

**Research article**

# Visual and Non -- Visual Elements Found in "Bali Safari Park" Brochure

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**Abstract.**

This research was mainly aimed at finding out the visual and non-visual element and their meanings in Bali Safari Park brochure. The brochure was chosen because there were various types of pictures and texts. The data were collected by finding and reading that brochure and note taking the data from Bali Safari Park brochure using the observation method. The method that was used in analyzing the data was a descriptive method. The presenting the data was formal method by using symbols, pictures or images to illustrate the phenomena found in the data. The result of this research showed that there were the visual and non-visual elements found in Bali Safari Park brochure. The visual and non-visual elements were in the form of pictures, the logo, symbol, colors, the pictures of fonts, phrases, and sentences. Those forms were found in headline, body copy, signature line, and standing details. The types of meaning found in the visual and non-visual elements were affective meaning, conceptual meaning, and denotative meaning.

**Keywords:** discourse analysis, visual and non-visual elements, Bali Safari Park

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## 1. INTRODUCTION

English language as an international language has an important role, It must be mastered by all the people, especially by the students of the English department. Language is the method of human to communicate with other people since the language has a role to transfer our desires, thoughts, ideas, etc. A language is a complex system of symbols, or signs, that are shared by members of community (Kreidler, 1924). Furthermore, it is needed to be able to communicate with the other nations in the world. Nowadays, the semiotic study is very popular in the world. Usually, it can be seen in visual communication where it tends to use the media and new technologies, such as television, radio, movies, internet, newspaper, magazine, brochure, and etc. The greatest media in selling and promoting the product or service to a large number of people is an advertisement.


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In general, it can be divided into two: such as electronic advertisements and printed advertisements.

According to Wardaugh (1986), sociolinguistics is the study of the effect of all aspects of society, including cultural norm, expectation, and context on the way language is used, and the effect of language use on society. Studies how language varieties differ between groups separated by certain social variables (ex. religion, status, gender, level of education, age, etc) (Trudgill, 1983). In social relationships, informal spoken English used in informal situations and places. It can be in the store, mall, café, school, home, and so on. It makes the situation friendlier with each other. For instance, “Hey Bud, what’s up?” is used by people who meet their best friends in an informal situation place. The word “Bud” is categorized as slang. According to Chapman (2007), slang is the non-linguistics sort of language and that mostly ignores the main aim of language. Chapman also stated that slang words appeared from the special language of subcultures. The use of slang words hardly occurs in formal writing or formal spoken language, because many people considered it impolite (Wardhaugh, 2006). The slang language itself is designed to be more casual and informal to improve the quality of the conversation.

Slang words spread worldwide due to many factors. Usually, people learn slang words from several entertainment media such as songs, novels, and movies. Sometimes, the slang words are difficult to understand, which would make it hard for the audience to follow the story of the movie. This movie was analyzed to understand the types of meanings used in the movie. Based on the background, there are several previous studies are used as references in this study. Krisdianka (2019) conducted a study entitled “*An Analysis of Slang Words Used in Black Panther Movie*” showing that there are some words and phrases of slang in Black Panther that have been classified into types of slang. The examples are Strap, Shit, Freeze, Baba, Guy, Chicks, Mate, and Feds. This research is expected to contribute to the reader’s clear knowledge of slangs. It can assist the reader to talk fluent English. Then, fresh English vocabulary used in the daily discussion can also be anticipated to be enriched. In addition, Yuliana (2015) also conducted a study which entitle “*Analysis of American Slang in Movie Laugh of Loud*”. Based on the research result, there are 35 slang words or phrases in the movie of LOL, the slang is divided into four categories: (1) 8 slang words or phrases as the neutral syntactic level, (2) 10 slang words or phrases as typical informal situations, (3) 2 slang words or phrases as typical of spoken language, and (4) 15 slang words or phrases as creative. The meaning of slang words or phrases as informal situation category can be found in a dictionary. Therefore, Lestari (2012) also doing similar study entitled “*An Analysis of Slang Words Found in Another Cinderella Story Movie*”. The result of the thesis showed that there

were 55 slang words found in Another Cinderella Story movie. From this research, the researcher found that there four characteristics of slang, the first is creativity (47%) means that slang language has cleverness, imagination, productivity, and talent. Second is Flippant (26%) means that slang language has irrelevant word of the contexts. The third is Fresh (22%) means that slang language has familiar words, different words, up to date words. The last is Onomatopoeic (5%) means that slang language has imitation words. Moreover, based on previous study above, this research is different from those previous study that has been explain before. This research analyze what types of slang words are found in the Carrie movie script and what are the meanings of slang words found in the Carrie movie script. Moreover, this research aims to know more about the types and the meaning of slang words in the movie scripts

## 2. METHOD

The method of this research is using the qualitative descriptive, according to Moleong (1995) states that descriptive qualitative research is defined as the qualitative research, a type of research which does not include any calculation or enumerating, where descriptive qualitative research seeks to provide this picture or the sentence using data in the form of words or pictures rather than numbers. The data were collected by finding and reading that brochure and note taking the data The last step is presenting the result of the analysis is the formal method by using symbols, pictures or images to illustrate the phenomena found in the data. It was applied in analyzing the picture of the data in the Bali Safari brochure. The informal method was applied by using some sentences to express the problem that was discussed in this research.

## 3. RESULT AND DISCUSSION

In understanding about those sentences above, this letter kind of language – language in use, for communication is called discourse; and the search for what gives discourse coherence is called discourse analysis, Discourse has its own characteristic where it concerns on whether the language that is used not the language in the system (Cook, 2009). Language is the primary thing to communication or to convey the message of people, such promotion product, give the explanation something, especially in the advertising is one of the means used by manufacturing and service industries to ensure the distribution of commodities to people in society at large and is designed to create demands for such goods and services (Dyer, 1983).

### 3.1. Visual Elements in Night Safari brochure

Visual elements of the Night Safari brochure are found in the form of Headline, illustration, body copy, signature line, and standing details. Night Safari brochure is designed with a various picture, various color with its meanings and those show the condition of the surrounding. The images select should complement the text. A compelling cover photo can be the key to getting the audience to pick up this brochure.

The picture of the three tigers and the tram, take you on a journey where you will get to witness and hand-feed animals at a close range.



**Figure 1:** Night Safari brochure.

This picture illustrates the atmosphere of a night safari journey. It can be seen from several tourists who are in a specially designed caged tram that is feeding wildlife as we see in this picture, namely three tigers with expressions like pouncing on prey. The harmonious color combination of these pictures has their respective meanings of green which represents earth's mother, tree, growth, nature, environment, and loyalty, then the dark blue representing good fortune, water, sea, and peace. Then the black represented calming, protection, kindness, love, loyalty, and goodness. No less interesting orange and black color from the tigers' colors represents warmth, energy, balance, enthusiasm, and protection. Next the color of the lighting that is red representing calming, emotional healing, energy, strength, and an element of fire. This visual element in this brochure has an affective meaning because the illustrations used in this brochure are the conditions that are felt when participating in a safari night.

### 3.2. Signature Line (Logo)

Signature line (Logo) is a part which mentions the brand name; it is often accompanied by price tag, slogan, trade mark, or picture of the brand pack. The symbol of Taman Safari Indonesia (see Figure 3.2). The symbol of the Taman safari park itself is symbolized by some protected animals in the safari park such as one-horned rhinoceros, elephants, and a dolphin with a background in each different area such as in Bali using a typical Balinese gate building which is the icon of the Bali safari park. This symbol has also been designated a safari symbol throughout Indonesia. What distinguishes the Bali safari park logo with the others is the writing “Bali” itself. the image of a typical Balinese building which is also a feature of Bali.



**Figure 2:** The Logo of Taman Safari Indonesia.

The harmonious color combination of these symbols has their respective meanings of green as the color of the background which represents earth's mother, tree, growth, nature, environment, and loyalty, then in blue in the illustration of water representing good fortune, water, sea, and peace. Then the black and white color of the animal icon that symbolizes safari represented calming, protection, kindness, love, loyalty, and goodness. The font can be first attention by the readers who see this brochure because it is written with a large font. The meaning of visual element in this font is affective meaning that is by using that font it can affect the readers' feeling to come to Bali Safari Park. Based on the meaning the color in this font represents kindness, love, loyal, and goodness.

### 3.3. Standing Details

Details of this brochure are in the form of symbols and icons, which are: The icon of Facebook, Twitter, Instagram, and YouTube of Bali Safari. Each of the icons is explained below:

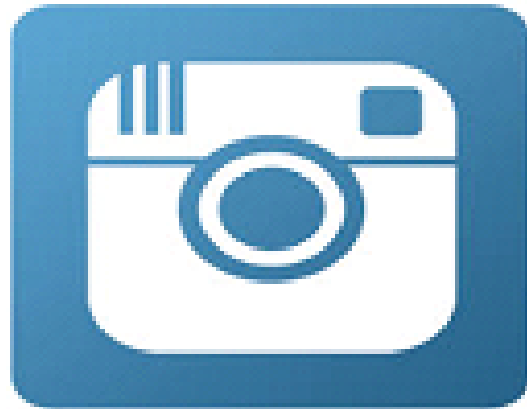


**Figure 3:** The Facebook Icon.

The first icon is a social media network icon called Facebook, Bali Safari Park itself now has a Facebook account that is named Bali Safari and Marine Park. The blue and white colors on this icon represent luck, peace, love, and kindness. This color can also attract the eyes of the reader to directly see this icon. This icon is also popular now, therefore the meaning of the visual element in this icon is affective meaning that by using that this visual element it can affect the readers' feelings to come to visit the social media of Bali Safari Park.

Named Twitter because this icon is symbolized by the picture like birds chirping and the use of social media is a forum for voicing informative and insightful thoughts. Twitter social media that is named @Bali Safari, with the existence of this social media making it easier to get information about Bali Safari. The meaning of visual element in this icon is affective meaning that is by using that font it can affect the readers' feeling to come to visit social media of Bali Safari Park. While the Blue and white colors in this icon represent good fortune, peace, love, and kindness.

Named Instagram because is a photo and video-sharing application that allows users to take photos, take videos, apply digital filters, and share them with various social networking services. Instagram social media that is named Bali Safari, with the existence of this social media making it easy to get information about Bali Safari. The meaning of



**Figure 4:** The symbol of Instagram.

visual element in this icon is affective meaning that is by using that font it can affect the readers' feeling icon represent good fortune, peace, love, and kindness.



**Figure 5:** The logo of Youtube.

The last icon illustrated with the red square is a social media network icon called YouTube. Bali Safari Park itself now has a YouTube channel that is named Bali Safari Marine Park, on this YouTube channel making it easy to get information about Bali Safari.

The meaning of visual element in this icon is affective meaning that is by using that font it can affect the readers' feeling to come to visit YouTube channel of Bali Safari Park. While the Red and white colors in this icon represent energy, strength, passion, love, and kindness.

#### **Visual Elements in Bali Safari & Marine Park brochure**

The second analysis is about visual elements of the Bali Safari & Marine Park brochure. Visual elements of the Bali Safari & Marine Park brochure are found in the form of Headline, illustration, body copy, signature line, and standing details.

### 1. Headline



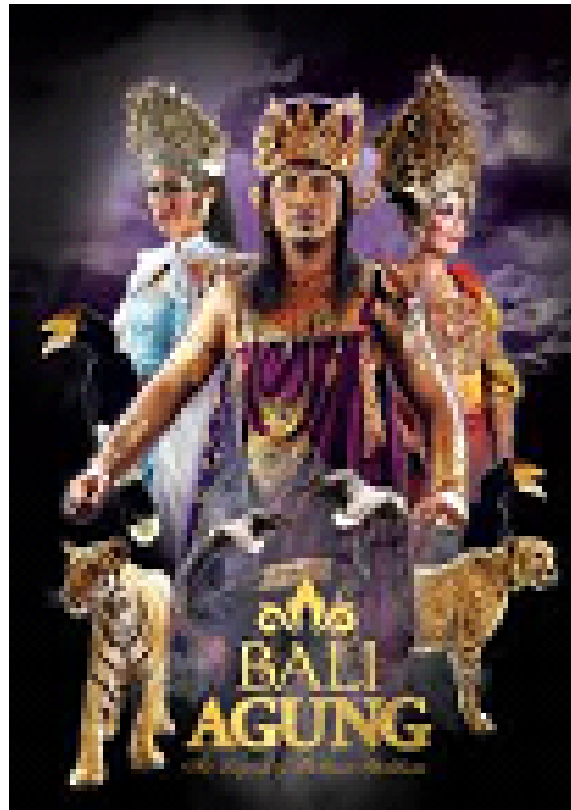
**Figure 6:** Safari Journey with Tram to take a journey into nature's wonders and see wild animals.

This picture illustrates the Safari Journey with Tram to take a journey into nature's wonders and see wild animals. Safari journey incorporates the latest development in safari and Open-zoo design, offering visitors close encounters with wild animals in their natural habitat. The meaning of the visual element in this picture is affective meaning that is by using this picture because the picture is interesting and gives curious it can affect the readers' feeling to come to Bali Safari Park. There are several touches of color that give this picture more life, and from that color has its own meaning, which is the brown color, the meaning of Brown color is believed to help create a wholesome feeling, a connection with the earth, and a sense of orderliness and convention.

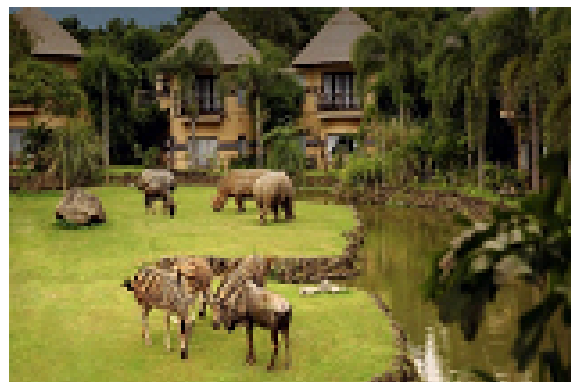
### 1. Body Copy

Bali Agung is a timeless journey through a magical theatrical performance that highlights the rich culture and traditions of Bali. It recounts the tragic and heroic legend of King Sri Jaya Pangus and his beloved Chinese wife, Kang ChingWie. The meaning of this picture is to show what performances are displayed and the characters of the players. All players look between the ages of 25-30 years, with costumes according to the character that makes this picture very interesting. The meaning expressed by these visual elements is affective meaning that it affects the readers' attention to watch this show. A combination of purple and black color has a meaning, the color purple has a variety of effects on the mind and body, including uplifting spirits, calming the mind and nerves and Black is a formal, elegant, and prestigious color authoritative and powerful.





**Figure 7:** Bali Agung.



**Figure 8:** Resort in Bali.

This picture illustrates the themed resort in Bali gives a unique holiday experience with Safari-inspired ambiance and accommodation. Mara River Safari Lodge Hotel is one of the best family-friendly retreats in Bali with 45 fully-equipped rooms and 4-star facilities that reflect the rustic charm of the African Safari. Mara River Safari Lodge is the ability to see the animals of the safari right outside windows and balcony. The color green has healing power and is understood to be the most restful and relaxing color for the human eye to view and the meaning expressed by these visual elements is affective meaning that it affects the readers' attention to stay at Mara River.



**Figure 9:** the attraction of nature.

In this picture a young girl with white skin and blond hair wearing a black dress holding a glass containing wine and a lion who settled the girl while in a position above the car with a striped pattern. This condition adds attraction to enjoy food with views of wild animals. It can be concluded that this picture has an affective meaning because it can provide visitor attraction.

### 3.4. Nonvisual Elements in Night Safari brochure

#### 1. Headline

The brochure usually introduces the product in the headline to persuade the readers to buy/book the products. The headline of the Brochure Night Safari is the written “Night Safari”. This is a noun phrase (NP) since it consists of the noun Safari as the head of the noun phrase which is modified by the adjective “night” as the pre-modifier. The color of gray in writing this phrase refers to an emotionless that is typically associated with meanings of as well as formal, conservative, and sophisticated. The size of the letters is bigger than the other letters. It has Affective meaning because of the purpose of it is to attract the attention of customers to read the brochure, The color of gray in writing this phrase refers to an emotionless that is typically associated with meanings of as well as formal, conservative, and sophisticated.

#### 1. Body Copy

Body copy is an advertisement text that reviews the description of a message to be conveyed to the customers. This is the main part of the advertising message.

(1) Night Safari

(2) Walking Safari

- (3) Afrika! Rhythm fire show
- (4) Nocturnal Wildlife Encounter
- (5) BBQ Dinner

The noun phrase (NP) number (1) is “Night Safari” This is a noun phrase (NP) since it consists of the noun Safari as the head of the noun phrase which modified by the adjective “night” as the pre-modifier. This noun phrase (NP) number (2) is “Walking Safari”. It consists of the noun “Safari” as the head of the noun phrase which is modified by the adjective “walking” as the pre-modifier. This is a NP which consists of a proper noun “Afrika!”, and the NP “Rhythm fire show”. The word “Afrika!” is placed at the beginning of the exclamative word. This noun phrase (NP) Number (4) is “Nocturnal Wildlife Encounter.” This is a noun phrase (NP) since it consists of the noun ”Wildlife Encounter” as the head of the noun phrase which modified by the adjective ”Nocturnal” as the pre-modifier. The last noun phrase (NP) in Body Copy is number (5) is “BBQ Dinner” since it consists of the noun ”dinner” as the head of the noun phrase which modified by the BBQ as the pre modifier.

#### 1. Standing Details

The Non- Visual elements in standing details of this brochure is the phrase “Prof. Dr. Ida Bagus Mantra, KM. 19, 8 Gianyar 8055, Bali – Indonesia” has an affective meaning because by using this phrase, it is explained that Bali Safari Park is located very strategically. There is also denotative meaning, the denotative meaning is explaining about the complete address of Bali Safari Park.

### 3.5. Nonvisual Elements in Bali Safari & Marine Park brochure

#### 1. Headline

The sentence “it is not a zoo” is a simple sentence, because it has the structure “it” as subject (S), “is not” as a verb (V), and “a zoo” is a complement of the sentence. The next simple sentence is “You are on safari” with sentence structure like the following “you” as subject, “are” as verb and ”on safari” as adverbial place, because adverb on safari is used to discuss where an activity is carried out or event occurred (location). This sentence has a denotative meaning which means Bali Safari Park declares that Bali Safari Park is not a zoo but this place is a safari home to over a thousand wild animals, in Bali. This sentence is written in bold type in yellow. Yellow has the meaning of sunshine, hope, and happiness has conflicting associations. Bright yellow is attention, and when

used in combination with black, it is creating one of the easiest color combinations to read and see from long distances.

### 1. Body Copy

The first sentence is “RUNNER WILL GET VOUCHER ENTRANCE TO OUR PARK (MAX.4 PERSON)”. This sentence is a declarative sentence because it has the subject runner, will get is verb voucher entrance is object and to our park is adverbial. The phrase SPECIAL 50% OFF ON AUG 28 – SEPT 15 2016, the SPECIAL 50% OFF is a premodifier of ON AUG 28 – SEPT 15 2016 whereas, in this phrase, the phrase ON AUG 28 – SEPT 15 2016 is a postmodifier of SPECIAL 50% OFF. A head may have a number of modifiers, and these may include both pre modifiers and post modifier. The phrase “25% OFF ON SEPT 16 - NOV 30 2016” is the Noun phrase (NP) but in this phrase, the “package” as the head of this noun phrase is omitted. This phrase has a meaning that is when on August 28 - September 15, 2016, runners get a special 50% discount with a maximum of 4 people, and on 16 September - 30 November 2016 runners still get a 25% discount with a maximum of 4 people. This phrase has connotative meaning because the meaning is not stable depending on what is being referred to. The noun phrase (NP) “Terms & conditions applied - valid until 30 November 2016” This phrase categorized conceptual meaning because the advertiser informs the reader this redeemable product has the terms and conditions apply and the discount is valid before 30 November 2016.

### 1. Standing Details

The link “[www.balisafarimarinepark.com](http://www.balisafarimarinepark.com)” is noun phrase (NP) categorized as standing details because it is written in a small font in the bottom of the corner. This linked to the website of Bali Safari & Marine Park. It has a conceptual meaning because the advertiser informs about their website address, with the existence of this website. The brown color says stability, reliability, dependability, and approachability. It is the color of our soil, growth, fertility, and earth, and it is associated with the concepts of “all-natural” and “organic.” Brown is the color of the Earth and is comforting and nurturing.

## 4. CONCLUSION

Based on the previous discussion and analysis in chapter three about visual and non-visual elements found in Bali Safari Park brochure, there are some conclusions can be taken. The visual elements are found on the brochure of Bali Safari Park which is in the forms of the picture, the logo, symbol, colors, and the fonts where those are

found in headline, body copy, signature line, and standing details. The visual elements in this brochure have conceptual meaning and affective meaning in which those visual elements are intended to be able to affect the readers to visit the Bali Safari Park. The non-visual elements are found in the Bali Safari Park brochure which is in the forms of Noun Phrase (NP), Phrase, and sentences found in headline, body copy, and standing details. The type of meaning found in the non-visual elements is affective meaning, and conceptual meaning.

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