

# Semiotic of Public Service Advertisement

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## Abstract

The public service advertising works have a sign that are verbal (language) and visual forms. Its also refer that the public service advertising text and its visual offering contents of an icon that has function, mainly in a system of non-language to support the message of language, so the semiotics approach as a standard analytic method for analyzing the public service advertising works appropriates to be used and responded proactively as same as its contexts.

**Keywords:** semiotics, a sign of analysis, public service advertising

## Introduction

Advertising, beside used as a marketing activity, its also could be used as a communication activity. A marketing activity consist by a marketing strategy, that could be cover as marketing logic that can be use by business unit to reach the marketing purposes (Kotler, 1991:416).

Liliweri (1991:20) thought that communication action is an individual interaction creation through a clear signs. Communication could be meant as elements behavior dividing, or a life style with compiled existential and signs uses. In communication, message elemental duplication is depend on the target audience that already being the purpose target, and through the best kind of media which could support the message. Because of it, to make an effective communication, we should be understood who the target audience are, quantitatively or even qualitatively.

On the other hand, in Indonesian Advertising Technical Term Dictionary, advertising is a message that paid and delivered by media, such as: press, radio, television, and theater, that purposing to seduce the consumer to do the buying activity or to change their behavior. (Nuradi, 1996:4).

Basically advertising is a public culture product. An Industrial public culture product that has signed by production and unite consuming. Its effect, and in short time fulfill with public culture value (Jefkins, 196:27), it's mean that public were not looked higher than a consumer. The relationship between the producer and consumer are a commercial relationship, not more. This interaction has no other fuction beside to manipulate the consciousness, taste, and consumer behavior.

Advertising has been written before kind of commercial advertising. Basically, advertising

has been dividing in to two kinds. First is commercial advertising. Second is noncommercial advertising or usually called as public service advertising. This kind of advertising will be the main idea of this article.

The presentation of Public Service Advertising is actually mean as an image challenge to the presentation of commercial advertising. Presently, commercial advertising always accused to breaking the consumer (make higher number of consuming product). Stimulating consumer to consume higher and raise the extravagant character.

As an image challenge, basically public service advertising is a device to delivering social message for the public. This kind of media usually took by the government to spreading their programs information. As a media that belongs to the social, public service advertising contents of the nationality consciousness and environment. Like the public service advertising that was made to successes the national immunity program, fight against the aides aigepty mosquito program, H1N5 virus spreading, reading culture program, keeping the live environment, throwing garbage to the right place program, traffic, tax payment, electricity using, drug abuse etc.

Public Service Advertising is a social advertising. The present of this advertising is independent. It has no line with trade business concept, politic or religion. Their physic appearance has no different with the commercial advertising, it's because both of them are kinds of visual communication media that has role to seducing the audience as their target. That is purposing to touch their heart so their will do something which was ordered by the public service advertising it self. With those reason, the planning of public service advertising is advance in commercial advertising concept.

The presentation of public service advertising should be right to the targeting object.

It is because; public service advertising is purposing to give an actual meaningful conscious in social problem solution. In their appearance, public service advertising must has ability to compete among others information news columns in printed media and among others charming commercial advertising in their visual appearance.

Public service advertising is an advertising activation that has a base in morality movement. Public service advertising brought a highness job to built public life through social messages that packed in a creative way with symbolic movement. Unfortunately the context of the message that already packed in creative way that was poured in those advertisements was too much. Visually, public service advertising design that was presented become not nice to looked, uncommunicative, not smart enough, and expressing a bossy message. And so, the public who becomes the target audience will have no respect with the social message from the advertisement.

Other effect, the social message that actually wants to deliver by the government became useless. Its mean verbal message and visual message that consist in the public service advertising will be reacting very slowly by the target audience. This problem could be happen because the public service advertising publicity frequency in the media, especially in printed media, it should be more publicity frequency and aggressive. Lacking frequency will make the messages in the advertisement became impossible to have a space in public mind. It also cannot be follow by a positive movement.

If we see from the physic performance, public service advertising consists of communicative signs. Through that communication shapes the message become meaningful. Beside that, the combination between

sign and message in the public service advertising could be able to translate by the target audience.

This article purposing to explained verbal sign (with title, sub title, and text) and visual sign (illustration, logo, typography, and visual layout) in public service advertising with semiotic method. Through this way, semiotic analysis hopefully could be one of the closest ways to get the meaning that belongs to the verbal and visual sign in public service advertising.

From this semiotic method, public service advertising could be classified in sign, code, and meaning that consist in it. Through this way it could be found the clear statement of the aesthetic considerations in public service advertising, it looked up from the relationship between sign and message.

With this semiotic theory it should be concern that the basic harmony among verbal sign and visual sign to support the public service advertising unity performance, it also to knowing the relationship among the message load (verbal and visual), course with the making of creative design of the public service advertising.

While, messages that were confirmed in the public service advertising message has been socialized to the public through the sign. In highlight situation, sign could be seen in two aspects, such as; verbal sign and visual sign.

Verbal sign can be concern by the kinds of language; theme and the understanding conclude meaning. As it goes by, visual sign could be concern by how to illustrate, although in iconic way, indexical, or symbolical, also in how to express the aesthetic idiom. The signs that were concerned and read from those two separate aspects then being classified, and find the relationship among others.

### **Semiotic as an Education**

Semiotic come from the Greek word: *semeion*, means sign. In Piliang viewpoint,

semiotic exploration as a study method in all these study branches might be because of how to saw the variation of social discourses as language phenomenon. In other word, language is a model in all variation of the social discourses. From the base semiotic viewpoint, if all the social practice could be translate as a language phenomenon, all problems could be sawn as a sign. This problem might be because of the wide definition of the sign it self (Piliang, 1998:262).

Semiotic according to Berger (2000:10), has two figures, such as; Ferdinand de Saussure (1857 – 1913) and Charles Sander Peirce (1839 – 1914). Those two figures increasing the semiotic education separately and both has unknown for each other. Saussure is in Europe and Peirce is in United State. Saussure academic background was linguist, while Peirce has philosophy for his academic background. Sausure commented that science that was developed by him was semiology (semiology).

Semiology according to Saussure that was cited by Hidayat, basically in the ascription of; as long as the human behavior brought some meaning or as long it has functions as sign, there is always a differentiation background system and convention that make a possibility mean. Where there is a sign there is a system (Hidayat, 1998:26).

In other hand, pierce called science that he was built in is semiotics. For this person, who called him self a philosophy expert and logical expert; the human knowledge is from the sign. It is consider, that human could be understand of something only through sign. In his mind, logic is the same as semiotic and semiotic could be applied in all kinds of signs. (Berger, 2000:11-22). In the next growth exploration, semiotic term is more popular than semiology.

Semiotic is a science that learned sign, the function of a sign, and meaning production. Sign is a thing that, for someone could have a

different meaning. In other point of view, Zoest said, all the things that could be perceived or being perceived could be called as sign. Since that, sign is not limited in to something. Presented event, un- presented event, structure that can be found in something, habit, and all these things can be called as sign. A little flag, a hand gesture, a word, silence, table manner, fashion symptom, neuron movement, blushing event, favorite thing, star certainty place, behave, flower, grizzle hair, being silence, speechless, talking fast, walking tottery, staring, fire, white, shape, sharp degree, speed, passion, craziness, worried, careless, all this things can be called as a sign (Zoest, 1993:18).

According to Saussure, that was cited by Pradopo (1991:54) sign is a unity from two area that cannot be separate, like a sheet of paper. Where there is a sign there is a system. Its mean; a sign (extant as a word or picture) has two aspect that could be caught by defined organs called by signifier, signifier area or shape and other aspect that called signified, signified area or concept or meaning. The second aspect is consisting in the first aspect. So, the signifier is a concept or something that could be presented by the first aspect.

Say continually, that signifier is located in the level of expression and have extant or physical part like sound, letter, word, picture, color, etc. Signifier is located in level of content from what they express through the level of expression. Relation between both of the elements will bear a meaning.

Sign will always relate in something (thing) else, which called as referent. Red lamp relate in 'stop' (action). Cheerful face relate with the happiness. Tears relate with sadness. If relation between sign and something that relate happen, so it will raise congeniality from what people see and listen (Eco, 1979: 15). Sign will always relate with something else, Pierce called

it as object (denotatum). Relate means deputizing or replacing. A new sign could be function if it's being interprets in sign receiver mind through the interpretant. So, interpretant is the understanding of a meaning that appears in sign receiver mind. It's mean that a new sign could be function as a sign if it could caught and the understanding of a meaning happened because of the ground; science about the sign system in public community. The relationship between three elements that was said by Pierce is famous with the name of 'semiotic triangle'.

Continually said; sign in a relationship with the reference could be divine in sign that recognize with icon, index, and symbol.

Icon is a sign between a sign and it reference that looks like and usually called metaphor. For example, icon is a photograph. If there is an existential relationship, those sign is called as index. These kinds of sign can be called as metonymy. For example; index is an arrow direction sign that in surroundings area there is certain architecture. Cloudy sky is a sign of rain. Symbol is a sign that concern in their excitation base on the law convention. Sign as a writing language is an example of it.

Icon, index, symbol are relation divine among the base shape, object (referent), and concept (interpretant or reference). Form usually raising a perception and after it connected with object, it will generate interpretant. This process is a cognitive process and it's happen in comprehending the advertising message.

Understanding network will keep on growing with the semiosis network that never ends. It continues in semiosis network level. Interpretant in first semiotic network will be the basic referencing on the new object and from here there will be second semiosis network. So, something that has a statue as a sign in the first layer has a function as signifier for the second layer, and so on.

Connected with that, Barthes expressed his theory about the connotation meaning. He has opinion that connotation used to explain one of the three way of the sign in the second signing layout. Connotation is a picture of an interaction that happens when the sign meets the user feeling or emotion, and their cultural values. It happen when the meaning move in to subjective or at least the inter subjective. All of these things began when the interpretant had been influenced in the same portion as the interpreter and as the object or sign.

For Barthes, the important factor in connotation is the signifier in the first layout. The first layout signifier is a connotation sign. If this theory is connected with how a public service advertising work, so every public service advertising message become a meeting point where the signifier and the signified meet. Through this verbal element and visual (nonverbal) element then its got two meaning levels, there will be denotative meaning that come in first semiosis level and connotative meaning that come in the next level. This semiotic approach placed in the second level or in the signified level, the meaning of the message could be absolutely being understood. (Barthes, 1998:172-173).

Remind that public service advertising has a verbal and visual language form, and it's also purposing in the public service advertising text and the visual performance consist of a main icon that has function in the non linguistic systems to support the linguistic role, so the semiotic approach to the public service advertising absolutely could be placed.

The basic concept of semiotic that used in this article is referencing to the Roland Barthes who was started from the conception of Ferdinand de Saussure. This approach was focusing on sign that followed by the meaning (signal) and tread on the meaningless sign

(symptom). Public service advertising as one of the visual communication design work has a sign that has signal and symptom, and in giving the public service advertising message meaning. In this case should be understood how to perceiving icon, index, symbol, and social code that was interpret by Barthes as a way to re-lift the citation fragments. (Zoest, 1993:39-42).

The cause of the public service advertising meaning reveal could be seen from the relationship between the sign and the structural symptom that could be expressed by the sign and symptom that was objecting by the purpose. The result could be seen and known on how the signs are functioned.

### **Semiotic as a Public Service Advertising Sign Analytical Method**

Semiotic is a science that learned about sign. Those signs deliver the information so that it can be communicative. It could replacing something else that could be thought and imagine. The branch of this science firstly growths in linguistic area, then it increase in visual art area and visual communication design.

While, Charles Sanders Pierce said that we just could think with a sign as a medium. People only could communicate through the sign medium. Sign in human life could be a move sign or signal. Hand waving could be understood as a calling signal, head nod could be translated as an agreement. Sound signal, such as; whistle, trumpet, drum, human voice, telephone ringing. Written sign, such as; letter and number, it could also illustrated signal, like traffic sign, and many more. (Noth, 1995:44).

### **Sign (Icon, Index, Symbol)**

According to Pierce's theory, the sign inside the picture could be seen from the variety of the signs that could be organized in semiotic.

The variation such as; icon, index, symbol (Noth,1995:45).

Icon is a sign that indicate with the object that deputized. It could be said that sign that has the same marking with the meaning object. For example; picture of Sri Sultan Hamengkubuwono X as the king of Ngayogyakarta Hadiningrat Kingdom that was known as the icon of Mr. Sultan. Yogyakarta map is an icon of Yogyakarta's area that was drawn in the map. Mr. Sultan thumb stamp is an icon of Mr. Sultan thumb.

Index is a sign that has cause and effect relationship with something that presents, or it's called as a sign of evidence. For example, smoke and fire, some is purposing the fire. Footstep mark on the ground is an index that people were passing that place. A signature is an index from the existence of someone who wrote the signature.

Symbol is a sign base on the convention, rule, or agreement that already agreed by all sides. Symbol could be understood if someone knows what the agreement is before. For example; Garuda Pancasila for Indonesian has a different cultural background, like the Eskimos. They thought that Garuda Pancasila was only a usual eagle.

## Code

Code is reference to the social linguistic terminology is a language variation that has a unique form, and a unique deep meaning (Poedjosoedarmo, 1986:27). In other side, code according Piliang (1998:17, is a sign combination way that already agreed socially, to make a possibility of a message delivery from one individual to another. In reality practice a message that delivers to the receiver could be arrange through a convention network or code. Umberto Eco said that code is a rule to make

the sign as a concrete performance in communication system. (Eco, 1979:9).

The function of the txt that could be purposing in something (relate to a thing) done because of few of rules, promises, and natural rules that are the base and reason why those sign purposing in the content. Those signs according Jacobson is a system named as code.

The first available code in texts is linguistic code that was used to express the connecting text. The linguistic code has been written in dictionary and linguistic layout. Beside that, texts are arranged according to the other code that was called as secondary code, it be because the material is a primary symbol system, called language. Other side, the drama principals story structure, argumentation form, metric system, they are the secondary code that used in text to change meaning.

Roland Barthes in his book *S/Z* unites those codes to be five grilles code, such as; hermeneutic code, semantic code, symbolic code, narration code, and cultural code. (Barthes, 1974:106). Those codes breakdown appeared in an article. Who are they? What happen? What barrier that rise? How about the purpose? One answers delaying the other answer.

Semantic code is a code that consist the connotation in signifier level. Like the feminism connotation, masculinity, or in other word semantic codes are signs that arrange until it gives a masculine, feminine, nation, tribe, and loyalty connotation.

Symbolic code is a code that relates with psychoanalysis, anti thesis, branch, opposition between two elements, schizophrenia. Narration code or Proairetik is a code that consists of a story, sequence, narration or anti narration. Cultural code is voices that having the character of collective, anonym, subconscious, myth,

wisdom, science, history, moral, psychology, literature, art, and legend.

### Meaning (Denotative and Connotative)

We are all often using meaning but not rare we are also thinks about those meaning. When we come to a room that full of furniture, there will appear a mean. Someone who sit in a chair with his eyes close could be meant that he is sleeping or in a tired condition. Someone who's laughing with our present there makes us try to find the meaning; is he laughing at us or he tried to invites us laughing with him? One of our friends crossing the street and waving at us, those things could be means that he wants to great us. Meaning in a form or in other form submits experiences of a big number of human in all public society.

All the meaning of culture created using symbols. Symbol, according to Spradley opinion (1997:121) is object or event that purposing in to something. All of the symbols entangling three elements: first: the symbol it self. Second: a reference or more. Third: relation between symbol and reference. All those things are base for all the symbolic meaning. While in other side, symbol could be all things that could be felt or naturally felt by us.

Trembling could be mean and could be a symbol of fear, happiness or others. Clutching teeth, blinking eye, nodding, subduing body, or making other body gestures that makes a possibility, all those things are symbol. One way that usually used by an expert to explain a bigger meaning is making a differentiation between denotative meaning and connotative meaning.

Spradley (1991:122) explained the denotative meanings; it has things that related by words (referential meaning). Piliang (1998:14) said; denotative meaning is an explicit relationship among the sign with reference or reality in denotative signified step, like human

picture, animal, tree, and house. The color also being wrote, like; red, yellow, blue, white, etc. In this step it is only data information that delivered.

Spradley (1997:123) consider that connotative meaning covering the entire suggestive signification from symbol that has more than the reference meaning. According to Piliang (1998:17), connotative meaning, covers the aspects that relate to feeling and emotion, also the cultural values and ideology. For example; smiling face picture, could be meant by a generosity and happiness. But in the other side, smile could be meant as insulation to somebody. To get the clear mean of connotative meaning, so the others elements should be understood also.

According to Williamson, advertising semiotic theory is embracing to a borrowed sign principal and also a borrowed of social codes. Like advertisement that wears a popular movie star, sign had borrowed that popular celebrity figure. And it borrows their myth, ideology, image, and glamour life style from the celebrity.

Williamson divides a currency of sign become some parts. Such as *product as a signified* (product as a signified, concept or meaning), *product as a signifier* (product as a signifier, and form), *product as a generator, and product as currency*. (Williamson, 1984:24-38).

All the things above are structuralism semiotic theory. The structuralism community try to reveal the principal that human behavior were signaling the system that has been accept from every relation, it was applied by Barthes to the social practice. He was interpreted the thing as a sign system that operate in a linguistic role.

Structural semiotic hold on the function follows form, following the signifier semiotic role or function (Piliang, 1998:298). Structural semiotic reference to Saussure and Barthes with the signifier (signifier, form) and signified

(signified, meaning). The relationship between signifier and signified were relatively stable and immortal.

According to Pradopo statement, in the heart of structuralism, there is a systematic ambition to find the code, rules, and system that basically with the social practice and human culture (Pradopo, 1991:71).

While, according to Piliang's statement, post structuralism reference to the Julia Kristeva's intertextuality concept and deconstruction concept from Jacques Derrida. Julia Kristeva as an example; she was joined the Tel Quel France using the term of intertextuality to explain the phenomenon of the texts dialogue, dependable among text (work) with the text (work) before. Kristeva had seen the weakness in reference concept from the formalism and the modernism that tend to flatter the cited or the quotation. For Kristeva, a work of text and a work of art are not less than a game and cited mosaics from lots kinds of texts or past works. She had given it a term to that kind of room as 'post history' which there will be variation of citations from every room time, and culture that will be different. Those citations will make a dialogue, as it said by Kristeva. A text could only exist inside, some expressions from other text, crossing and neutralize from one to another.

As a linguistic process and discursive, Kristeva explained that intertextuality as a trajectory from a system to another sign system. She used the term of 'transposition' to explain the trajectory in thin post history room, that there will be one or some system that used to does the interrogation one or some sign system inside. This textual interrogation could yield the new reach expressions in form or meaning. This interrogation could be a loaning or a using (pastiche), distortion, parody, or a meaning game to critical, cynical, or just a joke, fake identity

and masking (camp), also a iconic reproduction or kitch purpose.

A post modernism text not a single expression and the individuality of an artist; his unsecured, his frighten, his depressed, his detached, his passion or his happiness, are not a game with the linguistic citations. Post modernism tendency is an acceptance from all the discourse and contradiction inside the work, it cause of the variation of languages mix. Post modernism text doesn't has a single meaning, but it come as a past languages variation, with the uncertain background. There are lots of variation texts inside, no one among them were original, mix with the interaction. Text is a citation network that picked from some cultural center and it cannot be count. (Piliang, 1998:284).

Post-structuralism marks: first, the unstable sign, un-reference signifier to the uncertain meaning. In this certain case, it could be ambiguous, it cause of they become the truth. Second, revealing the hierarchy meaning. In binary opposition, hierarchy meaning were revealed. Third, creating the heterogeneity meaning, forming the plurality meaning, the plurality meaning is the un-differential right in signing.

Post-modernism use form follows fun with semiotic sign role and an ironic meaning (Piliang, 1998:282). Relating with this case, the public service advertising explained with this semiotic study research, that it would use the Pierce theory. Barthes's theory is to see the code (hermeneutic code, semantic code, symbolic code, narration code, and cultural code), while Saussure's theory is to see the connotation meaning and denotative meaning. In other side Wiliamson, with his theory try to see the relation advertising semiotic with borrowing the sign and social code, it also can be use to understanding the public service advertising that become the theme of this article study. Beside that the



structuralism semiotic and post-structuralism semiotic also could be used to help the revelation. These things become important because a certain case, structuralism semiotic cannot use to analyzing the public service advertising text, when the public service advertising out of the available code. With this statement, a stable structuralism semiotic cannot explain the text that has an un-stable text, then to handle it needs a post-structuralism semiotic.

### **Public Service Advertising Theory**

Public service advertising, according to Indonesian Advertising technical term Dictionary (Nuradi, 1996: 136), is a kind of advertisement that being done by the government, a commercial organization or non-commercial organization to reach the social or social economic purpose, mainly to improve the public wealth.

Advertising is not only a business message that relate with the effort to find a one-direction benefit. Advertising could have a very important role in every non-business activity. In developing countries, the benefit of advertising have been felt in solidarity movement when they facing the social problem. It's offering a social message that they face; a condition that menacing the harmony and public life. According to Kasali (1992:201) this advertisement is called public service advertising.

This advertising could be public service advertising of drug abuse movement, electricity subsidize, electricity economical, truth election, forest, nature disaster, religion, race and tribe, environment, jungle conversion, traffic manner, national immunity program, culturing the helmet and belt use, etc. Usually those themes has been accommodate with the actual national issues, in public community.

Through Public service advertising, people could be invited to think something that could raise a new conscious from their individual

mind or community. The actual issues such as; something that related with the living environment, social publicity and culture. All these things are phenomenon around us that we actually known and feel, but never ever thought because it might never haunting us or concerning on us and even disturbing us directly.

Basically public service advertising as one of the creative work in visual communication design major is one of the media that has function to socialize the social messages to the target audience through deliver something that has a reference in commercial advertising method. The purpose is to make a certain community inside the public wants to think about something actual and actively involve like the public service advertising message. (Miryam, 1984:22)

The PSA means Public Service Advertising. According to Subakti (1993:57), the existent of PSA in Indonesia already existed since times ago; it was probably as long as the commercial advertising. At first the content of PSA in limited on certain thing that it was became a usual context for public. So that the function would be the same as a lighting media, for example is fire department advertisement.

### **Public Service Advertising Semiotic Analysis**

The using of semiotic method in the article of "Semiotic of Verbal sign and Visual Sign in Public Service Advertising" was basically on a principal. A principal that PSA would always be consist of communication aspect and information, then it will appear as a result of visual communication design work and it will shape a PSA as a communication figure.

Beside that, the using of semiotic as a public service readability method is caused of the reference to see a lot of things such as; art, culture, social, visual communication design and

public service advertising as a linguistic and sign phenomenon.

Semiotic method, basically operate in two analytical level. First, individual sign analysis. It consists of: type, structure, and sign meaning. Second, sign analysis as a group or a combination, it's about a signs unity that shaping the text. While text comprehended as signs combination.

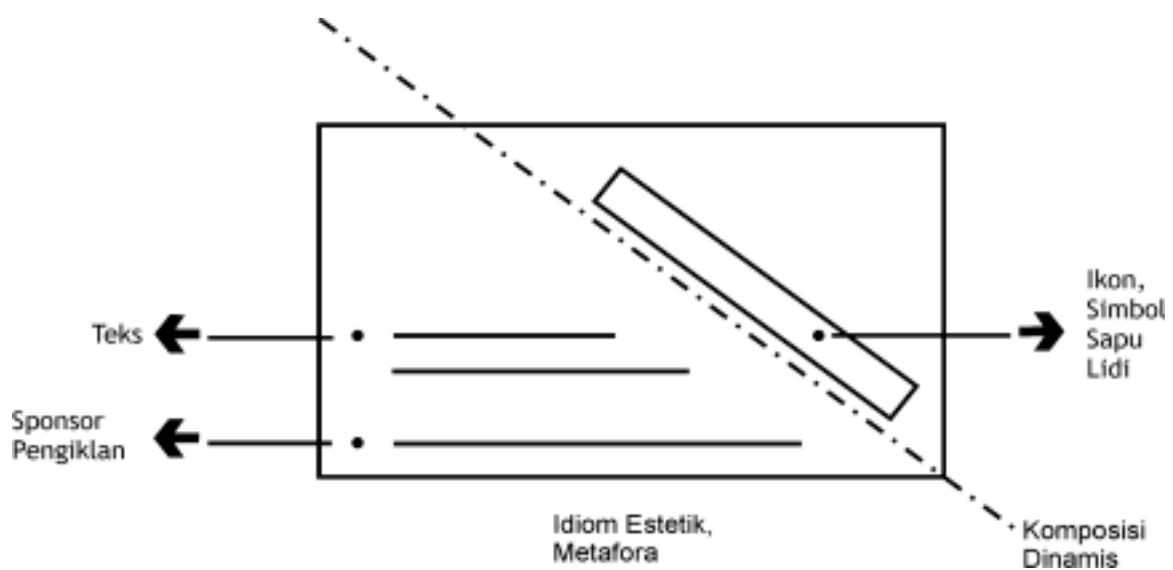
With those situations, public service advertising is one of the works of visual communication design that also can be seen as a text. Because of it, the existent of public service advertising could be a signs combination.

This is an example of public service advertising that studied using the semiotic as a sign method analysis:

**Semiotic Analysis of Election Public Service Advertising in Sweep Rib Version**



**Election Public Service Advertising in Sweep Rib Version (Kompas, 20/5/1997)**



**Lay out Election Public Service Advertising in Sweep Rib Version (Kompas, 20/5/1997):**

**Verbal Sign:**

PSA Text:

Sebatang lidi menjadi kuat bila menjadi sapu.

(A rib will be strong if it becomes a sweep rib)

Sebuah bangsa menjadi kuat bila tetap bersatu.

(A nation will be strong if it unites as one)

**Visual Sign:**

The illustration that performed in this public service advertising is an icon of a sweep rib that reference as tens of ribs that intertwined in a tying, so that could be used as it function. While the sweep rib is a symbol of word; 'one' or 'unite'.

**Public Service Advertising Semiotic Analysis**

The sweep rib illustration that placed diagonally were almost fulfilling the PSA space, this condition makes the visual layout become dynamic. With the metaphor aesthetic idiom, the existent strengthen the verbal sign position (text) that consists of two lines and design horizontally. Beside that, the sweep rib tying was implicitly positioned as a direction that direct to the text below. In this case, this black and white printed public service advertising visually concerning whole frame of the public service advertising.

Basically on verbal sign and visual sign in this public service advertising, the message could be seen by the cultural code and semantic code helped. Purposing to the cultural code that was explained by Barthes, the visual sign in this public service advertising was the sweep rib. The myth of sweep rib in Indonesian public, growth became a figure of a mutual assistance from the Indonesian public community. The connotative meaning could be also seen in this sweep rib myth. Unity we'll be unshakable, divorce we'll be collapse, is n Indonesian proverb that

purposing on sweep rib concept. Sweep rib cannot be manipulated as an appliance to clean the garbage. It can be seen fro the functional aspect. Sweep rib that functioned as garbage cleaner, containing the denotative meaning.

The icon of sweep rib as visual sign, referencing the semantic code were the figure of loyalty and nationality of Indonesian public community that always focusing on the association and union. With the reference of the semantic code between visual sign in the form of sweep rib and verbal sign state: "Sebatang lidi jadi kuat bila menjadi sapu. Sebuah bangsa jadi kuat bila tetap bersatu" the texts were equipping for each other and explain for it.

The visual sign of sweep rib use the principal of signified as a loaning code. It's mean that the loaning code of sweep rib that consist with tens of ribs that braided to be a sweep rib and has function to clean something; in this case it refers to the dirt and garbage – this meaningful illustration has been loaned to the sweep rib as the icon to be the coherent that a rib can be strong if it become a sweep rib, a nation can be strong if it unites as one.

The visual sign of sweep rib also could be using the principal of metaphor. The meaning of metaphor principal is use to loaning the sign for one study area to another study area directly. As we can see, that in this case the loaning of the sweep ribs giving a meaning that a sweep rib is a coherent or a unity from tons of ribs. The unity of the ribs had loaned as a sign that gives a connotative meaning from the unity of human variations that shads in a nation.

A verbal sign of a poetry style text consist of connotation meaning. Syntax structure as a syntax sentence impressing an invitation and an urge, it's mean that referencing to the unity of ribs become a sweep rib and can be sweeping and cleaning all the dirt, hopefully could be a

sign of a nation that always be the one, so that the country could be strong all the time.

In the election context, the public service advertising message is; if people unite to do their right and their duty as a civilian, the election that estuary in the public representative organization that had believed to pick the president and the vice president, then the event will good executed.

From this analysis it can be conclude that public service advertising with sweep rib as the icon and verbal sign “A rib can be strong if it unite. A nation can be strong if it keep unites as one,” it reference to a strong relationship between the verbal sign and the visual sign. Then, because both of them were equipping each other and they are explaining their both elements from the sign. The conclusion of this public service advertising is that sign can be mean as a metaphor unity.

### Conclusion

The messages that consist in various public service advertising are a message that delivers to the audience in assigns form. I. a main line, sign can be seen in two aspects, the verbal and the visual sign. A verbal sign can be explore from the language various, written style, theme and the congeniality as it got. The visual sign can be seen from how it’s being illustrated, in iconic, indexical, or symbolic sign.

The semiotic exploration as a study method in various branches of science – in this case the public service work that being a part from the visual communication design area – it could be like that because a reference to see various discourses as a linguistic phenomenon. Its mean that language being a role in every social discourse. Opposite from those semiotic point of view, if a practical can be assumed as a linguistic phenomenon, so all of it including the visual communication design work – could be

also seen as signs. According to Yasraf Apiliang those statement can be exist because the widely understanding about the sign it self.

Reminding the work of public service advertising has a sign on verbal (language) and visual, it is also reference that the visual performances of public service advertising consist of icon, mainly function in non-linguistic system to support the linguistic message, so the semiotic approach as an analysis method utilizing the meaning on how it’s competent to applied and done proactively.

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