



An Analysis of Verbal and Visual Signs Meaning Found in Azarine Sunscreen Advertisement

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Abstract

The study entitled “An Analysis of Visual and Verbal Signs Meaning Found in Azarine Sunscreen Advertisement” aims to analyze and identify the verbal and visual signs as well as their meanings. Used social media advertisement plays an important role in promoting and encouraging their product to the audience. In this research, the data was taken from Azarine Instagram advertisements @azarinecosmeticofficial. The data was collected by observation method and analyzed in descriptive qualitative method. This research used the theory from Saussure (2011) to analyze the verbal and visual signs and the theory from Barthes (1977) to interpret their meanings. The findings identified 7 verbal signs and 10 visual signs that convey denotative and connotative meanings. As the results of this research, the verbal signs in this advertisement appeared in text and always showed their brand name “Azarine” which enhanced the product’s visibility and credibility, making it more recognizable to the audience. The visual signs appeared in pictures, elements, repetition of several logos which reinforce the brand dedication and commitment to meet audience needs, and backgrounds with the identical colors of blue and orange which are eye-catching and could attract the attention of the audience when they see Azarine Sunscreen advertisement.

Keywords: *Visual Sign, Verbal Sign, Azarine, Advertisement, Semiotic*

Introduction

Semiotics is the study of signs and symbols to comprehend their meaning. According to Barthes (1967), Semiotics is the study of how people use signs and symbols to interpret meaning. At its core, semiotics seeks to understand how meaning is constructed and interpreted through various forms of signification, ranging from language and images to gestures and objects. The basic unit in semiotics is the sign, which consists of a signifier (the form the sign takes) and a

signified (the concept the signifier represents). To analyze the meaning of signs, there are two types of meaning, namely denotation and connotation meaning (Barthes 1967). Denotation is the first layer of signification, encompassing both the signifier and signified. It represents an objective, literal, or dictionary-based meaning that is universally recognized. In contrast, connotation represents the secondary layer of signification and differs from denotation. Connotation meaning is interpreted subjectively, reflecting the personal feelings and cultural values of the reader when engaging with the sign.

Semiotic plays a crucial role in advertisements by helping to create and convey messages through signs and symbols that resonate with target audiences. According to (Dyer, 1993) the simplest meaning of advertising is drawing attention to informing somebody of something. Advertisers use semiotic principles to craft visual and textual elements that evoke specific meanings, emotions, and associations. The important part of the advertisement is visual and verbal signs. The verbal sign in an advertisement is used to describe the product. Moreover, the visual signs refer to the object and or pictures in the advertisement. The verbal and visual signs must be chosen properly because it is how the advertiser describes and represents the products.

Nowadays, advertisements exist everywhere like in the newspapers, billboards, magazines, as well as social media. In this research, Instagram was chosen as the primary platform for analysis due to its widespread popularity, user engagement, and rich visual content. Instagram is one of the social media that is used to promote product advertisements. Social media advertisements have a big role in promoting their products to the public and encouraging purchase and use by the target audience.

In the middle of our busy life, we need a product to take care of our body, especially our skin because skin is the largest organ in our body. The protection against toxins, bacteria, and other potential health hazards, including sun exposure. Therefore, one of the products that we need to take care of our skin is sunscreen. Align with this phenomenon, none of the previous studies ever mentioned a study of verbal and visual signs advertisement found in a sunscreen product. Consequently, this study is important to analyze the verbal and visual signs found in sunscreen advertisements. One of the Indonesian brands that sell sunscreen products is called Azarine. Azarine sunscreen advertisement was chosen because the Azarine brand company is the "1st Winner" Indonesia Best Selling Brand in the E-Commerce Market in 2023 with categories "After Sunscreen" (Jakarta, Laras Post 2023) which means their ability is approved to attract and convince the customer about their products. In this study, this writer observed the verbal and visual signs appearing in Azarine Sunscreen advertisements to determine the meaning behind them.

Several previous studies were conducted in relation to this study. The first one is by Andina, et al. (2021), entitled "DISCOVERING THE MEANING OF VERBAL AND VISUAL SIGNS IN L'OREAL PARIS VIDEO ADVERTISEMENT: A SEMIOTIC STUDY". This study sought to discover and analyze verbal and visual signs, as well as their meanings. Commercial advertisement is an integral part of promoting a new product. It could be the quickest and most efficient approach to offer items or services to audiences. The information was obtained from the L'Oreal Paris Total Repair Shampoo video advertising. The data was acquired by observation and evaluated using descriptive qualitative method. This study employed three theories: semiotic theory by Saussure (1983: 67), the theory of meaning by Barthes (1977), and the theory of color by Wierzbicka (1996). The research revealed that there are five verbal and six visual signs. According to the findings of this study, the verbal signs in this advertisement appear as texts and sentences written in large font, whereas the visual signs appear as a picture accompanied by some color that may draw the audience's attention when they watch the advertisement video. Both verbal and visual signs communicate denotative and connotative meanings.

The next study is entitled "SEMIOTIC VERBAL AND VISUAL SIGN FOUND IN KUTA FIVE STAR HOTELS ADVERTISEMENTS" by Anggela, et al. (2022). This study focused on uncovering the messages conveyed through both verbal and visual signs in advertisements for Kuta Five Star Hotels. Data were gathered from the internet using an observational method. The collected data were analyzed qualitatively, drawing on Saussure's semiotic theory (cited in Chandler 2001), Barthes theory of meaning (1967), and Cerrato's theory of meaning (2012). The messages were presented in both formal and informal ways. The findings indicate that first, the verbal signs used both connotative and denotative meanings that convey significant messages to the reader. Second, 4 the visual signs include various images and colors that carry different meanings depending on the advertisement's context.

The last study from Pratama (2024) entitled "A SEMIOTIC ANALYSIS OF VERBAL AND VISUAL SIGN FOUND IN KITKAT'S POSTER ON INSTAGRAM POST". The goal of this research is to identify and analyze the verbal and visual signs included in KitKat's poster. There are three theories used in this research. Chandler (2007) first mentioned Saussure in relation to signifier and signified. Barthes (1967) proposed a theory on the meaning of verbal and visual signs. The last theory is the supporting theory proposed by Wierzbicka (1996) about the theory of color. According to the findings of this study, thirty-four verbal signs in the form of words, phrases, and sentences were present on ten posters. On the other hand, seventeen visual signs were discovered, including photos, logos, and backgrounds.

The previous studies above present a contribution to this study, especially in the theory that used to analyze the data in this study. The difference between previous studies with this current study is in the data source, which in this study will use Azarine Sunscreen advertisement which has never been analyzed by previous researchers.

Method

This study applied a semiotic analysis approach to examine the layers of meaning in the Azarine advertisement. The data sources in this study were taken from several Azarine Instagram advertisements @azarinecosmeticofficial, specifically Azarine Sunscreen advertisements. There were 3 Azarine Sunscreen advertisements were used in this study and were selected randomly to be the data source of this study. The data were taken by observation method with several steps. First, observe the Azarine Sunscreen advertisement on @azarinecosmeticofficial Instagram post. Second, select the advertisement that conducted the Azarine Sunscreen advertisement. Third, classify the data that contain verbal and visual signs. Subsequently, in analyzing the data, the descriptive qualitative method is used to analyze the verbal and visual signs meaning in this study. The theory from Saussure (2011) discusses the meaning embedded within the verbal and visual signs present in Azarine advertisements and analyzed the meaning of the verbal and visual signs by using the theory from Barthes (1967).

Results and Discussion

In this research, a total of 17 signs were identified, categorized into 10 visual signs and 7 verbal signs. The visual signs included the Azarine advertisement features, color, background, logos, and elements. On the other hand, the verbal signs encompassed words and phrases used in the context of the subject.

Table 1. Verbal and Visual Signs Found in Azarine Sunscreen Advertisement

Data Source	Verbal Sign	Visual Sign
Data 1	<ul style="list-style-type: none"> • Azarine • Re-Apply Jadi Mudah • On the go sunscreen jadi praktis untuk apply & re-apply, cocok digunakan sebelum dan sesudah makeup 	<ul style="list-style-type: none"> • Logo of Bumil & Busui Friendly • Logo of 3 in 1 protection • Logo of 0% Alcohol Fragrance <p>Image of Azarine Hydrasoothe Sunscreen Mist in the middle of the beach with sunny and bright weather.</p>
Data 2	<ul style="list-style-type: none"> • Azarine Sun • Uji SPF Azarine Ceraspray Sunscreen • 50 	<ul style="list-style-type: none"> • Heart and Sun element in orange color • Blue Measuring Plate The next sign is a blue measuring plate.

		<ul style="list-style-type: none"> • Image of Azarine Ceraspray Sunscreen on the blue measuring plate pointing to the number of 50
Data 3	<ul style="list-style-type: none"> • Azarine • Sunscreen with cooling sensation 	<p>Image of Azarine Hydramax-C Sunscreen Serum covered by globe protector and background of sunny weather and refreshing water</p> <ul style="list-style-type: none"> • Dermatology Tested • Logo of UVA, UVB, Bluelight Protection with SPF 50 PA++++
Total	7 signs	10 signs

Data 1



Figure 1. Azarine Sunscreen Advertisement @azarinecosmeticofficial Instagram account January 11, 2023

Visual Sign

1. Logo of Bumil & Busui Friendly

Logo of Bumil & Busui Friendly The first sign is Bumil and Busui Friendly. The denotative meanings of Bumil and Busui are abbreviations of Ibu Hamil and Ibu Menyusui referring to Pregnant Women and Breastfeeding Mothers respectively. This logo underscores Azarine's commitment to being 'Bumil & Busui Friendly', ensuring that their sunscreen products are safe for pregnant and breastfeeding mothers, with no adverse effects on infants.

2. Logo of 3 in 1 protection

The second sign is the logo of 3 in 1 protection. Denotatively, 3 in 1 protection in sunscreen is referring to three benefits involved in the products.

According to the official Azarine website (Azarine Beauty Journal), the concept of "3-in-1 protection" encompasses the manifold benefits of Azarine sunscreen, including high SPF 45 PA++++ for robust sun protection without leaving a residue, 6 shielding against blue light, and formulations that are free from alcohol and fragrance.

3. Logo of 0% Alcohol Fragrance

The third sign is the logo of 0% Alcohol Fragrance. This logo carries a "denotation" of Azarine sunscreen products are made without alcohol or fragrance. In addition, the logo contains of connotative meaning that is dedicated to ensuring the safety of its ingredients, exemplified by its commitment to formulating sunscreen products that are entirely free from alcohol and fragrance. This makes them gentle on sensitive skin and reduces the risk of irritation or allergic reactions, offering effective sun protection while prioritizing skin health and comfort.

4. Image of Azarine Hydrossoothe Sunscreen Mist in the middle of the beach with sunny and bright weather.

The next sign is the image of Azarine Hydrossoothe Sunscreen Mist in the middle of the beach with sunny and bright weather. This sign carries both of denotative and connotative meanings. Denotatively, this sign emphasizes the Azarine Hydrossoothe Sunscreen is ideal to use in sunny and bright weather. On the other hand, connotatively Azarine strategically promotes its sunscreen products by featuring vibrant backgrounds, such as sunlit beach scenes, in its advertising campaigns. This setting underscores the necessity of sun protection during outdoor activities, advocating for Azarine sunscreen as essential for safeguarding skin health. Specifically, Azarine's "Hydrossoothe Sunscreen Mist" enhances daily sunscreen application, even over makeup, offering convenience and efficiency. This product exemplifies Azarine's commitment to combining effectiveness with user-friendly benefits, ensuring that skin remains protected without compromising daily routines or aesthetics.

Verbal Signs

1. Azarine

Azarine is an Indonesian brand specializing in body and skin care, founded in 2002, and manufactured in PT. Wahana Kosmetika (Azarine Cosmetic, 2024). With a steadfast commitment to delivering exceptional quality in skincare and body treatments. Meticulously select and curate premium natural ingredients for our formulations, blending them carefully to effectively address various skin concerns, nourish the skin, and provide optimal solutions for maintaining skin health and vitality. Denotatively, the word Azarine is referring to the brand name itself. In the way of connotative meaning, the brand name Azarine in the advertisement serves to increase brand visibility, foster trust, and ensure cohesive marketing. This feature helps make the brand more recognizable and trustworthy to audiences.

2. Re-Apply Jadi Mudah

The second verbal sign is Re-Apply Jadi Mudah. Denotatively, translated into English, Re-Apply Jadi Mudah is equivalent to "Re-Apply Made Easy" emphasizing the convenience of Azarine Sunscreen's "Hydrasoothe Sunscreen" for effortless reapplication. According to the official Azarine website (Azarine Beauty Journal), sunscreen should be reapplied every 3-4 hours during outdoor activities to ensure continuous and effective protection. Connotatively, Azarine Hydrasoothe Sunscreen Mist is designed to make it easier to re-apply sunscreen as outlines in the Azarine Beauty Journal.

3. On the go sunscreen jadi praktis untuk apply & re-apply, cocok digunakan sebelum dan sesudah makeup

The third verbal sign, if it is translated into English, on the go sunscreen jadi praktis untuk apply & re-apply, cocok digunakan sebelum dan sesudah makeup, can be interpreted as on the go sunscreen is easy to apply & re-apply, ideal for use before and after makeup routines. This sentence contains of 8 denotation that exemplifies Azarine's steadfast commitment to prioritizing user convenience by ensuring Azarine sunscreen products are portable for easy application and reapplication wherever needed.

Data 2



Figure 2. Azarine Sunscreen Advertisement

@azarinecosmeticofficial Instagram account April 3, 2024

Visual Signs

1. Heart and Sun element in orange color

The visual signs of the heart and sun element in orange color hold the connotative meaning. The heart and sun element in orange for the Azarine sunscreen advertisement effectively communicates warmth, positivity, and care. The heart symbolizes love and protection, suggesting that Azarine is designed with

the consumer's well-being in mind. At the same time, the sun represents vitality and outdoor enjoyment, reinforcing the joy of sunny days. The orange evokes warmth and happiness, appealing particularly to families and health-conscious individuals. Together, these elements convey a strong message that Azarine sunscreen allows consumers to enjoy the outdoors safely, nurturing their skin while promoting an active 9 lifestyle. This emotional connection fosters brand loyalty, positioning Azarine as a trustworthy choice for safe sun exposure.

2. Blue Measuring Plate The next sign is a blue measuring plate

The blue measuring plate in "denotation" carries the meaning of the object as a measurement and indicator. However, in connotative meaning in the Azarine sunscreen advertisement, the blue measuring plate serves as a striking visual indicator of the product's SPF rating, stressing the importance of knowing the protection offered by Azarine sunscreen. The blue color conveys a sense of calm and trust, symbolizing the product's reliability in sun protection. The plate's design features clear markings, emphasizing precision and reinforcing the high level of defense of the sunscreen.

3. Image of Azarine Ceraspray Sunscreen on the blue measuring plate pointing to the number of 50

The visual sign shown in data 2 is the image that features Azarine Ceraspray sunscreen on the blue measuring plate pointing to the number 50. Connotatively it is characterized by its light blue and orange bottle, displayed on a blue measuring plate that prominently points to the number 50, indicating an SPF of 50 and PA++++ protection. According to Cobb (cited in MacGill, 2018), SPF stands for sun protection factor, which indicates how much protection a product is against UVB light. The combination of light blue and orange in the bottle design creates a vibrant and eye-catching look that enhances brand recognition. The measuring plate symbolizes precision and reinforces the product's commitment to effective sun protection. This careful presentation highlights the sunscreen's high efficiency in preventing sunburn and skin damage also its design for easy application and quick absorption.

Verbal Signs

1. Azarine Sun

The verbal sign found in data 2 is the same word in previous data. The word Azarine in a denotative way represents of its brand name which was founded in 2022 and manufactured in PT. Wahana Kosmetika (Azarine Cosmetic, 2024). In a connotative way, the repetition of the feature Azarine brand name is to promote credibility and recognition of their products to the audience. In addition, the word sun means a figure or representation of the sun, as a heraldic bearing usually surrounded with rays and marked with the features of a human face (Cambridge

Dictionary). The word sun connotatively refers to the advertisement of the Azarine brand which sells sun protection.

2. Uji SPF Azarine Ceraspray Sunscreen

The last verbal sign in data 2 is Uji SPF Azarine Ceraspray Sunscreen. The word “uji” translated to English means “test.” In denotative meaning, the phrase “SPF Test of Azarine Ceraspray Sunscreen” indicates a systematic evaluation of Azarine Ceraspray Sunscreen’s efficiency in protecting against UV radiation, highlighting the credibility and scientific rigor behind its SPF claims. Emphasizing the SPF test conveys transparency and assurance to consumers, appealing to those who prioritize reliable sun protection and are knowledgeable about product efficacy. This focus positions the product favorably within a competitive market, suggesting adherence to regulatory standards and enhancing brand trust. The phrase effectively communicates the product’s commitment to quality, safety, and consumer accountability.

Data 3



*Figure 3. Azarine Sunscreen Advertisement @azarinecosmeticofficial Instagram account
May 25, 2022 Visual Signs*

Visual Signs

1. Image of Azarine Hydramax-C Sunscreen Serum covered by globe protector and background of sunny weather and refreshing water

The visual sign in data 3 features of Azarine Hydramax-C Serum covered by a globe protector and a background of sunny weather and refreshing water. Connotatively, these features convey a powerful message about the product’s benefits. The globe protector symbolizes comprehensive protection, indicating that the serum not only shields the skin from harmful UV rays but also reflects a commitment to safety and environmental awareness. The sunny background evokes feelings of warmth and vitality, emphasizing the importance of sun protection for outdoor activities. Meanwhile, the refreshing water imagery suggests hydration and rejuvenation, highlighting the serum’s hydrating properties

and its dual roles as both a sunscreen and skincare product. Together these elements create a portrait of effective sun care that nourishes and revitalizes the skin, appealing to audiences seeking a reliable product that supports an active and healthy lifestyle.

2. Dermatologically Tested

The other visual sign in data 3 is the logo of Dermatologically Tested. Based on L'Abelage Solution (2024) "Dermatologically tested means that the product is tested on volunteers and the testing is performed by an independent certificated laboratory under the supervision of the dermatologist who, at the end of the test, provides their expert opinion." The logo denotatively refers to the fact that the product has been evaluated by a dermatologist or through dermatological testing. This typically implies that the sunscreen has undergone scientific scrutiny to assess its safety, effectiveness, and suitability for use on the skin. The visual signs identified in data 3 are consistent with those observed in data 1, highlighting key features such as the logos of Bumil & Busui Friendly, 3 in 1 protection, and 0% Alcohol Fragrance. This repetition across advertisements underscores Azarine's commitment to emphasizing the quality and credibility of its products. By prominently displaying these logos and claims, Azarine reinforces its dedication to meeting consumer needs and ensuring the reliability of its sunscreen offerings.

3. Logo of UVA, UVB, Bluelight Protection with SPF 50 PA ++++

The last visual sign found in this research is the logo of UVA, UVB, Bluelight Protection with SPF 50 PA ++++ connotatively means that the Azarine Hydramax-C Sunscreen Serum offers extensive protection. This feature in the advertisement assures of the sunscreen's board and effective defense against different types of skin. The logo also contains of denotative meaning. According to Live Young Blog ISDIN (2023) explained that UVA Protection shows it guards against skin aging and deep damage from UV rays. Moreover, UVB Protection indicates it prevents sunburn and reduces the risk of skin cancer. In addition, the blue light protection shields our skin from the appearance of dark spots or uneven 13 pigmentation. Simultaneously, the SPF 50 PA ++++ is referring to the claim of the indicator number of how well the sunscreen protects the skin.

Verbal Sign

1. Azarine

Azarine brand name always appears in each of their product advertisement. This verbal sign holds both denotative and connotative meanings. Denotatively represent the product brand name, while connotatively building the brand recognition and identity, establishing credibility, and maintaining marketing consistency. This strategic repetition helps make the brand more memorable and trustworthy to audiences.

2. Sunscreen with cooling sensation

Denotatively the phrase in the Azarine Hydramax-C Sunscreen serum, "sunscreen with cooling sensation" refers to a feature of the product that provides a refreshing and soothing effect upon application. Contain of connotative meaning, this product is made to help to relieve the discomfort associated with heat and sun exposure, making the sunscreen feel pleasant on the skin, especially in hot weather. This attribute is particularly appealing to consumers who are looking for a sunscreen that not only protects against UV rays but also enhances their overall experience by cooling the skin and offering immediate comfort. It emphasized a unique selling point that differentiates the Azarine Hydramax-C Sunscreen serum from other products.

Conclusion

Based on the result of the discussion above, some key points are evident. The first is visual signs in the advertisement conveyed with eye-catching features dominant with a light blue background to evoke a sense of calm and comfort, suggesting relaxation during 14 bright weather and daily activities. On the other hand, the orange symbolizes the meaning of sunny weather and subtly reinforces the need for sunscreen to protect against UV rays. In addition, various logos highlighting the sunscreen's benefits are featured prominently, adding credibility, and emphasizing the product's effectiveness. Furthermore, several elements are used to support the advertisement and convey its message to allure the audience in an allure way. The visual signs work together to effectively communicate the importance of sun protection while convincing the audience about the products.

The Azarine Sunscreen advertisement aims to convey the benefit of the product and convince the audience to buy the product by involving several support sentences which categorized to verbal signs. The verbal signs, including detailed sentences about the sunscreen's advantages and key selling points, served to communicate the product's value. The advertisements consistently featured specific descriptions of the sunscreen type and prominently the brand name "Azarine" in each advertisement. This emphasis on the brand name is crucial for building brand recognition and addressing the needs of the potential audiences, ensuring they are well-informed about both the product and its source.

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