

## A Semiotic Analysis of Verbal and Non-Verbal Signs in Harassment Awareness Posters

Ni Ketut Krisna Andriani<sup>1</sup>, I Made Yogi Marantika<sup>2</sup>

<sup>1, 2</sup> Universitas Mahasaraswati Denpasar, Bali, Indonesia

Email: krisnaandrianikrisna7@gmail.com, yogimarantika@unmas.ac.id

### How to cite (in APA style):

Andriani, I. K. K. & Marantika, I M. Y. (2024). A Semiotic Analysis of Verbal and Non-Verbal Signs in Harassment Awareness Posters, 10(3), 986-995. DOI: <https://10.55637/jr.10.3.10297.1057-1066>

**Abstract**-This study aims to identify and interpret the verbal and non-verbal signs used in harassment awareness posters. This study employed descriptive qualitative approach, as the analysis required the use of descriptive sentences. There are three theories used in this study detailing as follows; identifying the verbal and visual signs found on the selected harassment posters based on semiotics theory by Saussure (1983), analyzing the meanings of the signs in line with the theory of meaning by Barthes (1977) and supported by theory of color developed by Cerrato (2012). The result of this study shows that there are 5 verbal and 17 non-verbal signs found from those chosen harassment posters. In addition to visual and verbal signs, the posters conveyed both denotative and connotative meanings. Furthermore, analyzing the connotative meaning also involved examining the use of color terms, messages of warning and prevention in order to avoid harassment, while, the colors in the posters were deliberately used to reinforce the visual signs and deliver the message more effectively.

**Keywords:** Semiotics Analysis, Verbal Sign, Non-Verbal Sign, Public Awareness, Harassment Poster Analysis.

### I. INTRODUCTION

Signs are an essential part of human communication, serving as a bridge between the tangible and intangible aspects of our lives. They encompass a wide range of symbols, signals, and indicators that convey specific messages or information. From everyday traffic signs guiding drivers to safety, to complex scientific symbols used in various fields of study, signs play a crucial role in interpreting and understanding the world around us. In the realm of semiotics, the examination of symbols and signs as elements of communicative behavior, signs are classified into three main types: icons, indexes, and symbols. Icons directly resemble the objects they represent, such as a photograph. Indexes have a direct correlation with their referents, like smoke

indicating fire. Symbols, on the other hand, have an arbitrary or conventional relationship with what they signify, like words in a language. In society, the use of verbal and visual signs has expanded dramatically, further highlighting the importance of understanding and correctly interpreting signs in various contexts.

According to Saussure (1991), a sign is a unity of two inseparable fields. This means that a sign (in the form of a word or image) has two components perceived by people senses: the signifier, the field of the signifier or form, and the other aspect called the signified, the field of the signified or concept or meaning. As stated by Barthes (1980), in his theory, semiotics theory is developed into two levels of signification, namely denotation and connotation. Denotation

refers to the aspect of meaning that describes the direct and specific connection between a signifier and what it signifies in reality, providing clear and explicit definitions. In contrast, connotation involves the relationship between a signifier and its signified that encompasses more implicit, indirect, and unpredictable meanings. For Barthes, the crucial factor in connotation is the signifier in the first order. The signifier of the first order is a connotative sign. Through verbal and visual elements (non-verbal), Verbal signs refer to signs that involve the use of language or words to convey meaning. This can include spoken words, written text, or any other form of linguistic communication. While non-verbal signs, on the other hand, are signs that do not involve the use of language or words. Instead, they rely on visual cues, gestures, facial expressions, body language, symbols, colors, sounds, and other sensory stimuli to convey meaning. Non-verbal signs are often subconscious and can communicate emotions, attitudes, intentions, and other non-linguistic information. Verbal and non-verbal (visual) elements are often encountered in posters. According to Kustandi and Sutjipto (2011), posters are a media that is expected to be able to motivate the behavior of people who see them. A poster refers to an announcement or advertisement in the form of an image or writing that contains appeals or invitations to do something, and generally, these posters will be affixed to walls or in strategic places frequented by many people and are also easy to read. The purpose of the poster is to capture the attention of people who see it and to implant ideas in the memory of those who see it. One of the posters we often encounter is the harassment poster.

Harassment posters" typically refer to informational posters or signs that are displayed in workplaces, schools, public spaces, or other environments to educate people about harassment, define what constitutes harassment, and provide information on how to report harassment incidents. These posters often aim to raise awareness about harassment issues, promote a respectful and inclusive environment, and encourage bystander intervention. They may also include contact information for relevant authorities or support services. One platform that we can use to search for posters is on Pinterest.com. Pinterest.com is a social media platform and website where users can discover, save, and share visual content such as images and videos. It's often used for collecting and organizing ideas, inspiration, and projects across

various topics, including art, style, interior design, recipes, and more. Users have the ability to create virtual pinboards to organize and save content they find appealing or helpful, and they can also follow other users and boards to discover new content.

There were five previous studies which have discussed about verbal and non-verbal sign. The first study was conducted by Wati et al. (2023) entitled "The Meaning of Verbal and Non-Verbal Sign of "Insidious" Film Poster". This study was focused on finding verbal and non-verbal signs on the "Insidious" film poster and explaining their meanings. The results of this study were that it was found 11 verbal and 12 non-verbal signs on the "Insidious" film poster. The second study was conducted by Agastya et al. (2024) entitled "A Semiotic Analysis of Verbal and Visual Signs with Denotative and Connotative Meaning on iPhone 14 Advertisements". This study explored the verbal and visual signs on iPhone 14 advertisements, focusing on their denotative and connotative meaning. The finding revealed 12 verbal signs, eight visual signs, twenty denotative and 16 connotative meanings across two advertisements. The third study was conducted by Dhananjaya et al. (2019) entitled "Verbal and Non-Verbal Signs of Moana Movie Poster". This study highlighted on the analysis of verbal and non-verbal signs of "Moana" movie poster and the meaning of those signs. The results of analysis showed that "Moana" movie poster had several verbal and non-verbal signs. The fourth study was carried out by Dwijaya (2023) entitled "A Semiotics Analysis of Verbal and Non-Verbal Signs in Drug Posters". The study concludes that there are 17 verbal signs and thirty nonverbal signs from eight drug posters in this analysis. The fifth study was written by Trisnayanti et al. (2021) entitled "Discovering Hidden Messages in Covid-19 Advertisement "Stay Home Save Lives": A Semiotic Analysis". The study emphasized on the analysis of the meaning of verbal and visual signs used in the covid-19 advertisement "Stay Home Save Live". The finding shows that both verbal and visual signs in the advertisement "Stay Home Save Live" have hidden message. The differences between five previous study and this study are from theories that use. The first study use theory by Barthes (1967), the second study use theory by Barthes (1967), third study use theory by Wierzbicka and Eisman, fourth study use theory by Wierzbicka (1996), and fifth study use theory by Barthes (1977) to analyze the meaning of color

in the data sources meanwhile, this present study uses theory of color by Cerrato (2012).

This study shows a specific approach to the topic of abuse by using a semiotic analysis framework to understand the message conveyed through verbal and non-verbal signs in the posters. This research is important to be analyzed in order to increase understanding of how verbal and non-verbal messages in posters harassment on social media can affect people's perceptions and responses to the problem. By understanding effective ways of verbal and non-verbal signs in this context, people can develop stronger strategies in combatting harassment and promoting awareness of the importance of respecting human rights and maintaining a safe environment for everyone.

## II. METHODS

This study focused on the verbal and non-verbal sign in the harassment posters found on Pinterest.com. There were four harassment posters use in this study as a data source. The observation method used to obtain the data. In collected the data using the following steps: (1) Selecting for the posters on the internet specifically on Pinterest.com that based on the most viewers. (2) Finding out the possible presence of the verbal and non-verbal signs conveyed on the posters. (3) Taking a note to classify the data based on the types of verbal and non-verbal signs. This study used descriptive qualitative method to analyze the verbal and non-verbal signs and its meaning in harassment posters found in Pinterest.com. In analyzing the obtained data, the steps proposed by Miles, et al. (as cited in Marantika, 2023) are used as a reference as follows:

### 1. Data Condensation

The data collection focuses on cases of violence. Cases of violence that are often depicted in posters.

### 2. Data Display

After obtaining the desired data, it is presented in table form to make the explanation clearer.

### 3. Drawing and Verifying Conclusions

In this part, the obtained data is interpreted so that conclusions can be drawn based on the appropriate data.

The analysis is conducted into two steps. First, the verbal and visual signs found are analyzing based on semiotics theory by Saussure (1983). Second, analyzing the meanings of the signs in the posters based on theory of meaning

by Barthes (1977) and supported by theory of color from Cerrato (2012).

## III. RESULT AND DISCUSSION

This study aims to find out the verbal and visual signs, as well as to discover the meanings of those signs on particular harassment posters taken from Pinterest.com. In addition, verbal and non-verbal signs significantly impact their effectiveness in conveying the intended message. Verbal signs, such as clear and concise language including what caused harassment and how it should be responded to, as well as provided explicit information crucial for awareness. While, non-verbal signs, including impactful images, facial expressions, and symbols, played a vital role in evoking emotional responses and emphasizing the severity of harassment. The following are the results identified from this study which are broken down through comprehensive elaboration of table and discussion below:

**Table 1. Findings**

No.	Data	Number of Verbal Signs	Number of Non-Verbal Signs
1.	Poster 1	1	3
2.	Poster 2	2	5
3.	Poster 3	1	4
4.	Poster 4	1	5
Total		5	17

The table above shows the finding of verbal and non-verbal signs in four harassment posters. In data one consists of one verbal sign and three non-verbal signs. Data two consists of two verbal signs and five non-verbal signs. Data three consists of one verbal sign and four non-verbal signs. Data four consist of one verbal sign and five non-verbal signs. The total signs that found from four harassment posters are five verbal signs and 17 non-verbal signs. From four harassment poster the most commonly used signs are non-verbal signs with total seventeen sign. This dominance of the utilization of non-verbal signs on the selected harassment posters suggests that involving pictures may impact more deeply to the results of the significance of the creation of those posters rather than only employ related sentences or phrases. The pictures can be a good attraction to seek audience's attention which include impactful images, facial expressions, and symbols in order to better understand the

messages delivered.

#### Data 1



*Figure 1. Harassment Poster*  
*Source: <https://pin.it/2HL2pauwM>*

As seen on the poster above, it clearly conveys some important points with the way how people shall respond to the harassment itself. This poster explicitly contains some details to support the argument of the creator of the poster which are portrayed through its different selected colors which are red and white, a persuasive phrase, and a picture which is somehow terrifying.

#### 1. Verbal Sign



*Figure 2. Stop Sexual Harassment*

The denotation meaning in this verbal sign is the phrase “stop sexual harassment”. According to Barthes (1977) denotation is the literal or descriptive meaning of a sign. The connotation meaning in this verbal sign is to communicate the message that sexual harassment is unacceptable and must be stopped immediately. It conveys a sense of urgency and determination in combating sexual harassment, as well as raising awareness of the importance of respecting and protecting individual rights from inappropriate and harmful acts. Cases of sexual violence that occur in the community are increasing and it is important to remind the public of the problem of sexual harassment and the importance of taking action to stop it so that cases like this do not increase and take many victims every year.

#### 2. Non-Verbal Sign



*Figure 3. The silhouette of a Lady Being Aggressively Touched by four Hands*

The denotation meaning is the silhouette of a lady being aggressively touched by four hands which may apparently be seen as being in uncomfortable situation. The connotation meaning in this verbal sign is the use of a lady's faceless silhouette symbolizes an absolute anonymity and universality. It suggests anyone can be a victim of sexual harassment, regardless of their appearance and identity. It also emphasizes the importance of recognizing and addressing the issue without focusing solely on specific individual, and the four-hand grabbing the lady silhouette indicates that the perpetrator of sexual violence may usually be more than one person or often be perpetrated by many individuals to a single victim. And the four-hand grabbing the lady silhouette also means that every case of sexual harassment, the victim always gets harassment in a sensitive area like the one in the poster because each perpetrator will target the victim's sensitive body for harassment.

Furthermore, it displays white and red colors which implies various meanings as to what Cerrato (2012) said on his theory that white is associated with light, goodness, innocence, and purity. Thus, on the poster above, white means that sexual violence always occurs in innocent people. For example, many cases of abuse occur among minors or adolescents which are increasing every year. So, this poster means that everyone must be aware of the surrounding environment and stop sexual violence from happening in such a way that every time they find a case like this, the perpetrator must immediately report it to the authorities and impose sanctions that apply in each country so that the perpetrator feels upset and stops harassing someone innocent. While, red is the color of fire and blood,

so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love. The use of red in the poster above can attract attention and warn that the harassment case that occurs is serious and requires immediate attention. The color red is also the color of blood, which can symbolize physical violence and suffering experienced by victims of sexual violence. In addition, red can also symbolize courage. The use of this color can inspire victims to come forward, dare to speak up, and dare to report acts of violence they have experienced by irresponsible abusers with someone who has been harassed.

## Data 2

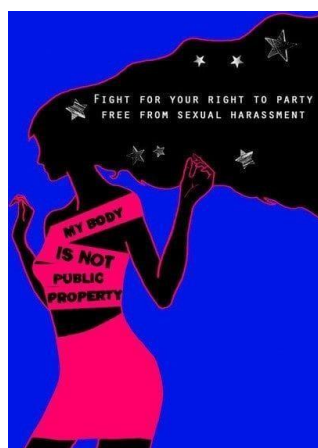


Figure 4. Harassment Poster  
Source: <https://pin.it/4fqhxTtNk>

As seen on the poster above, it clearly conveys some important points with the way how people shall respond to the harassment itself. This poster explicitly contains some details to support the argument of the poster designer which are portrayed through its different selected colors which are pink, black, blue, and white, a persuasive phrase, and interesting picture to analyze the deep meaning. By knowing the meaning of this poster, people will be more aware of the victim or the people around.

## 1. Verbal Sign

### a. Verbal Sign 1

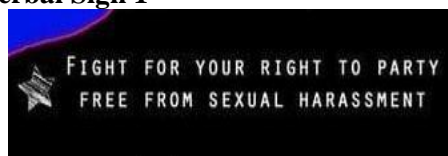


Figure 5. Fight for Your Right to Party Free from Sexual Harassment

The denotation meaning in this verbal sign is the phrase "fight for you right to party free from sexual harassment" delivers an idea that everyone should have the freedom to enjoy social gatherings or events without being subjected to sexual harassment. The connotation meaning in this verbal sign is emphasizes the importance of creating environments where people can feel safe, respected, and able to participate fully without fear of unwelcome advances, comments, or behaviors of a sexual nature. This message advocates for proactive efforts to address and prevent sexual harassment, promoting inclusivity and the right to enjoy social activities without harassment or intimidation. From the cases of sexual harassment that are often seen on social media, many victims are unable to live freely because they are haunted by the bad incidents that cause some of them to experience mental disorders, often leading them to consider ending their lives. Therefore, this poster aims to encourage victims to be brave in fighting and speaking up about these cases so that sexual harassment can be reduced or even stopped.

### b. Verbal Sign 2



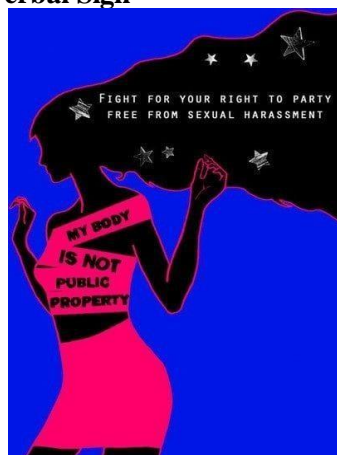
Figure 6. My body is Not Public Property

The denotation meaning in this verbal sign is the message "my body is not public property" on this poster contextually communicates a clear boundary against unwanted physical contact or inappropriate behavior. The connotation meaning in this verbal sign is the poster asserts that everyone has the right to choose what they do over their own bodies and should not be subjected to unwanted advances, touching, or harassment from others. This message aims to promote respect for personal boundaries and raise awareness about the importance of consent and respectful behavior in interpersonal interactions, and emphasizes clear boundaries against unwanted behavior, including non-consensual touching or sexual interactions. It highlights each individual's right to control and protect their own body from harassment or violence and the



importance of respecting others' personal boundaries in social interactions. This message also aims to educate and raise awareness about the significance of consent and respecting personal rights in interpersonal relationships.

## 2. Non-Verbal Sign



*Figure 7. The Silhouette of a Lady with flowing hair and Stars*

In the poster, the denotation meaning is the flowing hair represents a victim's desire for freedom and strength to overcome fear after experiencing sexual violence, and it shows the journey from suffering to recovery and positive change. According to Peirce (1870), the star on such a poster is likely meant to attract attention and emphasize important information or resources related to addressing and preventing harassment. The connotation meaning in this visual sign is the star symbolizes protection or sacred guidance. Therefore, this symbol is used to illustrate that every woman has the right to fight to preserve her purity by protecting herself from potential sexual violence. Additionally, the flowing hair and stars also signify that despite experiencing sexual violence, the victim still possesses worth and beauty that should be valued and protected.

Many cases, victims are afraid to report the perpetrators to the authorities, and their surroundings are not aware and ostracize the victims, causing them to feel scared and that their lives are neither free nor safe. Moreover, the poster above aims to deliver some messages through the utilization of variation of colors included on it in which they can be closely linked to Cerrato's theory (2012) which describes that pink is associated with compassion, nurturing, love, and romance. It is feminine and youthful in its softer shades, with more passion and energy in

its deeper shades. Pink is often linked to gender issues and feminism, relevant in the context of harassment, given the high incidence of sexual harassment experienced by women. In the poster above the use of pink can also emphasize the importance of providing protection and support to those who experience harassment. Besides, also according to Cerrato (2012) black is a mysterious color associated with fear and the unknown (black holes). In the poster above, black symbolizes grief and suffering, reflecting the sadness and trauma experienced by the victims of abuse. In this case, many victims of sexual abuse are found to experience deep trauma and do not dare to reveal the truth they experience and cause them to experience depression or mental anguish.

The black color in this poster aims to encourage victims to show a firm attitude towards abuse and the need for strong action to deal with it so that the case will soon be reduced and can stop eating innocent victims and ruining their future. While blue symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. On this poster, the color blue symbolizes trust that can inspire victims to feel confident in seeking help and support. In this case a victim must believe that he or she is capable of fighting the violence they are experiencing, believe that justice exists for him, and believe that he or she can fight the perpetrator and report the perpetrator to the authorities. In this poster, blue also symbolizes hope and optimism, giving a message that there is hope for a better future for victims of violence. In addition, white color means safety, purity, and cleanliness.

The white color in the poster aims to emphasize the importance of fighting for fair and correct rights, including the right to have fun without harassment or threats of sexual harassment. This could indicate the goal of creating a peaceful and safe environment for all victims and the community. In this context, the use of white can also symbolize everyone's right to enjoy activities such as partying without fear of harassment, in a clean environment and free from inappropriate acts. By using white, the poster can communicate the message in a strong and positive way, emphasizing the importance of creating a safe, fair, and free environment from sexual harassment.

## Data 3

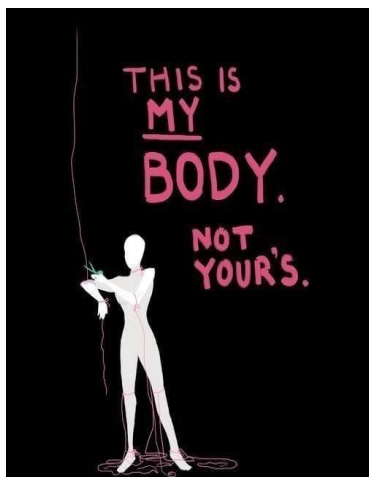


Figure 8. Harassment Poster  
Source: <https://pin.it/61mjUFMul>

The poster above makes it clear that people must respond to harassment in a certain way. The poster makes a clear and compelling argument, supported by a carefully chosen palette of pink, black, and grey, a powerful phrase, and an intriguing image.

## 1. Verbal Sign



Figure 9. This is My Body. Not Your's

The denotation meaning is "This is My Body Not Yours" the statement above serves as a direct message against sexual harassment and inappropriate behavior. The connotation meaning is the poster conveys the idea that every individual has the right to control their own body and should not be subjected to unwanted advances, touching, or harassment from others. According to Barthes (1977) connotation is an additional meaning that is conceptual or cultural in nature. The poster likely aims to raise awareness about respecting personal boundaries, promoting consent, and creating a safe environment free from harassment. It encourages people to recognize and uphold these principles in their interactions with others.

## 2. Non-Verbal Sign



Figure 10. Silhouette of a Woman cutting the Thread on her Hand with scissors.

In the poster, the denotation meaning is a woman cutting the thread on her hand with scissors. The connotation meaning is cutting the thread symbolizes the effort to free oneself from the bonds or constraints caused by violence. The woman cutting the thread represents someone trying to escape a violent situation and having the courage to end that relationship for her safety and well-being. This can indicate a decisive choice to no longer be a victim and to stop all forms of harassment or violence. The act of cutting the thread is also depicted as an initial step in the healing process, starting a new life without the burden of past trauma. The use of the variety of colors on the poster above serves to indicate that it has deeper meaning than it visually displays, such as the color grey, in line with Cerrato's theory (2012), is a conservative color signifying neutrality, indifference and reserve. Used grey color in the silhouette of a lady can indicate that victims of violence can be anyone, regardless of their identity or background.

The perpetrators do not care who the victim is, the perpetrators only care about their lust for wanting to harass a helpless woman. Grey can also reflect the confusion and uncertainty that victims of violence often experience in dealing with their situation and loss of hope or feelings of hopelessness, describing the deep emotional impact experienced by victims of violence. By using grey for the silhouette of a woman, the poster can create a serious and reflective atmosphere, drawing attention to the emotional and psychological impacts of violence and raising awareness of the importance of supporting victims and addressing this issue broadly. Furthermore, pink is inspiring, warm and comforting, suggesting hope for the future. It is calming and non-threatening. In this poster, the color pink can indicate the need to respect personal boundaries and provide support to

individuals in asserting their rights to their bodies. creating a caring and supportive atmosphere, underscoring the importance of treating each individual with respect and empathy. The color pink can make a positive and inspiring impression, encouraging individuals to stand firm in their rights and speak out against violence and harassment.

By using the color pink, the poster can convey a caring and supportive message, and emphasize the importance of respecting bodily rights and addressing violence in an empathetic and empowering way. While, black gives the feeling of perspective and depth, but the black background diminishes readability. The use of black as a background can emphasize how serious and urgent the issue of violence that occurs in the community must be stopped immediately so that the number of cases of violence that occurs does not increase and make many people harmed by irresponsible individuals. The use of a black background can highlight the strength and assertiveness of the message, show a firm stance in responding to violence and enforcing the actions needed to address the problem and illustrate the extreme consequences of violence, as well as reinforce the message about the serious impact of such actions. By choosing black as the background, the poster can create a deep and reflective atmosphere, emphasizing the seriousness of the issue of violence and providing a strong visual impact to convey the message clearly.

#### Data 4

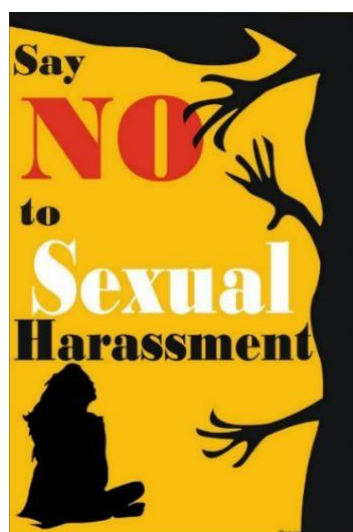


Figure 11. Harassment Poster  
Source: <https://pin.it/4kcUziUuj>

The poster above makes it clear that people must respond to harassment in a certain way. It portrays a comprehensible and convincing argument, upheld by a carefully selected colors, a powerful phrase, and an intriguing image.

#### 1. Verbal sign

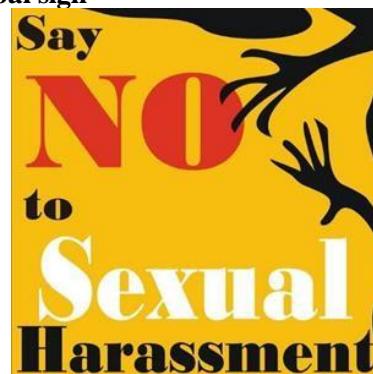


Figure 12. Say No to Sexual Harassment

The denotation meaning is the phrase “Say No to Sexual Harassment”. The connotation meaning is to encourage people to reject and oppose all forms of sexual harassment. This message emphasizes the importance of taking a firm stance against sexual harassment and encourages individuals to speak out or act against such behavior. It also serves to raise awareness about this issue and urge society to create a safe environment where harassment cases decrease or are eliminated, and where everyone is respected regardless of their social status.

#### 2. Non-Verbal Sign

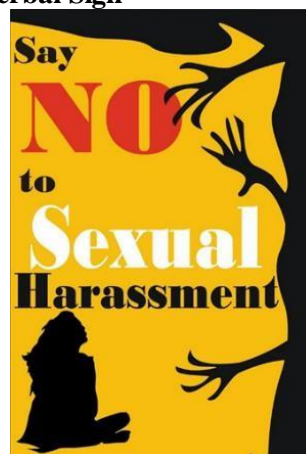


Figure 13. Silhouette of a Lady with Hands that want to Grab Her

In the poster, the denotation meaning is the silhouette of lady with hands that want to grab her. The connotation meaning is the hand that want to grab a lady represents the threat or



discomfort and helplessness experienced by a victim. It shows the feeling of being threatened or pursued by unwanted actions. The silhouette of the woman and the reaching hand illustrate how sexual harassment can come from outside, lurking and approaching the victim without consent. This message also highlights the importance of setting and respecting personal boundaries.

The reaching hand indicates a violation of boundaries that the woman does not want. Similarly, the use of color scheme on this poster serves a crucial purpose in order to emphasize the delivery of the message of the poster, as stated by Cerrato (2012) on his theory that the color black is associated with power, elegance, formality, death, evil, and mystery. The black color in the poster symbolizes the pain and trauma experienced by the victims. It also depicts a frightening atmosphere, the hopeless situation faced by the victims, or the moral darkness of the violent acts themselves. Therefore, the violence cases in the community must be addressed promptly until there are no more victims.

Additionally white is associated with light, goodness, innocence, and purity. In the poster, the use of white in the word "Sexual" is meant to emphasize the loss of innocence or purity due to acts of sexual violence. The white color aims to present the message clearly and boldly, highlighting an issue that is often difficult to discuss, meanwhile, Cerrato (2012) states that red is the color of fire and blood. It is therefore associated with energy, war, danger, strength, power, determination, passion, desire and love. Red is a powerful symbol of rejection and opposition to violence. It makes a clear and unmistakable statement against violence and shows that such actions are not tolerated. The word "No" in red also encourages victims to speak out and stand against sexual violence. Moreover, yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy.

The yellow background in the poster is meant to attract attention and convey a message for people to be more aware of sexual violence issues and to increase awareness about the presence of such cases. Yellow also represents that, despite the challenges and suffering, there is hope for change and healing.

#### **IV. CONCLUSION**

In conclusion, this study analyzed verbal and non-verbal signs in four harassment

awareness posters, revealing that non-verbal signs were more prevalent and played a crucial role in conveying the message. The analysis of verbal and non-verbal signs carried out on those particular harassment posters highlights the adaptable approach to raising awareness and fostering a supportive environment. Verbal sign, such as direct statement urging individuals to speak out against harassment, in order to empower victims and witnesses. Meanwhile, non-verbal sign, such as images depicting various scenarios and emotions, enforcing the overall impact of harassment and the importance of support and intervention. Therefore, together these components serve not only to educate the community about recognizing and responding to harassment but also to cultivate a culture of empathy and accountability.

The results from this study found of verbal and non-verbal signs in four harassment posters. Data 1 consists of one verbal sign and three non-verbal signs. Data 2 consists of two verbal signs and five non-verbal signs. Data 3 consists of one verbal sign and four non-verbal signs. Data 4 consists of one verbal sign and five non-verbal signs. The total signs that found from four harassment posters are five verbal signs and 17 non-verbal signs. From four harassment posters the most commonly signs are non-verbal signs with total 17 signs. The prevalent use of non-verbal cues in the chosen harassment posters indicates that incorporating images may have a stronger effect on the effectiveness of these posters compared to using just words or phrases. Visual elements, such as powerful images, facial expressions, and symbols, can draw the audience's attention and help convey the messages more effectively.

Future study could explore the effectiveness of non-verbal signs across different cultural contexts or in digital media formats. It is hoped that through the completion of this study will raise awareness amongst the audiences or community on how dangerous the harassment is, and how to respond to it.

#### **REFERENCES**

- Agastya, I. G. J., & Suastini, N. W. (2024). A Semiotic Analysis of Verbal and Visual Signs with Denotative and Connotative Meaning in iPhone 14 Advertisements. *RETORIKA: Jurnal Ilmu Bahasa*, 10(1), 474-482.
- Astiti, N., & Menuh, M. (2023). *The Semiotics Analysis of Verbal and Visual Signs found in Covid-19 Posters Taken from Facebook Account of World Health Organization South East Asia*

- Region (Who Searo)*. (Doctoral Dissertation, Universitas Mahasaraswati Denpasar). *Studies*, 3(3), 220-231.
- Barthes, R. (1977). *Elements of Semiology*. New York: Hill and Wang.
- Callaghan, W. J. (1986). Charles Sanders Peirce: His General Theory of Signs. *Semiotica*, 61(1/2), 123-161.
- Cerrato, H. (2012) How Colors Impact Our Daily Life in Business, Art, Work, And Love. 4-20.
- Darmayanti, M. M. (2023). *An Analysis of Verbal and Non-Verbal Signs Found in Three Different Genres of Movie Posters* (Doctoral Dissertation, Universitas Mahasaraswati Denpasar).
- Devi, N. P. N., Beratha, N. L. S., & Netra, I. M. (2017). Verbal and Non-Verbal Signs of “Zootopia” Movie Poster. *Udayana University English Department. Jurnal Humanis, Fakultas Ilmu Budaya Unud*, 18, 260-268.
- Dhananjaya, P. A., Wandia, I. K., & Maharani, S. A. I. (2019). Verbal and Non-Verbal Signs of “Moana Movie Poster. *Jurnal Humanis, Fakultas Ilmu Budaya Unud*, 32(1), 43-50.
- Dwijaya, I. (2023). *A Semiotics Analysis of Verbal and Non-Verbal Signs in Drug Posters* (Doctoral Dissertation, Universitas Mahasaraswati Denpasar).
- Marantika, I. M. Y. (2023). Keterkaitan antara Peran Guru dan Pengelolaan Kelas untuk Mengatasi Hambatan-hambatan pada Proses Belajar Mengajar. *Widya Accarya*, 14(1), 23-30.
- Modok, M. A. N., Santika, I. D. A. D. M., & Pratiwi, D. P. E. (2021). An Analysis of Verbal and Visual Sign Found on Grave of The Fireflies Posters. *ELYSIAN JOURNAL: English Literature, Linguistics and Translation Studies*, 1(3), 65-74.
- Saussure, F. De. (1983). *Course in General Linguistics*. London: Duckworth.
- Sutjipto, B., & Kustandi, C. (2011). *Media Pembelajaran Manual dan Digital*. Bogor: Ghalia Indonesia.
- Trisnayanti, N. M. D., Pratiwi, D. P. E., & Candra, K. D. P. (2021). Discovering Hidden Messages in Covid-19 Advertisement “Stay Home Save Lives”: A Semiotic Analysis. *RETORIKA: Jurnal Ilmu Bahasa*, 7(1), 25-31.
- Wati, N. P. G. D., & Ardiantari, I. A. P. G. (2023). The Meaning of Verbal and Non-Verbal Sign of “Insidious” Film Poster. *ELYSIAN JOURNAL: English Literature, Linguistics and Translation*