

SIGNS AND CODES IN A *MILD* BILLBOARD ADVERTISEMENT

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ABSTRACT

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Everyday when we go somewhere, we often see *A Mild* advertisements on billboards on the side of street with imaginative picture and few lines of messages. Advertisement gives various information which aims at persuading the audiences and also ensuring the reader or listener that their products are so good, so people will be interested to buy the product. The writer is aimed to find out: (1) the kinds of signs found in *A Mild* billboard ads and (2) the kinds of codes found in *A Mild* billboard ads.

This study uses qualitative approach in terms of content analysis. Since the focus of the study is on the signs and codes in the advertisements, the theories of code proposed by Barthes(1974) and Chandler (2002) are used. The writer chooses four versions of *A Mild* Billboard advertisement.

This study reveals that the iconic signs are mostly used in these ads. The writer sees that visual elements in the form of icons are mostly used. The writer sees that theories are not only found in the form of visual elements of *A Mild* advertisement which are divided into icon, index, and symbol but also in the verbal elements of *A Mild* advertisements in the form of symbol as the visualization of verbal language in the form of words, phrases, sentences or dialogue. Based on the writer's analysis to these *A Mild* advertisements, the codes usually use more iconic signs since the number of iconic signs used in the *A Mild* advertisements is fewer than others.

Finally, the next researchers can analyze how the codes are valuable in relating signs and meaning in other visual communication forms and they can compare their analysis to the result of this research.

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