

THE USE OF NON-VERBAL LANGUAGE IN HOTEL ADVERTISEMENTS: SEMIOTIC ANALYSIS

Km Tri Sutrisna Agustia[1], Putu Chrisma Dewi[2], Ida Bagus Kurniawan[3]

[1] trisutrisna@undhirabali.aci.id

[1], [2], [3] Dhyana Pura University
Badung, Indonesia

Abstract: The purpose of non-verbal language in a digital advertisement is to supplement the advertisement's information delivery. This study examines the meaning of the non-verbal language used in hotel advertisements in Bali taken from their official channel in YouTube, as well as to determine if the non-verbal language is adequate to convey the advertisements' messages. It employed a qualitative approach to acquire data from research participants through digital advertisements for marketing devices collected from digital social media as visual media. The analysis concerned the nonverbal actions in digital advertisements, including facial expressions, gestures, body language, movement, contact, and appearance. Two advertisements on the Official YouTube channel of Hilton Nusa Dua and Indigo Seminyak provide the source of the data. The advertisements were observed and chosen based on their nonverbal content. Nonverbal language's significance in the two advertisements analyzed in this study cannot exist alone. Aspects of the use of nonverbal language in the two advertisements have varying connotations and miss the mark due to the absence of verbal language. Bali identification and tourism quality, such as culture, environment, and art, were not communicated. Because there is no verbal component, there still needs to be a misinterpretation of the meaning of nonverbal language in the two advertisements discussed. The advertisements can be understood based on semiotic principles, but they must be supplemented with verbal language to prevent misunderstandings regarding the advertisements.

Keywords: non-verbal, semiotic, advertisements, digital, Bali

INTRODUCTION

Hotel marketing in Bali is essential to be improved. As one of the supporters of the revival of tourism in Bali after the Covid-19 pandemic, the marketing of hotels in Bali uses social media as one of the media for marketing. However, in the advertisements, many only use nonverbal language without being supported by verbal language. The campaign features all types of smartphones, PCs, and other devices commonly used by the general population (Agustia, 2021). Given the purpose of the advertisement, it is questionable whether the information intended to be provided about a device product was effectively communicated. Based on this phenomenon, this study aims to determine the message advertising conveys and its effectiveness as a non-verbal advertising method.

Advertising is now an integral aspect of modern life. Social media is a platform commonly used for advertising, as businesses compete to gain the public's affection. Individuals of all ages appreciate the evolving social media platforms. Social media is the optimal advertising platform. In marketing, an advertisement's influence on public perception and comprehension is a distinct competency. Advertising is one of the most effective promotional strategies for introducing and explaining a concept or inviting individuals to comprehend a particular product. The study focuses on devices, which appear in various shapes and sizes (Campbell et al., 2014).

Nonetheless, the objectives for developing digital advertisements have shifted due to the implementation of providing this information (Agustia, 2021). Infrequently do digital advertisements employ non-verbal modes of communication. Instead of providing information about a particular product, it provides an inaccurate and vague interpretation. In light of this, this study aims to assess the efficacy of non-verbal communication techniques used in digital advertisements for conveying meaning and providing information about specific products. This research also aims to provide inputs and considerations on digital advertising to maximize its use for maximum benefit.

According to the theory of semiotics, verbal symbols are the language we know; non-verbal symbols are the shapes and colors used in advertisements that do not specifically imitate the form of reality. The symbols and signs used in advertising must be symbols and signs that are familiar to consumers, such as language, figures, rituals, and others. Generally, advertisements present a product image with each impression (Lotman et al., n.d.). However, a recent trend in advertising for devices and smartphones on Instagram encourages the use of nonverbal language unsupported by verbal language or nonverbal language that tends not to display the product but only image it. Consequently, the advertisement's intended message must be communicated more effectively to the intended audience.

Research showed that it is a fatal error in advertising to use incorrect semiotic symbols and codes when creating an advertisement (Agustia, 2019). Ineffective communication of the intended meaning leads to misinterpretation of the targeted advertising itself which led to research demonstrating that semiotic advertising contributed to political propaganda by effectively communicating sociopolitical messages in soft drink advertisements (Wiranadhi et al., 2022). The other study concerned hospitality promotion ads by employing semiotics showed how advertisements that are updated in such a manner and tailored to market needs can be effective. It maximizes the effectiveness of comprehending and identifying objects unique to advertisements (Agustia, 2021). Several studies demonstrate the efficacy of advertisements that appear simple but employ the proper symbols and codes to convey the intended meaning. These studies show that semiotics provides a meaning limit that does not exceed the intended meaning limit to prevent misinterpretation of the intended advertising message. Since previous research has always combined nonverbal language with other language components, it is considered necessary to conduct unique research on the use of nonverbal language in advertising, as opposed to several previous studies. This study analyses nonverbal communication in isolation from other linguistic elements. The objective is to determine if nonverbal language can aid in comprehending and interpreting advertisements.

According to a study on verbal and non-verbal signs in facial wash advertisements, the identification and interpretation of verbal and non-verbal cues contributed to understanding their underlying meaning (Andriani et al., 2021). The data were collected from three printed adverts promoting facial wash products. The data source has been obtained from an online platform. This research employed Saussure's semiotic hypothesis (Aiello, 2006) to examine the verbal and non-verbal signs, and Barthes' theoretical framework (Siregar, 2022a) to analyze the meaning of verbal and non-verbal signs in advertisements for facial wash products. The finding implied that advertisers endeavor to capture the public's attention by employing attractive females, well-known personalities, and naturally derived extracts or chemicals.

Another study focusing on verbal and nonverbal signs found in car advertisements employed Saussure's semiotic theory, by drawing upon Chandler's analysis of the meaning of verbal and non-verbal signs in the BMW automobile series, which is grounded in Barthes' theory of meaning (Sari, 2021). It identified a total of six verbal signs and seven non-verbal signs, as well as twelve connotative meanings and three denotative interpretations. The primary dataset encompasses connotative implications within advertising, as these promotional materials often employ concealed messages intended to be conveyed through non-verbal cues such as color, imagery, and symbolism (Aljufri & Rahyadi, 2022).

Because it still needs more exploration on non-verbal signs used in advertisement, this current study examines the use of nonverbal language in two YouTube hotel advertisement. It chose two hotels operated in Bali to characterize the meanings derived from product images that employ only nonverbal language without verbal support. The advertisements featured the Hilton Nusa Dua Hotel and the Indigo Seminyak Hotel. The selection of these two hotels was based on their inclusion of intricate nonverbal components and many indications that can be analyzed and utilized as data within the context of this

research article. Regarding the spoken language, it exhibits a significant shortage of substance and fails to meet the minimum threshold. These two adverts are well-suited for inclusion as summer data in this research.

METHOD

This study focuses on nonverbal signs used in hotels advertising (derived from YouTube channel of Hilton Nusa Dua and Indigo Seminyak), such as facial expressions, gestures, body language, movement, and appearance. The data accessed between January and August of 2023. These two advertisements were selected based on their use of nonverbal communication. This is considered so that this research can focus more on the application and significance of nonverbal communication. These two advertisements discuss the provided services and hotel advertisement characteristics. The researcher functions as the instrument for data collection. This research utilizes a qualitative, descriptive methodology. Qualitative research examines the condition of natural objects (as opposed to experimental research) in which the researcher is the primary instrument, the data collection technique is triangulation (combining), the data analysis is inductive, and the qualitative research findings emphasize meaning. compared to broad statements.

This study employs the advertisement's scenarios as the unit of analysis, with advertisements chosen according to a set of criteria. This criterion relates predominantly to the objective of this study, which is to comprehend the application and significance of nonverbal language. After analyzing these scenarios, we will be able to determine how the advertisement's nonverbal language is meant to be portrayed and what it is attempting to communicate. This investigation concerned the identification of nonverbal language components in the hotel advertisements. The scenes of the advertisement are initially separated into numerous images. Each of these two commercials is between 60 and 180 seconds long and predominantly consists of nonverbal cues. The information was then be presented in tables for nonverbal identification and semiotic component analysis. Therefore, the advertisements chosen for this study contained nonverbal indicators. The next step was done to generate representations and interpretations of nonverbal language use. The semiotic theory of Peirce stated that anything can be a sign, phrase, image, odor, or object if a person interprets it as representing someone or something other than themselves in a given context. In other words, these signs are meaningless in and of themselves; they only acquire meaning (and thus the status of signs) when recognized (Franzia et al., 2015). Peirce's triadic sign model consists of an object (object) to which the sign refers, an interpretant (a mental interpretation of a sign that could be another sign), and a symbol (sign), which is the geometry of the sign (not necessarily physical). The Semiotic Triad, composed of these two elements, functions as a symbol of significance. As previously stated, the interaction between the sign, the interpreter, and the object is a medium for meaning rather than directly associated with the sign.

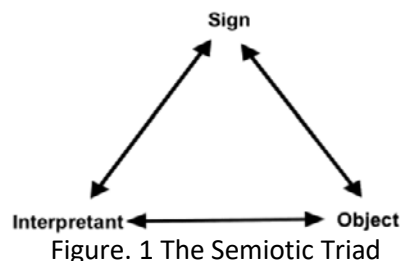


Figure. 1 The Semiotic Triad

According to Peirce, symbols are signs resulting from an agreement, icons are signs resulting from physical representations, and indexes are signs resulting from cause-and-effect relationships. Even though the reference is described as an object, an object or reference is a social context that alludes to a sign or whatever it represents. An interpreter or user is a person who employs a sign and condenses it to a particular interpretation or meaning about a given concept. The most important aspect of the semiotic process is how the meaning of a sign evolves as people use it to communicate (Siregar, 2022b). Social semiotics can establish, strengthen, and clarify the significance of the information to be communicated. Product, logo, and slogan can be used to evaluate the effectiveness of advertising (Casaló, 2008). The cultural context of the target influences how well semiotics is applied. Through the

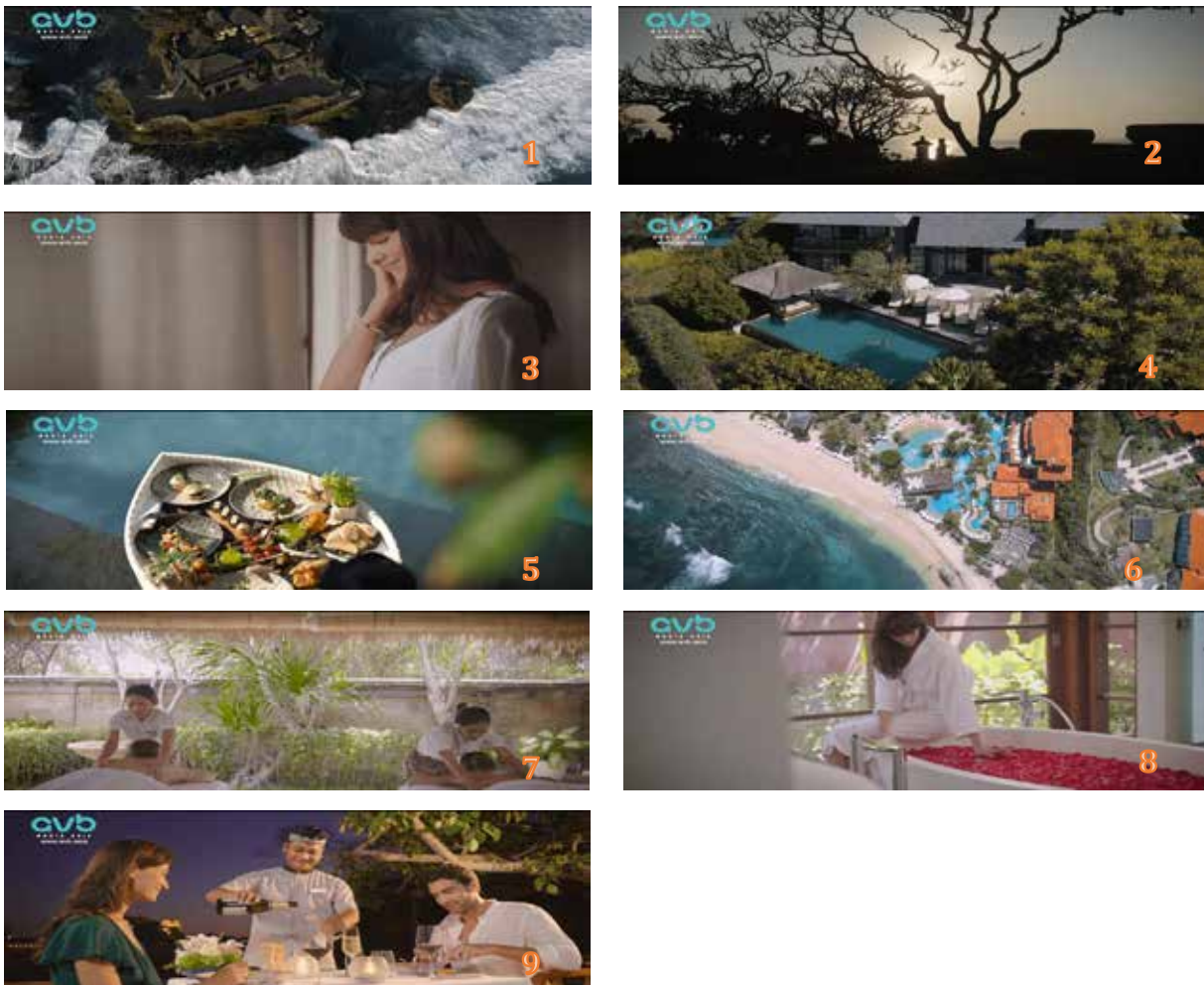
relationship path between culture, brands, and customers, it is possible to provide a clear picture of the cultural environment as it pertains to the desires and lifestyles of consumers (Nam & D an, 2018). This information is crucial for establishing an organization's public image and reputation.

The initial step in this study project is to identify two hotel advertisements currently operating in Bali, namely The Hilton Nusa Dua Hotel and the Indigo Seminyak Hotel. The commercials came from the respective hotels' official YouTube channels' marketing departments, where they were uploaded after being produced and distributed by those departments. After determining the subject of the study, the commercial was obtained in the form of a video and then downloaded to be cut up into several fragments that illustrate the employment of nonverbal language in the advertisement. The chosen commercials have a run time of less than two minutes to ensure they are brief and can be easily cut into smaller pieces. After the advertisements were broken down into their parts, they were examined with Pierce's semiotic theory to be mapped according to the components that make up the advertisements and the meanings contained in them.

FINDINGS

This section concerns nonverbal signals. Advertise scenes are consecutively grouped according to the plot, and then the segment selected for analysis is identified and qualified. The advertisement consists of multiple sequences processed according to the Pierse triangle theory, which consists of two elements: sign, object, and interpretant.

Scene 1 (Hilton Nusa Dua Hotel)



Source: Hilton Nusa Dua YouTube Chanel (AVB Media Asia, 2020)

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Table 1. Non-Verbal Identification

Setting	Non-Verbal Sign	Description
Various places with aspects of beach, private swimming pool, hotel area, bathroom (pic. 1, 2, 4, 5, 6)	Facial: smiling (pic. 3, 8, 9) Gestural: <ul style="list-style-type: none"> • Women and men eating (pic. 9) • Man pouring a bottle of wine (pic. 9) • Woman doing massaging activity (pic. 7) • Guest lying enjoying massage (pic. 7) Postural: <ul style="list-style-type: none"> • Woman standing in front of a window/curtain (pic. 3) • Woman sitting on the side of a bathtub (pic. 8) • 3 persons standing and sitting in dining area (pic. 9) 	<ul style="list-style-type: none"> • Fragments of images from the video show objects that show the tourism side of a place that is synonymous with beaches and natural beauty. • The female and male subjects act as guests of a hotel and enjoy some of the facilities provided by the hotel. • There are several hotel staff shown in the images/video providing services to hotel guests (massage and serving dinner)

Table 2. Semiotic Analysis

Sign	Object	Interpretant
<ul style="list-style-type: none"> • Beginning with an image of a natural landscape in the form of a beach and the silhouette of a sunset • Some of the activities shown are carried out in a hotel by the subject in the advertisement and supporting advertisements such as massage, enjoying dinner and hotel facilities. 	<ul style="list-style-type: none"> • Floating plate (pic. 5) • Flourish bathtub (pic. 8) • Dinner set (pic. 9) 	As the idea of the scene is showing the facilities and the effect of that facilities to the guests

Scene 2 (Indigo Hotel Seminyak)



Source: Indigo Seminyak YouTube Chanel (AVB Media Asia, 2021)

Table 1. Non-Verbal Identification

Setting	Non-Verbal Sign	Description
Various places with aspects of beach, hotel landscape and hotel landscape (pic. 1, 2, 8)	Facial: smiling and laughing Gestural: <ul style="list-style-type: none"> • 4 women walking toward a gate (pic. 3) • 2 Woman looking each other while enjoying foot massage (pic. 8) 	<ul style="list-style-type: none"> • Fragments of images from the video show objects that show the tourism side of a place that is synonymous with beaches and hotel's landscape.
Various object such as liquor, aroma therapy and singing bowl for meditation (pic. 4, 6, 7)	<ul style="list-style-type: none"> • A woman surf on the wave (pic. 10) • A group of women look each other while drinking a liquor (pic. 11) • A woman sits while hold a glass of alcoholic drink (pic. 5) Postural: <ul style="list-style-type: none"> • A group of women standing in front of each other (pic. 11) 	<ul style="list-style-type: none"> • A group of young women as the guest and enjoy various facilities that provided • There are several alcoholic drink shown in the images/video providing for hotel guests.

Table 2. Semiotic Analysis

Sign	Object	Interpretant
<ul style="list-style-type: none"> • Beginning with an image of a natural landscape in the form of a beach and the hotel view (pic. 1,2, 9) • A group of women enjoying some of the hotel's facilities and looking very happy with a smile (pic. 5, 8, 11). • Some of the hotel facilities offered to guests as a form of service provided to achieve guest satisfaction (4, 6, 7, 10). 	<ul style="list-style-type: none"> • A glass of cocktail (pic. 4) • Meditation bowl (pic. 6) • Aroma therapy (pic. 7) 	The idea of this scene is to show a hotel that is suitable for younger guests while still showing the concept of the tropics and tranquillity.

DISCUSSION

Setting and Non-Verbal Sign

In the process of identifying instances of non-verbal language, the first advertisement or data set featured a setting that displayed many locations that made references to the hotel area, the beach, and the swimming pool. The objective of the environment used in the non-verbal identification in the commercial is to convey the idea that the area in which the hotel is situated is a serene, picturesque, and comfortable setting. The area is depicted in photos 1, 4 and 6 respectively. With this in mind, the photograph was taken from a very elevated vantage point. The advertising has successfully showcased the advantages of the Hilton Nusa Dua Hotel well, and these advantages can be used as a negotiation and selling value to guests. The setting is the focus of the advertisement. The beach area, which may genuinely allude to the location of this hotel but cannot show the precise position of the hotel itself, is also included in the setting. This may be a detriment regarding the hotel's ability to attract customers. The findings of the research conducted in the year 2020 indicate that guests continue to have a strong interest in traveling to Bali, and this interest should be maximized if the advertisement incorporates information about Bali (Maulana & Koesfardani, 2020).

Regarding the first advertisement, a few things might be brought to attention in the area devoted to non-verbal signs. Positive emotions, such as joy or optimism, can be deduced from the facial expressions displayed by the advertisement subjects (Maulana, 2020). The interpretation that might be drawn from this passage is one of hope towards recuperating the tourism industry in Bali. It also demonstrates the high quality of the service offered by the hotel, which contributes to the overall satisfaction of the customers that stay there. In a gestural manner, it illustrates the numerous activities that hotel visitors can participate in while they are there. If you read at the first advertisement carefully, there is a section that outlines all of the activities available to hotel guests. And when linked with the facial indicators that were displayed and discussed previously, the advertisement for the Hilton Nusa Dua Hotel has been successful in attaching the services that the hotel provides (pictures 5, 7, and 9) to guests in a way that will result in fulfilling and happy outcomes for the guests. Also, the gestural sign performed by the hotel (which, for this study, will be represented by the male waiter in picture 9) is a

similar example. This server always has a smile, conveying his positive attitude and happiness to customers (Anggraini et al., 2020).

The background of the second advertisement is almost identical to that of the first advertisement. The hotel area and everything located nearby, such as the beach, are the focus of the second advertisement, which uses the setting depicted in the advertisement to make its point. However, the second advertisement places more of an emphasis on the ages of visitors who are younger than the first hotel did. It demonstrates a segmentation of hotel visitors, and the services supplied by the hotel to guests are likewise tailored to the ages of the people staying at the hotel (Alfian et al., 2021). This advertisement differs from the one displayed at the original hotel (the Hilton Nusa Dua Hotel), targeting an older hotel's guests demographic. This age-based segmentation is also indicated by the existence of certain alcoholic beverages as well as events that are highly similar to the lives of young people (Polisda, 2023). This segmentation of visitors hopes that Hotel Indigo Seminyak will showcase them, turn them into a bargaining value, and sell them to customers. Despite this, it is clear from the commercial context that the hotel is attempting to highlight that it is appropriate for older adults to stay there. The existence of a singing bowl, which is synonymous with meditation or tranquility, is evidence of this fact.

From the perspective of non-verbal communication, the second advertisement shares similarities with the first advertisement regarding its facial expressions. The subjects in both advertisements have full-bodied expressions, but the second advertisement also features facial expressions that are more open and expressive. Adapted to fit the theme of the advertisement to demonstrate the advertisement's target audience as young-minded but yet filled with seriousness. The segmentation of age to be highlighted by the second advertisement received much support visually. A scene depicting the act of drinking an alcoholic beverage (pictures 4, 5) and a scene depicting an extremely similar activity to that of young people (picture 11). This structure demonstrates and identifies the turbulence and precariousness of the younger years (Saputra & Harianto, 2020).

Interpretant

Based on the first advertisement, the advertisement hopes to convey how comprehensive and specific the amenities provided by the hotel are, as well as how high the standard of the hotel's service is. It affects the guests' moods, as evidenced by their smiling faces, indicating they are happy and enjoying the facilities. It can be effectively conveyed through the use of nonverbal expressions. The identity of Bali as the primary travel destination and the hotel's location could be conveyed better in this advertisement for the hotel. The audience is responsible for figuring out the actual location of the hotel. Even the name of the hotel that is being advertised cannot be made out clearly. It will result in the viewers needing clarification, which will prevent the goal of this advertisement from being achieved.

The use of nonverbal cues in advertising tends to perplex the viewer. It is because there is sufficient additional information, which results in messages that must be communicated more effectively. In addition, there is no evidence to support the utilization of verbal language, such as subtitles, to direct the viewer's attention to the principal aim of this commercial. The commercial needs to be finished up with a verbal signal (for example, only the last piece of the puzzle). The supplementary verbal sign may be subtitles or dubbing (Sarah, 2022). To prevent any confusion on the part of the customer, the verbal indicator can provide specifics regarding the actual method. This commercial might be improved by using verbal language, which would help emphasize both the message and the substance. Additional vocal language that can be employed in this advertisement includes subtitles and pandas in addition to the amount of money that must be spent to take advantage of this hotel's facilities.

Another thing to consider is that a portion of the advertisement can be added as an identifying feature for the hotel and the location of this hotel. This portion of the advertisement can be found in the newspaper. The message that an advertisement is trying to convey can be improved and made clearer by including verbal language. As a result, the advertisement needs to be supplemented by verbal language because the facial, gestural, and postural indicators are inadequate to provide an overview of the hotel's services. Semiotic theories and methodologies can be employed to discern patterns in popular culture, comprehend the development of consumer attitudes and behaviors about popular culture, encompassing brands, and optimize marketing and advertising initiatives to effectively cater to consumer needs by enhancing communication with the end user Mick & Oswald, 2006).

According to the second data, the purpose of this advertisement is to depict joy and happiness. The cheeriness and enthusiasm were demonstrated by a group of young female guests smiling and laughing throughout the film, beginning with their entry through the gate and continuing through the clip. Another purpose of this commercial is to convey that hotel visitors should be young at heart or young at heart because the establishment caters exclusively to that demographic. The numerous alcoholic beverages and an intimate party environment indicate it. However, in addition to the merriments that the hotel provides, some items exhibit an environment of tranquility. It is demonstrated by the image of meditation equipment and facilities for foot massages. These elements can be conveyed appropriately using non-verbal language, however the identity of the hotel as well as the identity of Balinese people need to be better reflected, even though both of these things are crucial. It is due to the fact that practically the whole advertisement is conveyed solely through non-verbal means, with no vocal components whatsoever. The purpose of this advertisement can be understood much better when combined with verbal language. The hotel's identity can be included in the verbal language added to the advertisement, along with some essential details about the hotel and the amenities it provides, if desired. This will provide information that is clearer and will assist the target market in better understanding what services are provided by this hotel. In addition, youth and adventure continue to be the primary themes of the advertisement for the Hotel Indigo Seminyak. It is indicated by the nonverbal cues of those enjoying themselves while playing on the beach. It is the same as having a young mind that enjoys adventures and overcoming challenges. Leisurely activities on the beach exemplify the concept above.

Both advertisements have already successfully displayed what the end goal of these two hotels is on the larger display areas. A Hilton Nusa Dua that is identical to Hotel Indigo Seminyak in terms of comfort and service level but caters to a more mature clientele and an age group that is only beginning to emerge as a market sector. In addition to this, both hotels have been successful in effectively utilizing nonverbal language in their advertisements. However, a few things need to be understood, such as the identification of Bali in the advertisement, which is entirely meaningless. Despite this, including a reference to Bali in an advertisement will increase the likelihood of a hotel sale and speed up recovering from the pandemic (Situmeang, 2020).

CONCLUSION

This study employed two advertisements for accommodations that conveyed a range of information. According to the study's findings, when advertisers construct promotional activities for their products using only nonverbal language, the advertisements' meaning tends to be insignificant and biased. Due to the exclusive use of nonverbal language without verbal support, some meanings cannot be comprehended uniformly. There needs to be more support for using verbal language, which results in an incomplete meaning. In the first advertisement, there needed to be more use of verbal language, prohibiting effective identification of Bali and the hotel. Adding verbiage regarding rate information, facility details, and other services offered is possible. In the second advertisement, it was discovered that the hotel's selling price and its appeal to young people needed to be effectively conveyed through nonverbal means alone. It should be supplemented with the facilities, services, and benefits descriptions. This study concludes that the advertisement's use of nonverbal language provides accurate information, but the message's meaning could be more precise. Advertising can also serve as a conduit for social ideals and its informational function. Public unrest and product performance satisfaction can both be conveyed through advertisements. It is anticipated that this advertisement will also employ the concept of vocal messaging to communicate with the target audience more effectively. Verbal language, on the other hand, can be a valuable addition and is already widely used in the community; therefore, combining these two languages will make the intended message more readily understood overall. Nonverbal communication cannot exist independently and must be supported by verbal communication.

This research will likely contribute to developing relevant advertising concepts that may be utilized by hotel marketing actors in particular and tourism in general. The weakness of this research is that it still boils down to things that contain nonverbal language in hotel commercials with advertising features that need to be more diversified. This is a limitation since establishing appropriate and targeted

advertisements would boost the effectiveness of the presented products. It is possible to select commercials that have more diversified and different non-verbal language features as a suggestion for study that will take place in the future.

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