



# Signs of Champion: Verbal and Non-Verbal Signs of Liverpool Instagram Post's

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## Abstract

Aiming to examine how meaning is constructed through visual and textual cues, this research focuses on verbal and non-verbal signs used in selected Liverpool Football Club advertisements posted on Instagram. The objective is to analyze how these elements convey identity, emotion, and cultural resonance in digital football marketing. A qualitative descriptive method was employed, with data consisting of two Instagram advertisements from Liverpool FC's official account. These posts were chosen based on their prominent use of both linguistic and visual features. Observational techniques were used to identify key verbal elements (slogans, captions, hashtags) and non-verbal components (color, gesture, facial expressions, and composition). The analytical framework draws upon Ferdinand de Saussure's theory of the signifier and signified, Roland Barthes' concepts of denotation, connotation, and myth, and Cerrato's approach to color symbolism in communication. Findings indicate that non-verbal signs hold a more dominant semiotic function, with color especially Liverpool's iconic red serving as a core emotional and cultural sign. Gestures and facial expressions further amplify the club's message of pride, unity, and inclusivity. Verbal signs, although fewer in number, play a complementary role by anchoring meaning and enhancing brand recall. Through the combination of both sign types, the advertisements function as complex semiotic texts that engage audiences on both emotional and cultural levels, reinforcing global fan connection and brand identity.

**Keywords:** *Semiotics, Verbal signs, Non-verbal signs, Instagram advertisement, Liverpool FC*

## **Introduction**

In an increasingly visual and media-saturated world, meaning is no longer communicated solely through language but is increasingly shaped through images, symbols, gestures, colors, and multimodal texts. Within this context, semiotics has become a fundamental theoretical framework for understanding how meaning is produced, negotiated, and interpreted across diverse communication platforms. As the study of signs, semiotics enables scholars to analyze how verbal and non-verbal elements operate together to construct messages that influence perception, emotion, and cultural understanding. This analytical perspective is particularly relevant in contemporary digital environments, where communication transcends linguistic boundaries and relies heavily on visual representation and symbolic expression (Muratova et al., 2021).

Digital media has transformed how institutions, brands, and cultural organizations communicate with global audiences. Football clubs, in particular, have emerged as powerful cultural actors that do not merely promote sporting events or merchandise but actively construct narratives of identity, belonging, and emotional attachment. Among these clubs, Liverpool Football Club (Liverpool FC) stands out as a global brand whose communication strategies extend far beyond the football pitch. Through its official Instagram account, Liverpool FC consistently employs a combination of visual imagery and textual elements to engage supporters, reinforce club values, and cultivate emotional loyalty. These Instagram advertisements function as semiotic texts in which meaning is produced through the interaction of verbal and non-verbal signs.

Semiotics views signs not merely as representational tools but as cognitive and cultural instruments that shape how individuals understand and engage with the world. Verbal signs, such as slogans, captions, hashtags, and taglines, provide explicit guidance and linguistic structure, often delivering direct and easily interpretable meanings. In contrast, non-verbal signs, including color, facial expression, body gesture, posture, clothing, and spatial composition, operate on affective and symbolic levels that evoke emotion, cultural memory, and shared values (Rohmani, Suyatman, & Sakinah, 2025). When combined, these two types of signs form an integrated semiotic system in which meaning emerges not from individual elements but from their interaction.

The importance of this interaction has been demonstrated in previous semiotic studies. Pratiwi, Sulatra, and Juniarta (2023), for instance, showed how the fusion of verbal and visual symbols in Balinese Silence Day greeting cards reinforces cultural identity and spiritual values. Such findings suggest that neglecting either verbal or non-verbal elements weakens communicative effectiveness. In digital advertising, where attention spans are limited and competition for visibility is intense, the synergy between textual clarity and visual impact becomes essential. A striking image may capture attention, but verbal cues often anchor interpretation and guide audience understanding.

This synergy is particularly crucial in advertising contexts, where messages must attract, persuade, and emotionally engage audiences within seconds. Visual elements generate immediacy and emotional resonance, while verbal elements provide coherence and reinforce recall. In football marketing, emotional attachment and loyalty play a decisive role in shaping consumer behavior. As Keto (2024) notes, football clubs increasingly rely on Instagram as a strategic platform where visual aesthetics and concise textual messages are carefully orchestrated to promote merchandise, lifestyle affiliation, and club identity. Thus, Instagram advertisements are not simply promotional materials but culturally loaded texts that communicate values, aspirations, and collective memory.

Instagram, as a visually oriented social media platform, further amplifies the dominance of non-verbal signs. Its algorithm prioritizes visually appealing content and rewards high levels of user interaction, such as likes, shares, and comments. As a result, advertisements that effectively utilize color contrast, expressive gestures, facial intensity, and symbolic imagery are more likely to achieve greater reach and engagement (Metelski & Leszczyński, 2022). In this environment, images function as powerful semiotic triggers capable of communicating meaning even in the absence of language comprehension. This characteristic makes Instagram particularly effective for global football clubs whose audiences come from diverse linguistic and cultural backgrounds.

Within football culture, advertising has evolved beyond product promotion into a form of narrative storytelling. Advertisements now convey messages about heritage, unity, resilience, and legacy. Liverpool FC's Instagram content exemplifies this shift. Visual elements such as the club's iconic red color, images of players in confident or triumphant poses, and textual references to club mottos contribute to a shared mythology that supporters emotionally internalize. These signs cultivate a sense of belonging and reinforce collective identity among fans worldwide (Rookwood & Hoey, 2024). From a semiotic perspective, such advertisements serve as symbolic narratives that reflect both commercial objectives and deeper cultural meanings.

A growing body of research has explored the relationship between semiotics, football marketing, and digital media. Jones (2021) examined social media marketing strategies in English football clubs and found that narrative-driven content strengthens fan engagement. Keto (2024) highlighted Instagram's dual role as a promotional and cultural tool in Norwegian football clubs, emphasizing its function in identity construction. Metelski and Leszczyński (2022) discussed how social media contributes to the digital transformation of football clubs, reshaping brand communication. Meanwhile, Rookwood and Hoey (2024) focused on football fan media and activism, demonstrating how signs within media content can reflect broader political and social identities. Rohmani et al. (2025) further analyzed how verbal and non-verbal signs in Premier League logos function as markers of identity and emotional resonance.

Despite these valuable contributions, several limitations remain evident in existing research. Many studies prioritize branding strategies, fan engagement metrics, or narrative framing without offering a detailed semiotic analysis of how verbal and non-verbal signs interact within a single advertising text. In addition, verbal and visual elements are often treated as separate analytical categories rather than as interconnected components of meaning-making. Few studies examine Instagram advertisements as holistic semiotic constructs in which meaning emerges from the simultaneous presence of language, imagery, color, and gesture. Consequently, the deeper layers of denotative and connotative meaning embedded in football advertisements remain underexplored.

This study seeks to address these gaps by offering an integrated semiotic analysis of selected Liverpool FC Instagram advertisements. Rather than focusing solely on branding outcomes or narrative themes, the research emphasizes the interaction between verbal and non-verbal signs and how this interaction construct's identity, emotion, and cultural meaning. The distinct contribution of this research lies not merely in its object of study but in its methodological approach, which synthesizes classical and contemporary semiotic frameworks to analyze digital football advertising as a complex system of signs.

Accordingly, this research is guided by the following questions:

1. What verbal and non-verbal signs are present in selected Liverpool FC Instagram advertisements?
2. How do these signs operate at denotative and connotative levels to construct meaning?
3. How does the interaction between verbal and non-verbal signs contribute to the representation of identity, emotion, and cultural values in digital football marketing?

Drawing upon Ferdinand de Saussure's (1983) theory of signifier and signified, Roland Barthes' (1977) concepts of denotation, connotation, and myth, as well as contemporary perspectives on color symbolism and non-verbal communication (Jeitziner et al., 2024), this study adopts a qualitative descriptive approach. It is anticipated that non-verbal signs will play a dominant role in conveying emotional and cultural meaning, while verbal signs function to anchor interpretation and enhance brand recall.

In conclusion, semiotics provides a vital lens for understanding how contemporary football clubs communicate with global audiences in the digital era. By examining the integrated use of verbal and non-verbal signs in Liverpool FC Instagram advertisements, this research contributes to semiotic scholarship and offers practical insights for sports marketing. As digital media continues to shape public discourse, the ability to decode and strategically employ signs remains essential for effective communication, cultural resonance, and brand sustainability in global sports culture.

## Method

This study employed a qualitative descriptive approach to examine how verbal and non-verbal signs construct meaning in digital football advertising. The data consisted of four Instagram advertisements published on Liverpool Football Club's official Instagram account between January and February 2025. These advertisements were selected using purposive sampling based on several criteria: the posts functioned as promotional content, combined linguistic and visual elements, and prominently represented Liverpool FC's brand identity through club symbols, players, and color schemes. Data were collected through non-participatory observation by documenting each post via screenshots and recording accompanying textual components such as captions, slogans, hashtags, publication dates, and contextual engagement indicators. Verbal signs were defined as all linguistic elements present in the advertisements, while non-verbal signs referred to visual components including color, gesture, facial expression, clothing, typography, and visual composition.

The analysis was conducted through a systematic semiotic procedure. First, all verbal and non-verbal signs were identified and categorized. Second, Saussure's concept of signifier and signified was applied to examine the relationship between form and meaning. Third, Barthes' theory of denotation and connotation was used to explore both literal and symbolic meanings, supported by Cerrato's framework of color symbolism to interpret emotional and cultural associations. To ensure trustworthiness, theoretical triangulation was employed by applying multiple semiotic perspectives, and interpretations were discussed through peer debriefing to minimize subjectivity. Ethical considerations were addressed by analyzing only publicly accessible Instagram content for academic purposes, in accordance with fair use principles.

## Results

This section presents the results of a qualitative semiotic analysis conducted on four selected Instagram advertisements published by Liverpool Football Club (Liverpool FC). The purpose of this section is to describe in detail the verbal and non-verbal signs identified in each advertisement and to present how these signs appear within the visual and textual structure of the posts. Each advertisement is analyzed as an individual unit to ensure clarity and completeness in reporting the findings. The analysis identified a total of ten verbal signs and nineteen non-verbal signs across the four Instagram advertisements. These signs were examined based on their form, placement, and observable function within each post, as well as their denotative and connotative meanings.

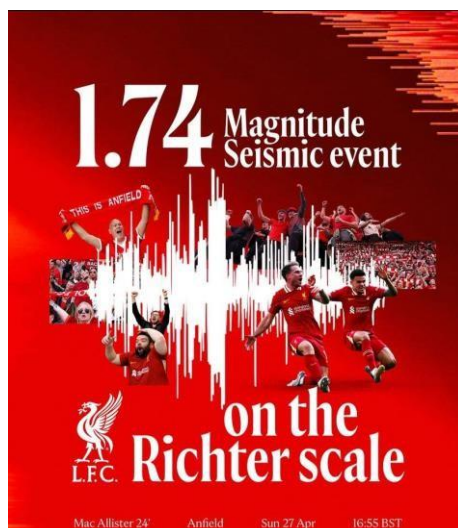


Figure 1. Official Liverpool FC Instagram Advertisement (5 January 2025)

The first Instagram advertisement was published on 5 January 2025 and features several Liverpool FC players wearing casual streetwear rather than traditional football kits. The post visually centers the players within the frame, presenting them as the main subjects of the advertisement. Two prominent verbal signs appear in this post: the slogan *"You'll Never Walk Alone"* and the phrase *"New Season Drop."* The slogan *"You'll Never Walk Alone"* is presented as a declarative sentence. At the denotative level, the phrase communicates togetherness and collective presence, indicating that individuals associated with the club are not isolated. At the connotative level, the slogan represents solidarity, loyalty, and emotional unity that has long been associated with Liverpool FC and its supporters. The phrase functions not only as a textual element but also as a cultural symbol embedded within the club's identity.

The second verbal sign, *"New Season Drop,"* appears as a short imperative phrase. Denotatively, it announces the release of new merchandise. Connotatively, the phrase suggests novelty, exclusivity, and alignment with contemporary fashion trends. The placement of this phrase near the product imagery reinforces its function as an announcement related to the apparel worn by the players. The combination of a symbolic slogan and a product-oriented phrase indicate the coexistence of cultural identity and commercial messaging within the same post.

A range of non-verbal signs are also present in this advertisement. The most visually dominant non-verbal sign is the use of red as the primary background color. Denotatively, red functions as Liverpool FC's official club color. Connotatively, the color communicates passion, intensity, strength, and pride. The players are positioned in upright postures, standing close to one another. Denotatively, this posture indicates readiness and stability. Connotatively, it suggests unity, confidence, and collective strength. Facial expressions are serious and focused, with most players maintaining direct eye contact with the camera. Denotatively, this



conveys concentration and awareness, while connotatively it communicates determination and authority.

The clothing worn by the players functions as another non-verbal sign. Denotatively, the outfits represent casual streetwear rather than sports uniforms. Connotatively, this styling aligns the club with youth culture, lifestyle branding, and everyday fashion. The visual composition of the advertisement is symmetrical, with the players arranged in a balanced formation. Denotatively, this creates visual order and stability. Connotatively, the symmetrical layout suggests cohesion, discipline, and organizational structure within the club. Lighting is evenly distributed, highlighting facial features and clothing details, which enhances clarity and visual emphasis.



Figure 2. Advertisement Featuring Liverpool FC Logo (12 January 2025)

The second Instagram advertisement was published on 12 January 2025 and prominently features the Liverpool FC logo as the central visual element. The post includes multiple verbal signs, most notably the imperative phrase “*Shop Now*” and the declarative phrase “*Official LFC Merchandise.*” The phrase “*Shop Now*” functions as a direct command. Denotatively, it instructs viewers to make an immediate purchase. Connotatively, the phrase creates urgency and encourages prompt action from the audience. The use of imperative language distinguishes this post from others by explicitly directing viewer behavior.

The phrase “*Official LFC Merchandise*” appears as a declarative verbal sign. Denotatively, it states the authenticity of the products being promoted. Connotatively, it reinforces reliability, legitimacy, and institutional credibility. The

inclusion of the club's name "*Liverpool FC*" functions as a nominal verbal sign. Denotatively, it identifies the organization. Connotatively, it reinforces heritage, tradition, and brand authority.

Non-verbal signs in this advertisement include the Liverpool FC logo placed at the center of the frame, creating a strong focal point. Denotatively, the logo serves as a visual identifier. Connotatively, it symbolizes the club's history, values, and institutional power. The dominant red color continues to appear as the primary color scheme. Denotatively, it reflects club branding. Connotatively, it conveys intensity, passion, and emotional energy. Raised-arm gestures by the players are visible in the background. Denotatively, these gestures indicate celebration or acknowledgment. Connotatively, they suggest victory, pride, and confidence.

Additional non-verbal elements include stadium floodlights and a blurred background. Denotatively, the floodlights indicate a match-day environment. Connotatively, they evoke competition, spectacle, and high-stakes performance. The blurred background reduces visual distraction and directs attention toward the logo and textual elements. This compositional choice emphasizes centrality and prominence.



Figure 3. Advertisement Highlighting Global Reach (25 January 2025)

The third Instagram advertisement was uploaded on 25 January 2025 and emphasizes Liverpool FC's global presence. The primary verbal sign in this post is the phrase "*From Anfield to Anywhere.*" Denotatively, the phrase refers to movement from the club's home stadium to various locations worldwide. Connotatively, it represents global reach, inclusivity, and emotional connection beyond geographical boundaries. The phrase is presented as a declarative sentence, asserting the club's presence across different regions and cultures.

An embedded shop link accompanies the caption. Denotatively, the link provides direct access to merchandise. Connotatively, it invites viewers to participate in the club's global identity through consumption. The presence of the link integrates commercial accessibility within the symbolic message of global connection.



Non-verbal signs in this advertisement include a red-and-black color scheme, graffiti-style background visuals, dynamic player poses, strong shadow effects, and bold typography. Denotatively, the graffiti background represents urban art and street culture. Connotatively, it suggests youthfulness, rebellion, and modern identity. The dynamic poses of the players denote physical movement and action. Connotatively, they convey energy, confidence, and momentum. Strong shadowing creates visual contrast, denotatively enhancing depth and dimension, while connotatively adding intensity and drama.

Typography in this post is bold and sans-serif. Denotatively, it ensures readability. Connotatively, it reinforces assertiveness and modernity. The composition places players in visually dominant positions, emphasizing presence and visibility. Lighting is used strategically to highlight figures and text elements, directing viewer attention across the frame.



Figure 4. Advertisement Featuring Virgil van Dijk (3 February 2025)

The fourth advertisement was published on 3 February 2025 and features a close-up image of Liverpool FC player Virgil van Dijk. The verbal sign in this post is limited to a product mention within the caption. Denotatively, the caption provides information regarding product availability. Connotatively, it implies exclusivity and premium quality by minimizing promotional language.

Non-verbal signs dominate this advertisement. The close-up framing of Virgil van Dijk denotes focus on an individual subject. Connotatively, it conveys importance, authority, and leadership. His facial expression is calm and composed. Denotatively, this indicates emotional control. Connotatively, it suggests confidence, stability, and command. The background is dominated by a deep red color. Denotatively, it represents the club's branding. Connotatively, it conveys power, prestige, and intensity.

The overall layout is minimalistic, featuring limited visual elements. Denotatively, this creates simplicity and clarity. Connotatively, it suggests elegance, exclusivity, and elite status. Lighting is evenly distributed across the subject's face, highlighting features without excessive contrast. This lighting choice enhances visibility and reinforces focus.

## **Discussion**

This discussion section interprets the findings of the semiotic analysis of four Liverpool FC Instagram advertisements by focusing on broader patterns, theoretical implications, and contextual meanings rather than descriptive details. The discussion is organized into four major sub-sections: (1) the dominance of non-verbal signs in digital football advertising, (2) the semiotic function of color and visual authority, (3) the strategic role of verbal signs and sentence types, and (4) the dynamic interaction between verbal and non-verbal signs in constructing cultural and commercial meaning. Through these four analytical lenses, the discussion addresses the research gap identified in the introduction and situates the findings within established semiotic theories and existing literature.

### **1. The Dominance of Non-Verbal Signs in Digital Football Advertising**

One of the most significant findings of this study is the consistent dominance of non-verbal signs across all analyzed Instagram advertisements. Visual elements such as imagery, color, posture, facial expression, composition, and lighting were not only more frequent than verbal signs but also carried greater semiotic intensity. This dominance reflects a broader shift in contemporary communication, particularly within digital and social media environments, where meaning is increasingly conveyed through visual modalities rather than linguistic elaboration.

From a semiotic perspective, this finding strongly aligns with Barthes' (1977) assertion that images possess a powerful capacity to communicate meaning through both denotation and connotation. In the advertisements analyzed, non-verbal signs immediately communicate identity, emotion, and authority without requiring textual explanation. The visual presence of players, for example, functions denotatively as representation of team members, yet connotatively as embodiments of strength, leadership, and aspiration. These meanings are instantly accessible, transcending linguistic barriers and allowing the message to resonate with a global audience.

Saussure's concept of the signifier and signified further clarifies this phenomenon. Non-verbal signs in the advertisements operate as signifiers whose meanings are stabilized through cultural convention rather than explicit explanation. The repeated appearance of similar visual structures across posts suggests that Liverpool FC relies on a shared semiotic code with its audience. Fans are not required to "learn" the meaning of these signs; instead, meaning is recognized intuitively through repeated exposure and cultural familiarity.

This finding supports previous research by Metelski and Leszczyński (2022), who argue that football clubs increasingly prioritize visual storytelling on social media platforms due to algorithmic preference for image-based content. Similarly,

Jones (2021) observed that visually driven narratives generate stronger emotional engagement than text-heavy posts. However, this study extends those findings by demonstrating *how* visual dominance operates semiotically, rather than merely noting its effectiveness.

Interestingly, the dominance of non-verbal signs also reveals a shift in communicative power. Rather than relying on explanation or persuasion through language, Liverpool FC's advertisements assert meaning visually. This visual assertiveness positions the club as confident, authoritative, and culturally established. The advertisements do not ask for validation or interpretation; instead, they present meaning as self-evident. This strategy aligns with football culture, where loyalty, identity, and emotional certainty are valued over rational deliberation.

Moreover, the dominance of non-verbal signs suggests an intentional reduction of interpretive ambiguity. Visual cues such as confident body language and controlled facial expressions limit alternative readings, guiding the audience toward a preferred interpretation. In this sense, non-verbal signs function not only as expressive tools but also as mechanisms of semiotic control, shaping how meaning is received and internalized.

## **2. Color and Visual Authority as Semiotic Instruments**

Among the non-verbal signs identified, color—particularly red—emerges as the most consistent and symbolically loaded element. The persistent use of red across all advertisements highlights color's central role as a semiotic resource in football branding. According to Cerrato's (2012) theory of color symbolism, red is psychologically associated with passion, energy, dominance, and emotional intensity. In the context of Liverpool FC, these associations are further reinforced by historical and institutional meanings.

At the denotative level, red functions simply as the club's official color. However, at the connotative level, red operates as a condensed signifier of club identity, heritage, and emotional legacy. The color does not merely decorate the advertisements; it actively communicates meaning. Through repeated exposure, red becomes inseparable from the idea of Liverpool FC itself, transforming color into a form of visual shorthand for identity recognition.

Barthes' concept of myth is particularly useful in interpreting this phenomenon. Over time, the color red becomes mythologized, appearing natural and inevitable rather than constructed. The audience no longer perceives red as a design choice but as an intrinsic feature of the club's existence. This naturalization of meaning exemplifies Barthes' argument that myths function to disguise cultural constructions as universal truths.

Beyond color, visual authority is reinforced through composition, framing, and subject positioning. Players are consistently placed at the center of the frame, often in symmetrical arrangements. Denotatively, this creates visual balance; connotatively, it suggests order, discipline, and dominance. Central positioning implies importance and leadership, subtly reinforcing hierarchical structures within

the visual narrative.

Lighting also contributes to visual authority. Controlled lighting highlights facial features and clothing textures while minimizing shadows that could obscure identity. This clarity conveys transparency and confidence, aligning with the club's authoritative self-presentation. The absence of chaotic or fragmented visuals further supports an image of stability and control.

When compared with findings from Rohmani et al. (2025), who identified similar visual strategies in Premier League logos, this study confirms that visual authority is a recurring semiotic strategy in elite football branding. However, the present research expands this insight by demonstrating how such authority is maintained across multiple posts and campaign contexts, not only in static logos but in dynamic social media content.

### **3. The Strategic Role of Verbal Signs and Sentence Types**

While non-verbal signs dominate quantitatively and visually, verbal signs play a crucial strategic role in anchoring meaning. The study reveals a clear preference for declarative and imperative sentence types, with a notable absence of interrogative forms. This pattern is not incidental but reflects a deliberate communicative strategy aligned with brand positioning and semiotic control.

Declarative sentences are primarily used to assert identity, authenticity, and presence. From a Saussurean perspective, declaratives stabilize the relationship between signifier and signified by presenting meaning as factual rather than negotiable. Statements such as slogans or product identifications do not invite interpretation; they declare meaning. This aligns with football culture, where clubs often present themselves as institutions rather than conversational participants.

Imperative sentences, though fewer, serve a functional purpose by directing audience behavior. Commands such as calls to action operate at the level of pragmatic communication, guiding interaction without requiring emotional elaboration. Barthes' concept of anchorage is relevant here, as imperatives limit the range of possible interpretations by specifying expected responses.

The complete absence of interrogative sentences is particularly noteworthy. Questions typically function to invite dialogue, reflection, or participation. Their absence suggests that Liverpool FC's advertisements are designed as one-directional communicative acts rather than interactive conversations. This reinforces the club's authoritative stance and aligns with Barthes' notion of myth, where meanings are presented as given rather than debated.

This finding contrasts with some digital marketing strategies that emphasize engagement through questioning. However, it aligns with Keto's (2024) observation that football clubs often prioritize identity reinforcement over dialogic interaction on Instagram. By avoiding interrogatives, the advertisements maintain narrative coherence and brand certainty, minimizing the risk of interpretive disruption.

#### 4. Interaction Between Verbal and Non-Verbal Signs in Meaning Construction

The most critical contribution of this study lies in its analysis of the interaction between verbal and non-verbal signs. Rather than functioning independently, these signs operate as an integrated semiotic system in which each element enhances the communicative power of the other. Verbal signs rarely introduce entirely new meanings; instead, they guide, reinforce, or narrow the interpretation of visual cues.

This interaction reflects Saussure's principle that meaning emerges through relational structures. Non-verbal signs provide emotional and symbolic richness, while verbal signs offer directional clarity. For instance, a declarative slogan gains emotional depth when paired with authoritative imagery, while an imperative command gains urgency through dynamic visual composition.

From Barthes' perspective, this interaction enables advertisements to function simultaneously at the levels of denotation, connotation, and myth. Visual signs evoke emotion and identity, verbal signs anchor interpretation, and their combination produces a mythic narrative of loyalty, strength, and belonging. This multi-layered meaning construction allows the advertisements to communicate effectively across cultural and linguistic boundaries.

Importantly, this integrated semiotic strategy addresses the research gap identified in previous studies. While earlier research often examined verbal or visual elements separately, this study demonstrates that meaning in digital football advertising emerges from their synthesis. The findings show that effective branding is not achieved through isolated signs but through carefully orchestrated semiotic systems.

In practical terms, this interaction allows Liverpool FC to balance commercial objectives with cultural storytelling. Merchandise promotion is embedded within narratives of identity and emotion, ensuring that consumption is framed as participation in a shared cultural experience rather than a transactional act.

#### Conclusion

This study concludes that Liverpool FC's Instagram advertisements construct meaning primarily through the strategic dominance of non-verbal signs, supported by carefully selected verbal elements that function as anchors rather than primary conveyors of meaning. Visual components such as color, player imagery, body language, facial expressions, and composition play a decisive role in communicating identity, emotion, and cultural values, with Liverpool's iconic red functioning as a

powerful semiotic marker of passion, unity, and authority. Verbal signs, predominantly in the form of declarative and imperative sentences, reinforce brand identity and guide audience interpretation without inviting negotiation, reflecting an authoritative and confident communicative stance. Through the integrated interaction of verbal and non-verbal signs, the advertisements operate at denotative, connotative, and mythological levels, transforming commercial content into

narratives of loyalty, pride, and collective belonging. Grounded in Saussure's, Barthes', and Cerrato's semiotic frameworks, this study demonstrates that digital football advertising extends beyond product promotion to cultural storytelling, highlighting how meaning is strategically constructed and naturalized in social media environments to sustain global fan engagement and brand coherence.

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