

## CHAPTER IV

### FINDING AND DISCUSSION

In this chapter, the researcher delivers the analysis related to the main topic. The problems of the study are answered in the finding. Then, the further explanation about the finding related to the theories are explained in the discussion session.

#### 4.1 Finding

The finding of this research is an analysis from six advertisements of World Wildlife Fund (WWF). In this section, the problems of the study are answered. First, the researcher identifies the sign found in each advertisement and classifies them in three categories; icon, index and symbol. In the symbolic sign, there are two types of symbols which are employed, verbal symbol and visual symbol. The verbal symbols are the written form of the verbal language which is visualized by the letters as the phrases or sentences which are functioned to help the advertiser in delivering the message. The second, the researcher interprets the meaning of each sign found in each advertisement then tries to relate it to certain idea being discussed. The last, the researcher discusses how the signs support the topic of the advertisement. It is how the signs in the advertisements are seen as the whole unity to build a particular topic. Every single sign must support each other to build the whole idea. Therefore, the viewer cannot infer the sign separately.