THE STUDY OF VERBAL AND NON VERBAL LANGUAGE IN COMMUNICATION TO CREATE IMAGES IN COCA COLA ZERO ADVERTISEMENT

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Do your best
Let Him do the rest.
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For
My beloved parents and family
You are my best.
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Communication is the key to succeed in every aspect of life, such as love, family, and business. In advertisement business, advertisers use a special language to convey the message that becomes the aim. In this thesis, the writer uses three versions of Coca Cola Zero advertisements as the object of her study, namely the parachuting version, the tongues versus eyeball, and the hero versus the ex. The writer tries to find out how language is used to create image from the communication in Coca Cola Zero Advertisements.

In this thesis, the writer formulates two problems to be analyzed. The first problem deals with verbal and non verbal communication which appears in the advertisement. This problem helps the writer to find the implicit meaning of every way of communication in the advertisements. The second problem deals with how the verbal and non verbal communication creates an image of the product to convey the message that becomes the purpose of the advertisements themselves.

This thesis is done by using pragmatics approach. Pragmatics is a linguistic field that studies about the language and text, spoken and written, and the use of language, so the language becomes meaningful. Therefore, this approach is very suitable to be used in this thesis because the object of the research is a TV commercial, which consists of verbal and non verbal communication studied in pragmatics.

From the analysis, the writer concludes the answer to the problems. Both verbal communication and non verbal communication are used in the three advertisements. From those forms of communication, the writer finds three similar elements, namely the similarities of characteristics of the participants, significant dialog, and settings. The combination of the three elements creates Coca Cola Zero product images, and from those images the message can be conveyed and the goal of the advertisement themselves can be achieved.
ABSTRAK


Komunikasi adalah kunci untuk mencapai kesuksesan didalam seluruh kehidupan baik itu cinta, keluarga, bisnis, dan sebagainya. Didalam bisnis periklanan, pengiklan menggunakan bahasa khusus untuk mengirimkan pesan yang menjadi tujuannya. Dalam skripsi ini penulis menggunakan tiga versi iklan Coca Cola Zero sebagai obyek studinya, yaitu versi terjun payung, versi halus versus bola mata, dan versi pahlawan versus sang mantan. Dalam skripsi ini penulis mencoba menemukan bagaimana bahasa digunakan dalam iklan Coca Cola Zero untuk menciptakan citra dari komunikasi tersebut.

Dalam skripsi ini, penulis menemukan dua permasalahan yang akan dianalisis. Permasalahan pertama berkaitan dengan komunikasi bahasa verbal dan non verbal yang muncul dalam iklan tersebut. Permasalahan ini membantu penulis menemukan makna tersirat dari setiap cara berkomunikasi dalam iklan tersebut. Permasalahan kedua berhubungan dengan bagaimana komunikasi verbal dan nonverbal memunculkan citra dari suatu produk untuk mengirimkan pesan yang menjadi tujuan dari iklan itu sendiri.

Studi ini dikerjakan dengan pendekatan pragmatik. Pragmatik adalah salah satu bidang linguistik yang mempelajari tentang bahasa dan teks, lisan dan tertulis, serta kegunaan bahasa sehingga menjadi bahasa yang bermakna. Oleh sebab itu, pendekatan ini sangat cocok untuk skripsi ini karena obyek penelitian ini adalah iklan komersial televisi yang terdiri dari komunikasi verbal dan non verbal seperti yang dipelajari dalam pragmatic.

Dari hasil analisis, penulis menyimpulkan jawaban dari permasalahan yang ada. Komunikasi verbal dan non verbal digunakan dalam ketiga iklan tersebut. Dari cara berkomunikasi penulis menemukan 3 elemen persamaan dalam iklan tersebut yaitu persamaan karakteristik dari para partisipant, signifikans dialog dan setting. Kombinasi dari ketiga elemen ini membentuk citra dari produk Coca Cola Zero,dan melalui citra itulah pesan dapat disampaikan sehingga tujuan dari pembuatan iklan pun tercapai.
A. Background of the Study

All human beings need to communicate with each other. No matter how they do it, they need to communicate because they are social beings. They need others to help them fulfill their life. Even in *Tarzan*, a fairy tale about a young boy who was left in the jungle, the writer presents the character of an ape to take care of him. It proves that every human being needs someone else to continue his or her life.

According to *Cambridge Advance Learner’s Dictionary*, language is a system of communication consisting of sounds, words and grammar or the system of communication used by the people of particular country or profession. Different people in different countries, professions, educational backgrounds, and so on might have different language to communicate (2008). This idea is supported by Ronald Wardhaugh. In his book *An Introduction to Sociolinguistic*, he says that there are some varieties of possible relationship between language and society. One of them is social structure may either influence or determine linguistic structure and/or behavior (1992: 10). For example, Asda, a nine-year-old son of rich parents in Jakarta called his mother “mama,” but Adit, a nine-year-old old son of an *angkringan* seller in Leles, Condongcatur, Jogjakarta called his mother “mbok”. Both of the words in the quotation marks have the same meaning, mother.
What is meaning itself? Almost all words have meaning. People often look up a word in the dictionary when they want to find the meaning of the word; in fact, however, a word has no definite meaning. What a dictionary does is giving the closest description of the word’s meaning. As explained by Lesly Jeffries in *Meaning in English*, what a dictionary is trying to achieve is “the description of idealized system (langue) of word meaning as opposed to the performance or use of the system” (1998: 31).

The use of language is not only for our daily conversation, but it can also be a golden goose for someone. By using language, a company can sell their product. In this case, the company uses advertisement as one way to achieve their objectives. An advertisement certainly consists of language, even though it might not consist of spoken language or might only consist of gestures. Therefore, when a company promotes their product with a good advertisement, people will always remember the product, which can increase their product sales. The choice of language in an advertisement is very important because by using suitable words, the company can build an image of their products and send the right message to their consumers. Therefore, if a company does not use the correct language in their advertisement, they cannot reach the consumers’ mind. It means that they fail to send the message and the consumers will not understand what their product is about.

Advertisement is used by the company to send their message about their product, so the consumers will trust them and buy their products. A good advertisement is an advertisement that can influence the consumers. As explained
by William M. Weilbacher in his book *Advertising*, advertisement is defined as “media messages paid for and signed by a business firm or institution that wishes to increase the probability that those reached by these messages will behave or believe as he advertiser wishes them to behave or believe” (1984: 16). It means that advertisement is made to influence people to buy the products or services.

Since advertisement is made to influence people, it means that someone wants to influence the other. In this case, the word “someone” means the producer (company) who wants to influence “the other,” which in this case means the people who start being consumers. When the company wants to influence the consumers, it shows the existence of communication between the producer toward the consumers, and it might be one-way communication.

Human beings sometimes do not realize that they are actually always communicating with each other without saying anything. They do not always communicate by speaking but also with their gestures. For example, when a child is asked by his mother whether he has eaten or not, he can just nod his head if the answer is *yes*, but he can move his head from side to side if the answer is *no*. From that movement or gesture, the mother directly knows the answer of her question even though the child says nothing.

In this thesis, the writer wants to show that a simple conversation presented in advertising can influence the audience. The writer uses Coca Cola Zero advertisements as the object of the study. The writer found the conversations in Coca Cola Zero advertisements highly interesting to be analyzed because when the writer hears the conversations without looking at the audio, she cannot
understand what the advertising is talking about. She wants to prove that the choice of words and gestures is very helpful in sending the right message and influencing the audience’s mind. This thesis uses some linguistic theories that have been studied by the writer, such as pragmatic, sociolinguistic and semiotic. Since the semiotic theory is not studied in depth in English Letters Department, it is a challenge for the writer to use it in her analysis because she has to study it by herself.

B. Problem Formulation

In this study, the writer seeks to analyze the following problems:

1. What verbal and non verbal communication occurs in the Coca Cola Zero advertising version?

2. What message is conveyed through the images built from the verbal and non verbal communication?

C. The Objectives of the Study

The first objective of the study is to discover the verbal and non verbal communication in the Coca Cola Zero advertisement. The second objective is to observe how the verbal and non verbal communication conveys the message through the images.
D. Definition of Terms

In this part, the writer provides the definition of certain terms which are used in her analysis. The terms are:

1. Advertisement: a communication process which has important role in marketing to sell the product, service, and certain ideas through certain media in persuasive information form (Liliweri, 1992: 20).


3. Slogan: a phrase designed to be memorable, attaching to a product or service during a particular advertising campaign (Goddard, 2002: 127)


5. Verbal communication is defined by Okodo as the process of communicating by the use of speech. (http://artslasu.org/publications/contents/vol4/8/okodo3.pdf)
CHAPTER II

THEORETICAL REVIEWS

A. Review on Related Studies

Review on related studies discusses other works which have the same topic as this study. The first review discusses one of the Sanata Dharma University student’s thesis. Carolina was a Sanata Dharma English Letters student in the year of 1993. In her undergraduate thesis entitled “Language as an Image Builder in Nokia Cellular Phone Advertisement in Time Asia Magazines Issued in 1997-1998”, she analyzes language as an image builder in Nokia cellular phone advertisement. She uses the printed advertisements in Time Asia Magazines as the object of study. Here, she only analyzes the sentences in Nokia’s slogans. She concludes that slogans can be an image builder for Nokia product.

The second related study is taken from Roman Jacobson’s article entitled *Linguistic and Poetic*, which is quoted by Alex Sobur in his book entitled *Semiotika Komunikasi*. According to Jacobson, there are some elements to form verbal language. With his verbal communication scheme, he continues the concept of poetic function. The function is sometimes described as a set which refers to the message centrally, or in other words, it can be described as a function of poetic language thought expression. Messages also have emotive and referential function. Emotive function focuses on the sender; Jacobson says that it shows the direct expression of the speaker toward what is said (2004).
Jacobson’s article supports the writer’s analysis. Jacobson’s idea about the emotive function of language helps the writer to prove that words or sentences might influence the speaker’s emotion.

B. Review on Related Theories

1. Nature of Conversations

Conversation is “a cooperative activity also in the sense that it involves two or more parties, each of whom must be allowed the opportunity to participate” (Wardhaugh, 1992: 298). It means in a conversation there are at least two participants, one as the speaker and the other as the listener. Therefore, the conversation has the principle of turn taking, which means both of them just “naturally” take turns (1992: 298) to participate in the conversation.

When people have a conversation, it means that they are in a particular situation and share about something. When we talk about the situation and “something” in the conversation, we refer to the speech event. Speech event is an activity in which participants interact via language in some conventional way to arrive at some outcome.

According to Hymes’ recommendation, which is quoted by Coulthard, there are some data which are needed by ethnographer to define speech events, namely the setting, participants, key, topic, channel, message form, and purpose (1977: 44).

- **Setting** is the criteria of an event that should occur at specific time or in a specific place.
• **Participants** consist of speaker, addressee(s) and the hearer in the speech event.

• **Key** handles the tone, manner or spirit in which an act or event is performed.

• **Topic** is a condition of code switching.

• **Channel** is the choice of oral, written, telegraphic, semaphore, or other medium transmission of speech.

• **Message form** is the form of individual utterances.

• **Purpose** refers to the goal which the speaker and addressee want to achieve when participating in the speech event.

Sometimes, when communicating, people are not aware of what is happening around them. In fact, actually, it is really important for the participants involved the communication process to consider the data above. If one of the participants is not aware about one of the data above, the goal cannot be achieved, which means that the communication process has failed.

To deliver the message, an advertiser sometimes uses conversation between some participants. To achieve the purpose of advertising, the language used in the conversation should be easy to understand by the audience. Therefore, they have to use suitable language, especially the words. The simple language will be easier to remember for the people. Simple here does not mean that the language can be understood with one look, but it means that the elements which are used are not excessive and are more communicative. According to Hakim, communicative means that the advertisement has the power to create a
communication process toward the audience so they will find what the advertisement means (2005: 50). If the audience can find the meaning of the advertisement, it means the purpose of the advertisement is achieved.

2. Nature of Advertising

Advertisement is defined as “media messages paid for and signed by a business firm or institution that wishes to increase the probability that those reached by these messages will behave or believe as he advertiser wishes them to behave or believe” (Weilbacher, 1984:16). It means that advertisement is made to influence people to buy the products or services.

Advertising communication does not only use language but also picture, colors and sounds as the media. Advertising can be conveyed by two mass media, namely printed media such as newspaper, magazines, brochures, or billboard, and electronic media such as radio, television, or movies (Sobur, 2004: 116). The advertisement is made to convey a message and the sender of the message can be a product seller, an institution, or the government, while the receiver or the target of the advertisement are the society members, men, women, boys, girls, children, and so on.

Other functions of advertisement are also mentioned by Dendi Sudiana. According to Sudiana, advertisement has four functions.

1. The first function is brand awareness, which is meant to makes the society know well about the brand of the product itself.
2. The second function is creating a brand image for the product. A good image will make the product more popular and increase the product selling. Therefore, a good advertisement should be able to make image for the product.

3. The third function is creating a corporate image. A good corporate image is not only made from perfect company’s portfolio but from the advertisement which makes it more perfect.

4. The fourth function is giving information to the audience.

5. The fifth function is persuading the audience to buy the product (Widyatama, 2005: 147).

3. Language in Advertising

Entertaining is one of the important elements to make a good advertisement. Entertaining does not always mean fun, but it should also be able to play the audience’s emotion (Hakim, 2005: 59). A good creator of advertisement should know how an advertisement can be interesting.

Nowadays, there are so many advertisements using unique ideas to persuade the audiences to use their product, for example by using dialog which consists of vivid words and punchy sentences. Based on David Ogilvy as quoted by Weilbacher (1984: 193), when someone tries to persuade someone else to buy something, he or she should use the language of the consumer, so the consumer will understand what he or she is talking about. The language that is used is called
vernacular language, the form of a language that a regional group or other groups of speakers use naturally, especially in informal situations.

In the advertisement, the advertiser uses dialog to explain their objectives. Dialog is a conversation which is written for a book, play, or film. Sometimes people do not realize that the conversations they have done daily already contain linguistic elements such as speech event, speech acts, sign and symbol, and so on. In the speech act theory as stated by Cutting, the action performed when an utterance is produced can be analyzed on three different levels, namely locutionary act, illocutionary force, and perlocutionary effect (2002: 16).

a. **Locutionary act** is the act of saying something.

b. **Illocutionary force** is defined as what is done in uttering words, the function of the words, the specific purpose that the speakers have in mind.

c. **Perlocutionary effect** is defined as what is done by uttering the word, the effect on the hearer, the hearer’s reaction (Cutting, 2002: 16).

Most of the time, the advertiser does not convey their message directly from the words that are said in the dialog. Instead, they do it implicitly, which in linguistic terminology is known as implicature, or saying something that must be more than just the words’ meaning. As quoted by Cutting, Searle states that direct speech act is used by speakers who want to communicate the literal meaning that the words conventionally express; there is a direct relationship between the form and the function. While indirect speech act is used by people when they want to communicate a different meaning from the apparent surface meaning; the form
and the function are not directly related (2002: 19). For example, Tolak Angin advertisement uses the slogan “Orang pintar minum Tolak Angin” (smart people drink Tolak Angin). This slogan has a purpose to build an image that Tolak Angin is a smart choice for smart people. On the other hand, the slogan also has another implicit meaning. The implicit meaning is that the people who do not choose and drink this product are not smart; they might be stupid people.

According to Goddard, it is crucial for advertisers to connect between words and particular ideas, feelings, and experiences because they have to make the advertisement powerful so it can be associated easily by the audience’s mind (2002: 60). Therefore, an advertiser should be able to choose words in order to make the audience understands their meaning and get the idea. The writer then classifies the word meaning used in the advertisement into two characteristics, namely denotative and connotative meaning.

a. **Denotative meaning** is the meaning based on the dictionary. It is the basic meaning of a word. For example, the word “rose” is defined by *Longman Dictionary* as a flower that has a pleasant smell and is usually red, pink, yellow, or the bush that this grown on.

b. **Connotative meaning** is often used to refer to emotion which is obvious in daily language but expressed indirectly (Lesley, 1998: 109). It shows all the attitudes and feelings, positive and negative, which constitute a reader’s reaction to a word (Podis, 1984: 232). It can be said that connotative meaning gives power to a word. For example, the word “rose” can be interpreted as love, beautiful woman, and romanticism.
One of the functions of the advertiser is to create an image of a product. According to Podis, imagery depicts sensory experiences, including sight, hearing, taste, touch and smell, through words or phrases (1984: 291). Television commercial is an advertisement which can be seen and heard. From the word choice and the sensory experiences, the audience will create an image of the product in their mind. Different people may have different image of a product.

4. Language and Advertising

Language is very important when people want to communicate with others. As quoted by Okodo Ikechukwu, Anagbogu, Mbah and Eme stated that communication involves all kinds of verbal interaction among human beings such as exchange of ideas, feelings, information etc whether by speaking or writing (http://artslasu.org/publications/contents/vol4/8/okodo3.pdf). It means that communication involves more than language.

The object of this thesis is a television commercial which shows communication between the participants. The communication which occurs does not only involve the language which is used, but also the sign and symbols. Therefore, the writer classifies the communication in her analysis into two types, namely verbal communication and non-verbal communication:

1. **Verbal communication** is defined by Okodo as the process of communicating by the use of speech (http://artslasu.org/publications/contents/vol4/8/okodo3.pdf). Based on
William Stokoe’s theory, speech comes in already separate parts; not just ‘part of speech’ but words; morphemes, phonemes and sounds (2001: 44)

2. **Non verbal communication** consists of written form and other ways of communication. According to Okodo, non verbal communication might occur from writing, pictures, facial expression, incisions, dancing, sense of touch, gestures, clothing and rings (http://artslasu.org/publications/contents/vol4/8/okodo3.pdf).

As quoted by Okodo, Pearson and Nelson define communication as the process of understanding and sharing meaning (http://artslasu.org/publications/contents/vol4/8/okodo3.pdf). By understanding and sharing the meaning, people will understand the purpose of the communication; thus, the message is conveyed. Conveying message in advertising is not only done through the language or words choice, but also through the sign. Sign is the indication which understandable by the subject such as sounds, color, style, gesture etc.

According to Sobur, sign in advertising can be divided into two categories; they are *verbal sign* and *nonverbal sign*. Verbal sign is the sign which is produced from the vocal tract, for example the language that we often use (2004: 122). The words used in advertising are different from the words in daily conversation, because every advertisement is made to persuade people so the words in the advertisement are chosen specifically. The nonverbal sign includes the form and the colors that appear in the advertising. The nonverbal sign can be divided into four:
1. Sign which is used by the gesture and followed by signal.

2. Sounds such as whistling.

3. Sign which is made for human time efficiency such as flag, traffic lights, and so on.

4. Things which have cultural and ritual values (Sobur, 2004: 122).

Advertising contains some elements that can be analyzed. The advertisement which will be analyzed should have interesting elements such as the object, endorser, setting, manuscript, and so on. According to Berger as quoted by Sobur, following are the elements which can be used to analyze an advertisement:

1. Sign and signal

2. Picture, index, symbol

3. Sociology phenomenon, namely the social demography of the target advertising, reflection of social class, life style, and so on

4. Attractive characteristic which is made to sell the product, which can be the endorser and the manuscript

5. The design of the advertising, including the cover design, color, and other aesthetic elements

6. The publication of the advertising and the imagination which is wanted from the advertising (in Sobur, 2004:117).

In communication, human usually use their expression whether on purpose or not. As quoted by Sobur, Roman Jacobson said when people use expressive elements to show his anger or ironic character, it means they are giving additional information (in Sobur, 2004: 59).
An advertisement is made to persuade the consumers to buy a product, thus the language used in an advertisement should reflect the consumers’ taste and values. Besides, the language in the advertisement is usually short and easily understandable so the consumers can get the message from the advertisement easily.

In his article *Linguistic and Poetics*, Roman Jacobson explains the elements which form a verbal communication. He describes it in the following table.

<table>
<thead>
<tr>
<th>ADDRESSER</th>
<th>CONTEXT</th>
<th>MESSAGE</th>
<th>ADDRESSE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CONTACT</td>
<td>CODE</td>
<td></td>
</tr>
</tbody>
</table>

Diagram 1: Jacobson’s scheme for all verbal communication
(Quoted by Sobur, 2004, from Segers, 2000: 16)

In the table, the *addresser* as the sender gives a *message* to the *addressee* as the receiver. To make it workable, the message needs a *context* so it can be understood, a *code* for the sender and the receiver, and finally a *contact* or a physical and psychological connection between the sender and the receiver, which involves both of them in the communication (Sobur, 2004: 58).

From the diagram and explanation above, a verbal communication needs to involve at least two participants, one as the sender and the other as the receiver. In
this thesis, the writer examines Coca Cola advertisements, which have conversation as the medium of communication. Advertising also has its own table of advertising communication, as discussed by Batra (1996).

**Source.** The source of a message is the point from which the message originates.

**Message.** The message refers to both the content and execution of the advertisement. It is the totality of what is perceived by the receiver.

**Channel.** In the advertising communication system, the channel consists of more than one media, which can be the radio, newspaper, magazines, television, billboard, and so on.

**Receiver.** The receiver here can also be referred as the target audience.

**Destination.** After the receiver gets the message of the advertisement, the receiver can forward the message to someone else by words of mouth as the medium. The receiver, then, becomes the interim source and the next receiver becomes the destination.
C. Theoretical Framework

In this part, the writer explains how the theories which have been explained above will be used to answer the problems in the analysis of the thesis. Firstly, to answer the first problem, the writer will analyze the speech event which appears in the each of the conversation. Each conversation will be discussed based on the setting, participant, key, topic, channel, message form and purpose. Hymes’ theory of speech event will be applied to answer the first problem.

The writer will also combine the theory of speech acts by Cutting and the theory of verbal and non verbal communication by Okodo to analyze the sentences in the conversation as presented in the advertising. Cutting’s theory will help the writer to discover the meaning of the sentences and what is meant by the speakers. Each advertisement has different symbols and signs; it means that every advertisement has its own characteristic and has its purpose. Okodo’s theory will help the writer to analyze the gesture, sign and symbols which appear in the advertisements. These theories will be used to strengthen the analysis of the conversations.

Secondly, the theory of advertisement by Sudiana and the theory of sign by Sobur will be applied to answer the second problem. The result of the first problem analysis will also help the writer to answer the second problem. Based on these theories, the writer will explain the significant signs and symbols in the advertisement, which give certain meaning to create an image. From the image, the writer finds the meaning and the message of the advertisement.
CHAPTER III

METHODOLOGY

A. Object of the Study

The object of this study is Coca Cola Zero electronic advertisements which are published during the years of 2007 and 2008 on some television channels. The writer gets the advertisements from video sites in the internet. Television advertisement consists of sounds, pictures, and gestures or movements which cause the message intended by the advertisement to become impressive (Widyatama, 2004: 91). The writer is interested in analyzing the message that the Coca Cola Company as the publisher of the advertisements wants to convey.

Three different Coca Cola Zero advertisements are analyzed as the object of this study. The first is the parachuting version, which is published in Indonesia. The second is the “Tongues Versus Eyeball” version, which is published in England, and the last is “The Hero Meets the Ex” version, which is published in The Netherlands. Besides being published in different countries, each advertisement also has its own characters and story. What makes those advertisements interesting is the use of language and signs, which are employed by the advertiser to promote their new product to the audience.
B. Approach of the Study

This study employs the pragmatics approach. Pragmatics is a linguistic field that studies the meaning of words in context, analyzing the parts of meaning that can be explained by knowledge of the physical and social world (Cutting, 2002: 2). Some theories from the field of pragmatics have significantly helped the writer to analyze the problem, such as the theories of speech event, speech act, sign and symbol. *Cambridge Dictionary* is used to help the writer to define the meaning of each word.

C. Method of the Study

Library research is used as the method of the study. Firstly, the writer collected the necessary data. The writer obtained three versions of Coca Cola Zero electronic advertisements which consist of conversations as the object of the study. Then, the writer transcribed the dialog from each advertisement to make her analysis easier. The dialog was explained from the surface and then in detail.

Secondly, the writer analyzed the relation between the gestures and the conversations. The theory of sign and symbol was used in this part. In the analysis, the writer included some pictures or screenshots which contained significant gesture to explain about the signs and symbols in the advertisements.

Lastly, the writer discussed the image of the company that the advertisements intend to build in order to convey their message. This analysis was supported by the symbols found in the advertisements.
CHAPTER IV
ANALYSIS

A. Verbal and Non Verbal Communication in the Advertisements

1. The Parachuting Version

In this advertisement, there are two participants who are involved in the conversation. Both of them are men. The participants are parachuting during daytime. Their names are not mentioned in the conversation, so the writer refers to them as A and B. Parachuting is the activity of jumping from an aircraft at a certain height. This activity requires much bravery because it can increase the adrenalin in the body. It is an ordinary activity for parachutists, who have all the necessary preparation and equipment, so they do not need to worry. On the other hand, it will be different for people who are not used to parachuting, especially if they do it without any equipment. In this advertisement, participant B is a parachutist with complete equipment, while A is a young man who feels that he is dreaming and does not use any equipment at all. In the beginning, relaxed and energetic become the keys in this conversation because the participants are enjoying their activity.

The first picture shows a man who is enjoying his parachuting activity. He looks to the ground and focuses on it. This man focuses to prepare where he can land. With his complete equipment, he can land safely without needing to worry about getting hurt. The second picture shows a new man who comes from above and waves his limbs wildly. His hands and feet move as if he was swimming.
People feel enjoyment when they can do something that makes them feel happy or satisfied. When the second participant, A, says “Ooh yeah” loudly with a smile on his face, it shows that he is really excited and is enjoying his current activity. He screams loudly and sounds astonished. The background is full of the sound of wind blowing, so it is normal for them to speak loudly and shout at each other. Then, the conversation is followed by B’s question about A’s condition. Here is an excerpt of the conversation and the pictures:

In this picture, B appears to enjoy his activity because he uses all the necessary equipment.

**Picture 1**

A : Oouuuooohhh... yeah!  
(Screaming loudly)

B : (Shouting) Hey! Where is your ‘chute?! (Looks at A and wonders)

**Picture 2**

The situation is started by small conversation. This small conversation shows the locutionary act; the act of saying something. B calls A without mentioning his name; he directly says “Hey” instead. When we meet someone that we have known before, we usually call that person by his or her name, so it means
that A and B have never met before. Here, B is doing code switching because he chooses the informal greeting to greet A by saying “Hey”; he knows that the person who appears in front of him is a young man who may have the same age as him. Besides, they are in an informal situation, so it is normal to use such an informal greeting. B continues the dialog by asking about A’s parachute. The question starts with the word “where”. It means that the object being mentioned is not visible by the speaker. In the third picture, it can be seen that A does not use any equipment at all.

The next dialog is A’s reply to B’s question about his parachute. The dialog and the pictures are shown below.

A: *(Shouting and smiling like a drunken man)* I don’t need one¹.

*(Holds the Coca Cola bottle in his left hand)* I’m dreaming! ²

B: *(Opens up his mouth in amazement)* What..? *(In a rising tone)*
In A’s first sentence (Picture 3), he states that he does not need a parachute. It means that he is not using any parachute because he does not need it. The second sentence explains why A does not need the parachute. He states that he is dreaming. This is the message that he wants to deliver to the receiver, B. In a dream, people can do anything they want without worrying about consequences such as getting hurt, feeling ashamed, and so on. Here, A feels that he is dreaming, so he can jump without any parachute and does not need to worry about it. In the picture, A looks so happy and smiles widely. While B, who realizes that they are in a real situation, is really surprised with what A has done.

In Picture 4, B opens his mouth for a second; this gesture shows that he is really surprised by what A has done. B does a turn taking in the conversation by replying to A’s statement. He also raises his intonation. The word “What?” which B utters to reply to A’s statement, is not only a question but also a statement of wonder because it is said in a rising tone. B really wonders about A’s action, namely parachuting without any parachute. Meanwhile, it is also a question which means that B cannot understand and needs an explanation about what is happening.

Realizing that B is really wondering, A quickly explains what is going on in his next turn taking. The following dialog and pictures describe the situation.
In his first sentence (Picture 5), A says the word “Look!” in order to show the Coke bottle to B. This gesture emphasizes the purpose of saying “Look!” as an imperative, it is also called as the illocutionary force. He says that Coca Cola has zero calories and he cannot believe it. In his second sentence, he says that he has to be dreaming because the taste of the zero calories Coca Cola is the same as the ordinary Coca Cola. When people read zero sugar and zero calories, people might think that the taste of the product is not good enough. People usually like sweet-tasting drink; when they learn that the product has zero sugar, they might wonder about how it tastes. The product might not be good enough to drink. That is why

A: Look! *(showing the Coca Cola bottle in his left hand)* Zero Coca Cola taste, zero calories¹. I have to be dreaming².

B: *(Still wondering)* This is not a dream, that’s real ground!! *(Points to the ground with his face)*

In his first sentence (Picture 5), A says the word “Look!” in order to show the Coke bottle to B. This gesture emphasizes the purpose of saying “Look!” as an imperative, it is also called as the illocutionary force. He says that Coca Cola has zero calories and he cannot believe it. In his second sentence, he says that he has to be dreaming because the taste of the zero calories Coca Cola is the same as the ordinary Coca Cola. When people read zero sugar and zero calories, people might think that the taste of the product is not good enough. People usually like sweet-tasting drink; when they learn that the product has zero sugar, they might wonder about how it tastes. The product might not be good enough to drink. That is why
A says that he is dreaming, because it is impossible to have such a great taste as the ordinary Coca Cola if the product has zero sugar, and this only happens in his dream. Only in a dream could the impossible things become possible.

B responds to A’s statement by saying that they are in the real world, so everything they are facing and doing at that time is real. He points to the ground (Picture 6), which is full of building, to show that this is the real world. The interesting thing here is that B points to the ground with his face. His eyes are also directed to the ground, while both of his hands are lifted along with his head. He might choose to point with his head for some reasons. First, he might do it because he is trying to stabilize his body. If he pointed with his hand or fingers, he could fall faster below A and that would make it impossible for them to continue the conversation. Second, he might want to emphasize what is being said by using his facial expression. Just like in a play, the actors must use their face to express what is being said. In this case, B uses his face to express that he is saying the truth about their condition. He is trying to ensure A that it is real. It means that Coca Cola Zero Calories is also real. It has the same taste as the ordinary Coca Cola. Suddenly A realizes that he is in the real world after he looks around; he is not dreaming and neither is the Coke. He screams loudly and tries to catch B’s body, which shows that he is really scared and surprised. Since he is in the real world, it means that he is really jumping without any parachute. In this condition, the situation turns tense and full of suspense. The following dialog and pictures describe this condition.
A holds B’s left leg (picture 8) with both of his hands but he does not let the Coke bottle go from his hand, because he does not want to lose his life or his Coke. This gesture shows that A truly realizes that he is in the real word. Therefore, he feels scared of falling down without any parachute. It also shows Coke as an important and precious thing for A, which is as important as his life.

In the beginning of the advertisement, the communication occurs with oral verbal communication, while in the end, it changes to a written communication. The advertiser puts the text “You are not dreaming. Real Coca Cola taste Zero Calories” in white font against a red and black background (pictures 9, 10 and 11). The color of the text is in contrast with the colors of the background. The color white has a lot of connotative meanings, such as purity, holiness, neutrality.
and also clarity. Red has connotative meanings such as love, blood, anger, bravery and spirit. While black means darkness, death, or something bad.

These colors support the advertisement, which shows the activity of parachuting. Parachuting is a challenging extreme sport which requires bravery to do. On the other hand, black and white describe a subject where it is easy to understand what is right and wrong (Longman, 2001: 175). The symbols above shows that the advertiser wants to say that Coca Cola Zero truly exists; it is not a lie. In the end, the background is changed into red. In this case, the advertiser wants to create the image that Coca Cola is brave to give a different thing, but it still has the same good taste that can carry someone away until he cannot differentiate between reality and fantasy. Following are the pictures of the slogan.

The first advertisement consists of two types of communication, namely verbal and non verbal communication. The verbal communication happens when the dialog is said by the participants, and the non verbal communication becomes the supporting idea while the dialog is taking place.
2. The “Tongues versus Eyeball” Version

In this advertisement, the conversation occurs among three participants on a table at midnight. The participants are two tongues and an eyeball. The communication occurs orally, which means that the advertiser uses dialog or conversation to convey the message. The participants speak with a British English accent, which means that the advertisement is published in regions that use British English.

On the table, there is a computer and a pencil case. The dialog starts with the appearance of the eyeball from behind the computer’s monitor. The eyeball directly steps towards the pencil case and looks at his reflection there. Here is the first part of the conversation.

The eyeball comes from behind the monitor.

Picture 12

Eyeball: *(Looking at his reflection and singing)* I am so beautiful, yes I am.

Picture 13
In the beginning, the eyeball is singing about himself. While watching his reflection, he wipes his head with his left foot and says that he is beautiful. The gestures show that he is really confident. He is looking at himself reflected in the pencil case and believes that the reflection never lies. Therefore, he believes that he has good appearance. The gesture of wiping his head (picture 13) further shows that he adores himself; he does not want to look ugly, so he tries to keep his head clean. He compliments his own body by saying that he is “beautiful”. The word “beautiful” is normally used to describe something or someone very attractive with a feminine sense. Therefore, the utterance “I am beautiful” is usually spoken by a female who has high confidence about herself. In the second sentence, the eyeball said “yes I am” to further emphasize the statement about his beauty. His emphasis has shown how confident he is. In fact, the speaker in this advertisement is an eyeball that is dubbed with a man’s voice. The body only consists of an eyeball with two long, tiny feet and three fingers on each foot.

The next dialog is initiated by the first tongue. He said “Wait,” which means he is asking someone to postpone an action (Longman 2000: 2024). In the advertisement, the first tongue is shown trying to put his head into the Coke bottle and taste the Coke, while the second tongue is trying to put the bottle on his back. The second tongue says, “It slip in, it slip in,” which means that the bottle is slipping on his back because the bottle is full of Coke. These gestures show that the tongues are working so hard only to taste the Coke. The first tongue keeps trying to taste the Coke by licking it with the tip of his head. The situation is described in the picture below.
As the tongues continue what they are doing, the eyeball watches them and frowns his pupil (picture 15). He looks at what the tongues are doing. The eyeball then gives a comment and derides the tongues quietly. This part is described in the picture and quotation below.

**Picture 14**

Tongue 1: *(Tastes the Coke by putting his head into the bottle)* Wait!

Tongue 2: *(Holds the Coke bottle using his back and talks to Tongue 1)* It slip in, it slip in!

**Picture 15**

Eyeball: *(Frowns, watches the tongues and derides them)* Oh, stupid tongues! ¹

**Picture 16**

Eyeball: *(Close to the tongues)* Hey, what are you guys drinking?²

Tongue 1: *(Puts out his head, moves one step forward)* I’m drinking Coke in my own way.
The act of frowning shows that someone is annoyed by something (2000: 734) or underestimates someone or something. In this case, the eyeball frowns because he sees the tongues doing something useless. The eyeball underestimates the tongues and calls them “stupid” (Picture 15). He says it quietly to himself. People usually deride someone else because they feel that they have more ability than him or her or because they envy him or her. The eyeball derides the tongues because of two possible reasons. First, he might deride them because he has more ability to see what is in the bottle. Second, he might deride them because he envies them and he cannot taste the Coke himself.

The eyeball tries to be kind to the tongues by asking what they are drinking. The first tongue directly answers that they are drinking Coca Cola (Picture 16). The eyeball spontaneously laughs at them. This gesture shows that he is again underestimating the tongues. In picture 17, the eyeball is laughing cynically and pointing to the bottle. He laughs because he can read the label “Coke Zero” on the bottle, which the tongues cannot read. He can read that label because he is an eye. In the eyeball’s mind, the tongues are stupid because they have been deceived by the product; they are trying to drink something which is

Eyeball: (Laughing at the tongues)
Uh huh, no you’re not.¹
(Points to the bottle with his right foot) It says Coke Zero on its bottle.²

Picture 17

not real. The eyeball feels the tongues are lying to him when they say they are drinking Coke, while the bottle’s label says “Coke Zero”. It means that what the tongues are drinking is not the real Coca Cola, and the taste must be different from Coca Cola’s taste.

In the next part, the conversation is not directly related to the previous parts. In this part, the advertiser conveys the message as the purpose of the conversation. The conversation is quoted below.

Tongue 2: *(Puts the bottle straight up)* You know *(comes to the front)*, we don’t like you, eyeball. You know why?

Eyeball: Why? *(Wondering and moving his head back)*
The situation turns a little bit tense. The tongues, who are offended by the eyeball, directly reply to him in a raised voice. Firstly, the second tongue suddenly pushes the bottle straight up (picture 18); it means that he is in a hurry to do something. Then he says that he and the first tongue do not like the eyeball. The eyeball is surprised by the statement, which he shows by moving his head back and dilating his eye widely (picture 19). After the eyeball asks about the reason, the first tongue takes his turn in the conversation by stating the reason. While stating the reason, he looks at the second tongue for a second (picture 20) and then says directly to the eyeball that he is a “big, fat liar”. The second tongue does not say anything at this time; this shows that they have an agreement about the first tongue’s statement. The eyeball grows more wondering; he believes that he is not
fat like the tongues’ accusation. He looks at his feet (picture 21) to ensure that he is not fat, because if he was fat, it would mean that he was not beautiful anymore.

In the end of the advertisement, the advertiser presents a written text, which is also read by a man. Below is the picture of the text.

![Picture 22](image-url)

This second advertisement only uses black as the background color. It is simpler than the first advertisement above. In this advertisement, the advertiser also uses the same three colors, black, red and white, as in the first advertisement. However, in this advertisement, the color red is only used for the Coca Cola logo. White is used as the color of the bottle and the text real, taste, and calories. In the writer’s opinion, the advertiser does not have any special purpose in using the color. The advertiser uses white bottle and text to contrast with the black background, so the audience can see it clearly. The interesting aspect in the text is the waterfall effect which is used to write the text. This effect is used to describe that Coca Cola is fresh to be drunk.

What is implied by this advertising can be found in the last part. The eyeball reads the label “Zero Coke” on the bottle. He has no tongue, so he cannot
taste it and he can only trust what he reads. Thus, he believes that the content of the bottle is not the real Coke because the ordinary Coke is different from Zero Coke. On the contrary, the tongues are drinking from the bottle. They have no eyes, so they cannot read the label on the bottle, but they can taste the content of the bottle directly. They feel that what they are drinking is the ordinary Coke, so they call the eyeball a liar because they do not find any difference from the ordinary Coke taste. Through this advertisement, the company wants to say that Coca Cola Zero has as great taste as the ordinary Coke. People will trust it after they taste it. In other words, people are expected not to give any comment about the product before they taste it.

The second advertisement is the only Coca Cola Zero advertisement without any real human participant. The advertiser uses human body parts, namely tongues and an eyeball, instead. Both parts have the same function in human life, as the senses that help humans to fulfill their needs and do their daily activities. As the sense of sight, the eyes help humans to see what happens around them. It also plays the role of supporting facial expressions. For example, when a man feels surprised, he usually stares with his eyes to show his feeling. As the sense of taste, the tongue helps humans to taste the flavor of food and drink. The characters of the eyeball and the tongues are used to convey the message because they are unique. Their gestures in the advertisement show how they look like human beings. The advertiser wants to say that if the parts of human’s body can taste the truth, then the rest of the body will feel the same. We should not judge what is seen, but instead we should taste it first before giving any comment.
In the second advertisement, the dialog is only used as the supporting type of communication. Non verbal communication is the main type of communication used here. The advertiser uses the tongues and the eyeball as the symbols to convey their message. The symbols make it easier for the audience to understand the advertiser’s message.

3. The “Hero versus the Ex” Version

The third advertisement is different from the other advertisements because it involves more participants. In this advertisement, the participants consist of five people, two women and three men. The advertiser does not only use speech but also written text. The advertiser uses this format to introduce the participants in the advertisement. In the beginning, the first participant is introduced as “Our Hero”. The Hero is described as a man in his mid or late twenties. He has messy hair and he is wearing a black anorak and dark jeans. He is depicted as a sloppy man who does not really care about his appearance. The setting is in a market. The Hero enters the market and the shopkeeper only glances at him (Picture 22). It shows that the Hero is not attractive at all.

![Picture 22](image)
The next participant is introduced as “The Ex” (Picture 23). An “ex” means someone’s former wife, girlfriend, or boyfriend (Longman, 2000: 605). Here, the Ex is depicted as a girl who used to be the Hero’s lover in the past. The conversation starts after the Hero takes a bottle of Coke from the cooler machine. He is surprised because he sees his Ex in front of him. Suddenly the Ex’s new boyfriend comes closer to her, and she smiles at him. This way, she indirectly introduces her new boyfriend to the Hero and shows her pride of her new boyfriend. She feels proud because her new boyfriend is depicted as a cool, handsome, and tidy man. The quotation below is taken after the hero enters the market and meets his Ex.

Woman (The Ex) : Hi.

Man (The Hero)  : *(Startled)* Hi.

The Ex : So, how’ve you been?
It is normal for people to ask about their former lover’s condition. In this advertisement, the Ex asks the Hero about how he has been, which means that they have not met for long time. As shown in the picture above (Picture 24), while she is asking about the Hero’s condition, both the Ex and her new boyfriend are smirking with their eyes. The expression shows that she is underestimating the hero because of his condition. The hero is very sloppy and still alone, while she has a better life and already has a new lover. It makes her feel lucky and wins over the hero because she is in a better condition than him. After breaking up with their lover, people usually try to look for another lover. They are competing with their ex to find a new lover. In the advertisement, the Ex feels that she wins the competition because she already has a new boyfriend.

Furthermore, the Ex is also proud of her new boyfriend because he is better than the hero. The pictures below show the Hero and the Ex’s new boyfriend.
The new boyfriend (Picture 26) is wearing fleece and polo shirt. His body is bigger than the hero and his hair is combed neatly. From his appearance, he can be categorized as a man who is wanted by women. On the contrary, the Hero (Picture 25) is just an ordinary man with a desperate life. From his appearance, people might think that he is still single, and no girl wants to be his lover. Because of that, the Ex underestimates him and regards him as a zero or nobody in her mind. When the Ex is having a small talk with the hero, her new boyfriend comes closer to her but does not take turn in the conversation. He behaves that way because he feels he has no right to take turn, and he also thinks that he is better than the Hero in every aspect, so his facial expression is quite enough to respond to the Hero (picture 24).

People can be startled when they meet or see something unexpected. In this advertisement, the Hero is startled because he suddenly meets his Ex with her new boyfriend beside her. When people are startled, they usually do something directly and quickly to make themselves more relaxed. Here, the hero directly and quickly opens the Coke bottle and drinks it. The pictures 27, 28 and 29 describe how the Coke affects the Hero's heart and vein after he drinks it.
The advertisement shows that after the Hero drinks the Coke, his heart beats faster and his blood is full of oxygen; this makes the drinker feels full of spirit to face anything. The next effects are described in the pictures below.

In picture 30, the fire symbolizes the Hero’s spirit, which is burnt by the fire. While, the rider symbolizes his bravery as a man which makes him respected by the other people. In picture 31, the fire emphasizes the previous picture, while the text is used to describe the ideal life, which should be filled by challenges. In picture 32, the new woman symbolizes that the Hero deserves to have someone better. Lastly, in picture 33, the horse with background fire symbolizes the bravery inside the Hero to face life and its challenges.
Those descriptions mean that when someone drinks Coca Cola, his life can be better and more challenging than before. Previously, the hero feels desperate when his Ex greets him and even more desperate when he sees his Ex with a new boyfriend, who is much better than him. At the same time, he realizes that he does not have anyone new beside him, and the Ex might think that his life is so messy after they separate and regard him as a loser. Then, the Hero’s life changes after he drinks Coca Cola. It gives him power and he becomes more relaxed to face his Ex. Then the advertisement continues with the voice-over of a man saying, “From the makers of Coca Cola Zero come a taste of life as it should be”, followed by a pictures of moving snakes (picture 34).

The VO: *(A picture of snakes as the background of the text)*

From the makers of Coca Cola Zero come a taste of life as it should be.

**Picture 34**

Snake is a reptile that usually symbolizes danger and challenge. In this part, snakes are used as the background picture to replace the color black. The snakes also mark the transition from the ironic situation to the action. The background music changes into rock music, which makes the transition become more significant because it gives a signal to the audience that the situation changes after the Hero drinks Coca Cola. Then an attractive woman enters the market, approaches the Hero and talks to him. She is depicted as a sexy woman
who is wearing red high heels, a brown bomber jacket and red flares. She is also wearing a red tank-top under her jacket with the buttons half-opened to her chest. Below are the pictures of the woman.

![Picture 35](image1.jpg) ![Picture 36](image2.jpg)

The woman, who is described in the pictures above, wants to show that she is a strong woman. Her hair, which is combed tidy to the back (picture 36), shows her confidence because she is not ashamed to show her firm face. Her clothes give her a masculine look, but her shoes (picture 35) depict her as a true woman with a feminine side. Her feminine side can also be seen from her half-buttoned tank-top, which shows that she is a sexy woman. Her appearance is very different from the Ex, who is not more than an ordinary girl and less attractive than the new woman. The pictures below compare the Ex and the new woman.

![Picture 37](image3.jpg) ![Picture 38](image4.jpg)
Everybody is spellbound by the attractive woman. The shopkeeper directly stands up and never take his eyes off her (picture 39), the Hero looks back to the woman and looks so stunned, while the Ex and her boyfriend also look at the woman (picture 40). These gestures mean that the woman is really attractive for everyone in the market, including the shopkeeper, the Hero, the Ex and the Ex’s new boyfriend. Below are the pictures that describe this part.

With her flattering eyes, the new woman offers the Hero cream and chocolate (Picture 41). The woman’s way of offering those things makes the Hero have wild imagination. In his mind, she offers it in a naughty way by giving a teasing look.
In the Hero’s imagination, the woman offers him cream and chocolate while wearing a crop top and showering with cream and chocolate sauce (picture 42). Below is the picture of the imagination in the hero’s mind.

The Woman: Baby, with cream or chocolate sauce?

Picture 42

Suddenly the Hero realizes that the sexy woman in front of him is not a fantasy, but she is real. He says “both” faithfully to her; this woman gives him confidence in front of his Ex because her appearance is much better than his Ex’s. The Hero holds the chain and the woman, and then looks to his Ex and her new boyfriend. Through these gestures, he shows that he can be better than his Ex. He has a more attractive woman who makes everyone enchanted. Coca Cola makes him more confident; it changes him from zero (no one) to a hero. He confidently tells them that he “can manage”. After uttering his last sentence, he and the woman go by the helicopter which is flying above the market’s roof. The last sentence is his reply for the Ex’s question in the previous part about his condition. The word “manage” here means succeed; he has succeeded in managing his life. He has succeeded in getting over the hard time when the Ex left him, and now he has a new life, which is more colorful and better than before. The situation is described in the next picture.
Throughout the advertisement, written communication is also used. As the written communication, the subtitle is given in Dutch; therefore, this advertisement is probably published in the region that uses Dutch language. In the end, the advertiser also gives a piece of text that emphasizes the advertisement’s meaning itself. The text is written in English, namely “Great taste, zero sugar, as it should be”. This ending is more dramatic than the ending in the other advertisements, because the advertiser depicts snakes around the Coke bottle. Here, the advertiser wants to show that Coca Cola Zero is a challenging drink which needs bravery to taste, just like life. Life will be more meaningful if it has a lot of challenges, and it needs bravery to go through such a life. Below are the pictures of the ending.

![Picture 43](image)

**The Hero : Both! (Suddenly a helicopter above the market throws the chains, and the hero takes it.) (Looks to his Ex and her new boyfriend) You know me, I manage.**
Verbal and non-verbal communication are used in this third advertisement. The verbal communication is used directly without a lot of implicit meaning. The uniqueness of this advertisement occurs in the use of sound as a significant symbol of the changing situation. The advertiser focuses on the changing situation as the message that should be conveyed. The situation changes as the effect of drinking Coca Cola.

B. The Message Conveyed from Image Building in the Advertisements

In this part, the writer analyzes how the verbal and non-verbal communication discussed in the previous part form the images to convey the advertiser’s message. To get the image, the writer analyzes the elements in the advertisement. The writer analyzes the advertisement based on the three elements, namely the significant dialog, the setting, and the character of the participants.

1. Through the Significant Dialog

The first significant dialog occurs in the first advertisement. The dialog shows that the first participant does not believe if the Coca Cola Zero is real. Here the writer puts this dialog as the locutionary act, the act of saying something. The effect of drinking the coke is described in the dialog. The advertiser describes that the main participant is having daydreaming. Below is the quotation dialog:

A:  look!(showing the coca cola bottle in his left hand), **zero coca cola taste, zero calories¹. I have to be dreaming²**

B: (still wondering) this is not dream, that’s real ground!! (Point by his face to the ground)
A believes that he is dreaming, so he is brave enough to jump. He feels free to jump without any parachute, which means that he really enjoys this activity. Here, A also holds a Coke bottle. The feelings of freedom and enjoyment are only obtained after drinking Coke. It shows that Coke enables A to daydream. On the other hand, B, who does not drink Coke, fully realizes that they are in the real world. He does not feel any effect of drinking the Coke.

In the second advertisement, the significant dialog shows the taste of the product. Below is the quotation dialog:

The eyeball : (close to tongues) hey, what are you guys drinking? ²

1st tongue : (put out his head, moves one step forward) I'm drinking coke in my own way

The eyeball : (laughing at the tongues) uh huh no you’re not¹

(Point to the bottle by his right foot) It says Coke Zero on its bottle.²

The first tongue says that he is drinking Coke. On the other hand, the eyeball says that the tongues are not drinking Coke, but Coke Zero instead. It implies that there is a difference between Coke and Coke Zero. In the eyeball’s mind, Coke Zero must be different from the ordinary Coke, especially in taste. However, in fact, the tongues as the sense of taste do not feel any differences in the drink’s taste, so they say that they are drinking Coke

The conversations in the first and the second advertisement show that the characters do not believe if the Coke Zero truly exists. “A” thinks that he is in his fantasy world because he does not trust what he sees, Coca Cola Zero. On the
other hand, the eyeball thinks that it is impossible if the tongues drink the Coca-Cola, because it is written Coke Zero on its bottle not Coca Cola. From those dialog the advertiser tries to ensure the audience if their product truly exist.

The dialog in the third advertisement is different from the two advertisements before. If the first two advertisements point out to characters’ disbelief toward the product, while the third advertisement dialog point out to the changing of character’s emotion. The way of the character’s speech shows the character’s changing emotion. In the beginning, the Hero replays the Ex greeting in low intonation. It shows that he is reluctant to greet the ex. Next, when the ex asked the Hero condition, he could not answer her directly; there is paused time in this part. Below is the quotation of the dialog

The Ex: So, how’ve you been?

The hero: (startled and directly drinks the coke) (paused)

From the quotation above, the hero does not give the answer directly; in fact he drinks the coke. He cannot say anything when he saw his ex with new man who was better than him. This pause time shows that he is really surprised with the situation. This surprised expression symbolizes his desperate feeling of seeing his ex and his disability to control the situation. After drinking the coke, the hero’s emotion change from reluctant feeling to confident. It is shown by the high and clear intonation when he spoke, and also by the hero’s way to look at the ex. The dialog is quoted as below.

The woman: Baby with cream or chocolate sauce?
The man (the hero) : (clearly) both! (Suddenly there is helicopter above the market threw the chains, the hero took it)(Look to his Ex and her couple) You know me, I manage.

The hero answers the woman’s question directly and clearly. This shows that he becomes more relax and he can control the situation. From this dialog, the advertiser wants to say that the coke gives positive effect for those who drink it by giving relaxation toward the drinker.

2. Through the Settings

The advertisements are using different settings, but all of those setting have similarities implicitly. The first advertisement uses daytime and parachuting activity. Parachuting is one of the challenging sports which need a lot of bravery to do it. In the first advertisement the main participant feels that he is dreaming to this sport. He feels free to jump without parachute, it means that he really enjoy this activity. The feeling of freedom and enjoy the time are only got after drinking the coke. The daytime is also used to give significant sign. Daytime based on Longman is the time during the day between the time when it gets light and the time when it gets dark (2000: 460). It means daytime is time when people use to have full activities because people use to have full activities in the noon. In this advertisement the advertiser uses daytime to show that in someone’s busy time he can feel relax and free after drinking the coke.

As the setting, this advertisement takes place on a desk, namely a piece of furniture like a table that people use to work or write on (Longman, 2000: 487). The advertiser combines the table and unique characters to support the purpose of
the advertisement. The combination creates certain image in the audience’s mind. When people are busy with their work, they can get stop for a while to take a rest and enjoy their time. The eyeball, as a symbol of the body’s fatigue after working hard, shows that what is seen by the eye is not always true. The tongue, as the sense of taste, wants to say that it may lie about words, but not taste. The combination of the three elements aims to say that when people feel tired after work, they can enjoy their break time by drinking Coke. The enjoyment can only be obtained from the taste of Coke. When people are busy with their work, they can stop for a while to take a rest and enjoy their time.

The third advertisement takes place in the market and in night time. Based on Longman dictionary market is a place where people buy and sell goods, especially in an open area or a large building (2000: 1111). When people go to the market in the evening, it means that they are so busy during the day, so they only have the chance to go to the market in the evening. It is the time when people take a rest after working all day long. In the advertisement, the main participant directly takes a bottle of Coke. It means that Coke is the number one thing which he wants to buy. The advertiser wants to say that Coke is the most suitable drink to consume in the time to relax.

3. Through The Characters

There are some similarities which occur in the characteristics of the characters. The first similarity occurs in the parachuting version and the hero versus the ex version. Both of the main participants are men with their sloppy personality. It is described from their clothes. Both of them wear t-shirt, jeans and sneakers. Based
on the electronic Cambridge Advanced Dictionary, T-shirt is simple piece of clothing which covers the top part of the body and which has no collar and usually short sleeves, while jeans and sneakers are described as trousers made of denim (= strong blue cotton cloth) which are worn informally and a type of light comfortable shoe that is suitable for playing sports (2008). There is a significant thing of those clothes, they are only worn in the informal situation where people feel relax with their friends or family but not for official events. Therefore, when people wear those clothes it means they want to enjoy their relax time. Those clothes and the characters show that the selling target of this product is the young men whom really need support and something fresh in facing their life.

The similarities of the participants’ characteristic are also shown in the second and third advertisement. The antagonist participants (the ex and eyeball) are described as conceited personalities which always underestimate the main characters. The ex has underestimated the hero by sneering when she asked his condition. On the other hand, the eyeball trifles the tongues by laughing when they said they were drinking coke. Those antagonist participants symbolize the problems which are often faced by human being. Problem can be found in everytime and everywhere, and as a human being it is normal to have angry, sad, and shock when dealing with it. But in the coke’s world, those negative feelings can be changed into positive. The main characters feel in better condition and become more confident and relax to face the problem after drinking the coke. The tongues feel confident enough to say it is the coke which is being drunk because they taste it. They do not care even though eyeball said it was coke zero. On the
other hand, the hero also feels more confident to say that he is in good condition even though his ex trifled him.

From the explanation above, the writer concludes that the advertisers of those different advertisements are supporting each other to create images of the product. The images are:

1. **Coca Cola Zero cares about the consumer**

   From the Parachuting version and the tongues version, both of the advertisers want to emphasize on the existing of the product. They want to ensure the audience that Coca Cola Zero real exists with no sugar but same taste as the Coke. From the “no sugar” words, they want to create an image that Coca Cola Zero cares about its consumers who are in diet or having diabetic disease. Diet and diabetic are quite serious problem for those who have it, from the image the company wants to say whatever the condition of the consumers’ body; they still can enjoy the world.

2. **Coca Cola Zero gives positive effect to the consumer**

   The dialog in The Hero version concludes that the coke gives positive effect to the consumer. It is shown with the changing condition of the hero before and after drinking the coke, from inadequate feelings to confident. The antagonist characters in the tongues and the hero version also support this image. They give negative feelings to the main characters. But after drinking the coke, those negative feelings can be changed into positive. The message from this image is; no matter what the problem which happen human should always have positive mind.
3. Coca Cola Zero is the correct drink to be drunk in your relax time

This image is supported by the main characters in parachuting and the hero version and the settings in the tongues and the hero version. The main characters show the coke is their drink when they feel relax, so they can really enjoy their time. The settings support this image because the time when they drink the coke is time when people use to have their leisure time. This image wants to say no matter how busy the live is, people have to enjoy it.

Those three images are supporting the slogan of coke when it is launched; The Coke Side of Life. From this slogan, the writer finds an image which becomes the main image of the product; coke makes life much better than before, it gives the spirit in life. Again, the image conveys the message that the coke gives positive effect to the consumer. In this case the effect is to make the consumer see something positively and always be optimist. The participants which all young men show that the target market is the young men and they symbolize the human which always full of choices in the life and to do it human need to keep think positively and be optimist. As an advertisement, those advertisements have fulfilled the function of advertisement; creates the brand image of the product.
CHAPTER V
CONCLUSION

Language that is used in daily life is very unique and useful. Simple words which are often uttered in everyday conversation actually have many meanings; they depend on the situation and the context, namely where and by whom they are used. Advertisers use language to convey their message as the purpose of their advertisement. Advertisement is made to persuade the audience. Therefore, a good advertiser must be able to use the language as attractively as possible, so the audience will get the message easily.

Advertisers usually use language in the form of conversations in the advertisement. In Coca Cola Zero advertisements, the writer discovers that two types of communication are used in the conversation; they are verbal communication as presented in the dialog and the non verbal communication as presented in signs and symbols. The verbal communication occurs in the participants’ dialog in the advertisement and it has implicit meaning. Each of the advertisements emphasizes on a different meaning. In the first advertisement, the verbal communication emphasizes that the taste of Coca Cola Zero is real and it can carry someone away. In the second advertisement, the verbal communication emphasizes that there is no difference between the taste of Coca Cola and Coca Cola Zero in our tongue. In the last advertisement, the verbal communication describes the effect of drinking Coca Cola to increase confidence.
On the other hand, the non verbal communication occurs in the gestures, clothes, signs, written text and music in the advertisements. In the first advertisement, the non verbal communication occurs in the gestures and the parachuting activity as the symbol to show that Coca Cola has the effect of enabling the people who drink it to daydream. In the second advertisement, the non verbal communication in the advertiser’s depiction of the participants as the symbol which shows that the real Coca Cola Zero taste can only be proven by the tongue. Meanwhile, in the last advertisement, the non verbal communication occurs in the changes of the participant’s emotion and the music; it shows Coca Cola’s positive effect for those who drink it. These two types of communications substitute and complete each other, so the purpose of the advertisement is achieved.

Advertisement is also used to create the image of a company. The combination of verbal and non verbal communication can create the image. From the first to the third advertisement, the writer finds some similarities which are used to describe the advertiser’s purpose. These similarities occur in the setting and the characteristics of the participants. The similarities are combined with the spoken dialog to create the image of the product. In the Coca Cola Zero advertisements, the Coca Cola Company as the advertiser wants to create a special image which is only used for their Coca Cola Zero product. By creating the image, the advertiser sends the message as the purpose of the advertisements.
BIBLIOGRAPHY


Coca Cola Zero The hero version http://www.youtube.com/watch?v=bxDcn3Jw0c (12 April, 2009).


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APPENDICES

Appendix 1. Parachuting version

In this pictures, B looks enjoys his activity, because he uses the equipments

A : Oouuuooohhh... yeah!
   (Screaming loudly)
B : (Shouting) Hey! Where is your ‘chute?! (Looks at A and wonders)

A : (Shouting and smiling like a drunken man) I don’t need one¹.
   (Holds the Coca Cola bottle in his left hand) I’m dreaming! ²
B : *(Opens up his mouth in amazement)* What..? *(In a rising tone)*

A: Look! *(showing the Coca Cola bottle in his left hand)* Zero Coca Cola taste, zero calories². I have to be dreaming².

B: *(Still wondering)* This is not a dream, that’s real ground!!

*(Points to the ground with his face)*
A : (Suddenly realizes, looks around and screams)

Aaaaarrghhhhh!! (Holds B and moves to hold B’s left leg)
Appendix 2 . The Tongues versus The Eyeball

The eyeball comes from behind of the computer monitor.

Eyeball: *(Looking at his reflection and singing)* I am so beautiful, yes I am.

Tongue 1 : *(Tastes the Coke by putting his head into the bottle)* Wait!

Tongue 2 : *(Holds the Coke bottle using his back and talks to Tongue 1)* It slip in, it slip in!
Eyeball: *(Frowns, watches the tongues and derides them)* Oh, stupid tongues!¹

Eyeball: *(Close to the tongues)* Hey, what are you guys drinking?²

Tongue 1: *(Puts out his head, moves one step forward)* I’m drinking Coke in my own

Eyeball: *(Laughing at the tongues)* Uh huh, no you’re not.¹ *(Points to the bottle with his right foot)* It says Coke Zero on its bottle.²
Tongue 2: *(Puts the bottle straight up)* You know *(comes to the front)*, we don’t like you, eyeball. You know why?

Eyeball: Why? *(Wondering and moving his head back)*

Tongue 1: Because *(looks to Tongue 2)* you’re a big, fat liar.
Eyeball: Huh?? I am not fat! (Looks at himself, puts his feet up, assures himself that he is not fat and turns his body back)

Appendix 3. The Hero versus The Ex
Woman (The Ex) : Hi.

Man (The Hero)  : *(Startled)* Hi.

The Ex : So, how’ve you been?
The VO: (A picture of snakes as the background of the text) From the makers of Coca Cola Zero come a taste of life as it should be.
The woman: Baby with cream or chocolate sauce?

The Hero: Both! (Suddenly a helicopter above the market throws the chains, and the hero takes it.) (Looks to his Ex and her new boyfriend) You know me, I manage.