New Year 2018

O.

PSA 3 data (D1.3), PSA made by the local government of Bone Regency, are stated in the form of statements (representative). The 688th Anniversary of Bone's congratulatory statement was delivered in the form of PSA with the tagline "With the spirit of the Anniversary of Bone we reinforce togetherness, which is reinforced by the Bugis language expression which is the motto of Bone district, *Siatting Lima*, *Sitonra Ola*, *Tessibelleang* and *Tea Lara*'s spirit frame. Translation is *siatting lima* is holding hands with each other. *Sitonra ola* means to walk in the same direction, one word, consensus. *Tessibeleang* means not competing betraying or lying. *Tea Lara* means not to be separated, so that it means strong and strong (togetherness). The expression Bugis language is motivation and encouragement for organizational / regional goals. Based on the verbal form, the PSA text belongs to the sentence category. The following structure analysis:

Bone District Government

S.

Say

P.

happy 688th anniversary of April 6, 2018.

O.

With the spirit of the Anniversary of Bone we strengthen togetherness. Siatting Lima, Sitonra Ola ', Tessibelleang in the Spirit Sumange Tea Lara' frame.

Adv.

Nonverbal Forms of Public Service Advertising (PSA) Bone Government

Furthermore, at the level of nonverbal forms, in truth, visual communication design works such as PSA contains two forms of the message at once, namely verbal messages and nonverbal (visual). In the context of visual communication design, nonverbal languages have the opportunity to "tear" the target's concentration. With the help of nonverbal language, messages are faster and easier to understand by the public that is the target of PSA.

In the text (D1. 1) it is very clear, 50% of PSA space on the upper side, is used for photos of the Regent and Deputy Regent of Bone, with the logo of the Bone local government in a symmetrical position just above the photo. 50% of the space on the lower side has a verbal message, with a yellow background in accordance with the color of the political party supporting the regent and deputy regent, is the message / ideology of the PSA.

By referring to the Peirce theory of the sign in the picture, the form is nonverbal in the form of photos of the regent and vice regent is an icon of the regent and deputy regent who gives a call about the work culture of the Bone district government organization. The setting of the traditional house of Bone "Bola Soba" which means friendship house is one of the historic buildings in Watampone, the capital of Bone Regency. Therefore, the background of the "buckwheat ball" in the PSA is an icon of the Bone district. Furthermore, the logo of the Bone government which is symmetrical right above the photo of the regent and deputy regent, is a symbol of the regional government of Bone.

In (D1.2) a quarter of PSA space is a photo of the Bone district leadership, *Forkompida* (a regional leadership coordination forum), consisting of the regent, deputy regent, chair of the regency DPRD, district police chief, head of the state prosecutor's office, head of the district court, head of the District Command Military, Head of Religious Courts, and District Secretaries. The photo is a *Forkompida* icon. Gray background with sparkling fireworks in the air of the new year's celebration index (2018).

On the data (D1.3), the nonverbal form can be seen in the photo of the official while the Bone regent, and his wife and regional secretary (*sekda*) and wife are the icons of the two officials. Suit jacket cover with subordinate silk sarong equipped with skull cap to Bone with *bodo* clothes for the regent's mother and regional secretary, is an index of Bone's anniversary celebration. Illustration of Watampone city boundary gate, buckwheat ball, independent field podium, al Markas al Maarif mosque, JK-born city gate (Jusuf Kalla), and the statue of Arung Palakka on the carrying side of the PSA. Lontara Script of the Bugis Language "*siatting lima, sitonra ola, tessibelleang*" is an index of the Regional Government of Bone which is a philosophical expression about togetherness motivation. The yellow PSA background marker is a sign of the choice of the party (party of the work group) of the ruling officials in Bone district.

Data (D1.4) is an PSA produced by the Bone Regency government agency in cooperation with the state mental revolution movement. The PSA are of a state nature, marked by logos and photo illustrations describing President Joko Widodo and Vice President Jusuf Kalla. Illustration of call cultivates three mental revolutions (integrity, work ethic, and cooperation) from the minister of State apparatus empowerment and bureaucratic reform of the Republic

of Indonesia to the state civil apparatus (ASN) from various groups such as: doctors, teachers, paramedics, and sweepers. Photo illustrations describe President Joko Widodo and Vice President Jusuf Kalla as icons of the President and Vice President. Illustration of people in uniform doctors, teachers, paramedics, and sweepers is an icon of the civil servants (ASN). The logo of Bone local government is categorized as a symbol.

Conclusion

Based on the discussion above, the verbal markers in the PSA texts of the Regional Government of Bone Regency are statements. By using words or sentences that are predominantly denotation, so that the ideology adopted is uniformly understood by the community. Nonverbal markers that are very prominent in PSA Regional Government is PSA dominated by photos of the Regent and Deputy Regent of the Regency of Bone as leader icons of Bone and the logo of the local government Bone as a symbol. The traditional clothing that is used and the traditional house that is the setting for PSA are an index.

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