

## The Meaning of Visual Elements of Hotel Advertisements on New Normal Era

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**Abstract** - The situation of Covid-19 Pandemic which happened in the world have brought a very big impact to the life of the people. This also brought a big impact of tourism in Bali in which the life of people in Bali depends on the tourism a lot. Therefore, some big hotels try to find to various strategies to fasten the recovery of tourism in Bali. Some of them are promoting their hotels which guarantee that the guests are safe when they are staying in the hotels. Besides, they also create innovative package advertisements to attract the guests. This makes me interested in making the research on The Meaning of Visual Elements of Hotel Advertisements on New Normal Era. This research is focused on two problems, namely (1) what visual elements are used on the hotel advertisements and (2) what are their meanings. The data were taken from some of the hotels around Sanur and analysed by using semiotic theory. The results of the analysis revealed that the visual elements used are pictures of food, drinks, and some other objects related with the application of health protocol such as, mask, wash basin, soap, hand sanitizer, disinfectant, temperature gun, face shield, and the like. All them convey affected meaning in this case to influence the readers to buy the products or to come and stay in the hotels promoted.

**Keywords:** Visual Elements, Advertisements, New Normal Era, Affected Meaning

### I. INTRODUCTION

Bali as tourism destination has been known all over the world. Bali is known throughout the world as a tourism area so it can be said that Bali lives from the tourism sector (Kasni, 2017). As a tourism destination, most of the people life depends on tourism. It means that the economy of Bali comes from tourism. As one of tourism destinations in Indonesia, Bali is rich with tourisms facilities such as restaurants, travel agents, tourism destinations, and hotels (Kasni & Budiarta, 2021). Therefore, tourism had influenced the growth on the country's economy sector in the world (Kasni & Budiarta, 2019).

The situation of tourism in Bali now days

is so far different because of the impact of Covid-19 Pandemic. The Covid-19 Pandemic has brought many impacts in tourism sector. (Sugihamretha, 2020) Around 80% of small and medium enterprises from the tourism sector with millions of livelihoods around the world are affected by Covid-19 Pandemic. The Central Statistics Agency (BPS) recorded foreign tourist arrivals (tourists) coming to the country in early 2020 has decreased. During January 2020, foreign tourist visits reached 1.27 million visits. Seeing this fact, it carries a very big impact to the growth of economy in Indonesia.

To revive the Indonesian economy, the government is implementing the new

normal. (Bastiani, 2020) The purpose of this New Normal is that people are asked to 'make peace' and live 'side by side' with Covid-19, carrying out activities as usual while still guided by strict health protocols. The implementation of new normal gives a solution in reviving the tourism sector as well. This spurs the people involved in tourism to design many strategies which can attract the tourists to come to Bali.

The first step done is to promote to the tourists that they are safe when they come to Bali. The greatest media in selling and promoting the product and service is advertisement (Wiranadhi et al., 2022). The promotion strategies which have been done are to make promotion video showing the safety during their stay in the hotels, creating holiday or recreation package. In making this kinds of advertisement, the advertiser put visual and non-visual elements. The visual elements can be in the form of picture, colour, font, shape, motion, shade. They are used in order to convey certain meanings to the readers or viewers. (Sukayana et al., 2022) said that all advertisements analyzed have an ideological meaning to invite the audience or the public to buy the product being advertised.

There are three dimensions, which dominate viewers' affective and cognitive response to the communicated message: emotional content, informational content, and format. These factors suggest prominent outcomes such as recall, comprehension, emotional reaction, thematic content, executional characteristics, cognitive appraisal, and level of engagement showing increasing attention to advertising (thinking about an ad or discussing it with individuals). Leech (1991) proposed seven types of meaning, namely (1) conceptual meaning, (2) connotative meaning, (3) social meaning, (4) affective meaning, (5) reflected meaning, (6) collocative meaning, and (7) thematic meaning. Conceptual meaning

Pretty	}	Flower
		Garden
		Color
		Village
	}	Girl
		Woman
		Etc

The last category is thematic meaning. Thematic meaning is communicated by the way in which a speaker or writer organizes the messages in terms of ordering, focus, and

sometimes called "denotative or "cognitive" meaning.

For examples:

Word "**woman**" can mean as +HUMAN, -MALE, -ADULT. Word "**boy**" can mean as +HUMAN, +MALE, -ADULT. Connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. When talk about connotative, in fact we are talking about the real live experience. It varies considerably according to such factors as historical period, culture, general real life and social class. Affective meaning is a aspect of meaning which can reflect the personal feelings of the speakers including his attitude to the listener or his attitude to something he is talking about. Reflective meaning is the meaning which arises in cases of multiple conceptual meaning when one sense of a word forms part of our response to other sense. Social meaning or stylistic meaning is that which a piece of language conveys about the circumstances of its use. In part we "decode" the social meaning of a text through our recognition of different dimensions and levels of style within the same language. (Leech, 1981: 14).

For examples:

- (1) They chucked a stone at the cops, and then did a bunk with the loot.
- (2) After casting a stone at the police, they absconded with the money.

Collocative meaning consist of the association of a word acquired on account of the meaning of words that tends to occur in its environment.

For examples:

The words "pretty" and "handsome" has the same basic meaning, they both have the same meaning of "good looking". But the words can different according to another some noun which can following those words.

Handsome Airliner	}	Typewriter
		Boy
		Vessel
		Car Boy
	}	Overcoat
		Man
		Etc

emphasis. (Leech, 1981: 19)

For examples:

- (3) Mrs. Bessie Smith donated the

- first prize. (Leech, 1981: 19)
- (4) The first prize was donated by Mrs. Bessie Smith. (Leech, 1981: 19)
  - (5) Mrs. Bessie Smith donated the first prize. (Leech, 1981: 19)
  - (6) The first prize was donated by Mrs. Bessie Smith. (Leech, 1981: 19)

Based on this illustration, I am interested in observing the visual elements on tourism advertisements. The problems discussed are formulated into two, namely (1) what kinds of visual elements are used in hotel advertisements, and (2) what are their meanings?

## II. METHOD

The data of this research were taken from printed and audio-visual advertisements of hotel around Sanur. The theories applied in analyzing the data are theory of Marketing Communication by De Pelsmacker et al (2004) and the theory of Meaning by Leech. In relation with visual elements, De Pelsmacker et al stated that Advertising visual design can affect consumers' perceptions and mindsets. They are obtained by using documentary method. The analysis of data were done by implementing descriptive method. In presenting the result of the analysis, there are two methods applied, such as formal and informal method.

## III. RESULT AND DISCUSSION

Based on the data used in this research, it is found that the visual elements on hotel advertisements are in the forms of logo, colour, photographs, shapes, size, and motion. They will be presented in the following discussion.

### 1. Logo

The kinds of logo found on the data are the logo of the hotels namely Prama Sanur Beach Hotel and Puri Santrian Hotels. They are as follows.



Figure 1. Logo

The first logo is the capital letter S with the circle in the middle and the second logo is five leaves. The letter S with the circle in the middle is supported by the verbal element Puri Santrian,

while the logo of five leaves is supported by the verbal elements Prama Sanur Beach Hotel Bali. Both of the logos convey conceptual meaning. The conceptual meaning of the capital S with circle in the middle is showing the name of the hotel that is Puri Santrian Hotel, while the five leaves which is supported by the visual element Prama Sanur Beach Bali is describing that the name of the hotel is Prama Sanur Beach Hotel Bali with the characteristics of five senses, namely .

### 2. Colour

The colours used in the tourism advertisements are red, gold, brown, white, blue, yellow, black, green, orange, and grey.

#### a. Red

The colour of red is found on the advertisements of menu package like the Bintang Beer Bucket, special offer drink, lunch and dinner package, Mongolian BBQ, favorite pizza and the clothes of the woman. The meaning of red colour is intense emotions like anger, sacrifice, danger, and heat, through to passion, and sexuality. If it is used in advertisement it can convey an impact to increase the desire of the readers or viewers of the advertisements to buy the products advertised and when it is connected with the theory of meaning according to Leech, it expresses affective meaning.

#### b. Gold

The colour of gold is found on the logo of Prama Sanur Beach Hotel Bali, Breakfast by the beach package, the frame of display audio visual advertisement of Puri Santrian Hotel. The meaning of the colour gold is prestige, prosperity, wealth, and success. The effect of the colour gold is enlightens, inspires, uplifts, influences. The use of the colour gold in advertisements is aimed at influencing the readers or the viewers's mind. So it has affective meaning.

c. The color of brown is found on the special offer drink package advertisement. Brown has the meaning of a feeling of wholesomeness, orderliness, and being grounded. It is simple, strong, durable, and honest. Based on the advertisement of Prama Sanur Beach Hotel Bali, the meaning of brown is simple, durable, and honest.

#### d. White

The colour of white is found on the advertisements of Bintang Bucket, Get special lunch and dinner, special offer drink, day use package, audio visual advertisement of Puri Santrian Hotel, Visual model of audio-visual advertisement of Puri Santrian Hotel. According to the theory, the meaning of the colour white is purity or innocence, cold, bland, and sterile, cleanliness, freshness, and simplicity. Based on the advertisements, the use of the colour white is to show sterile, cleanliness, and freshness.

e. Blue

The colour of blue is found on the advertisements of Day Use package and Visual model of Puri Santrian Hotel. The theory of colour elaborates that blue shows with open spaces, freedom, intuition, imagination, expansiveness, inspiration, and sensitivity. Blue also conveys the meaning of depth, trust, loyalty, sincerity, wisdom, confidence, stability, faith, heaven, and intelligence. Seen from the advertisements the use of the colour white is meant to convey open spaces and confidence.

f. Yellow

The colour of yellow is found on the advertisements of Grab your favorite Pizza, the clothes of visual model on Puri Santrian Hotel. The theory mentioned that yellow represents optimism, energy, joy, happiness, and friendship. If we look at the advertisements the colour of yellow shows energy and joy.

g. Black

The colour of black is used in the advertisements of visual sign of social distancing and the clothes of the models in visual advertisements of Prama Sanur Beach Hotel Bali. The theory of colour says that black means power, fear, mystery, strength, authority, elegance, formality, death, evil, aggression, rebellion, and sophistication. If it is connected with the advertisements, black is used to show power and authority.

h. Green

On the advertisements, the colour of green is used on Special Offer drink and points of view of Prama Sanur Beach

Hotel Bali. Referring to the theory of colour, green means growth, harmony, freshness, safety, fertility, and environment. So in connection with the advertisement, the use of the colour green in the advertisements is to convey freshness.

i. Orange

The colour of orange is used on the advertisement of grab your Pizza. According to the theory, orange represents flamboyance, determination. Warmth, success, and stimulating. On the advertisement, orange is used to show stimulating.

j. Grey

The colour of grey is used on the advertisement of audio-visual advertisement of Puri Santrian Hotel. The theory proposed that grey means refined, dignified, conservative, understand, elegant and authoritative. On the advertisement grey is used for conveying elegant.

3. The photographs

The photographs used in the advertisements are the photographs of points of view on Prama Sanur Beach Hotel Bali and Puri Santrian Hotel and model of Puri Santrian Hotel. The meaning conveyed by the photographs is affective meaning because by using those kinds of photographs the tourists are interested in staying at those hotels.

4. Shapes

The shapes used on the advertisements are rectangles, cross, circle, and squares. The use of rectangles, squares, and circle are found on the advertisements of products, while cross is on the audio visual of Prama Sanur Beach Hotel. The meaning conveyed by the shapes of rectangles, circles, and squares are affective meaning, while the shape cross shows conceptual meaning that is to inform to the guests that they do not stand on the yellow cross.

5. Size

Size deals with small and big. In this case, the size is used for the size of font. In the advertisements there are small font (small letter) and big font (capital letter). The meaning which is wanted to express is dealing with the eye catcher in this that the capital font is used to attract the guests or it is affective meaning.

## 6. Motion

Motion are found on visual sign of social distancing of Prama Sanur Beach Hotel and Puri Santrian Hotel advertisements, visual appearance of indoor of Prama Sanur Beach Bali Hotel, visual appearance of outdoor on Prama Sanur Beach Bali Hotel and Puri Santrian Hotel.

The motions found are motion of checking guests' temperature when entering the hotels, the motion of showing the safety of the hotels during the pandemic covid-19, the safety in the hotel's room, serving the guest, showing the hand sanitizer, washing hands, stepping on the sign for physical distancing, showing the environment, and greeting. The motion of checking the guests' temperature shows conceptual meaning. In this case it informs that the hotels already implemented the standard of health protocol during the Covid-19 Pandemic that is to check the guests' temperature when they enter the hotels. The motion of showing the safety of the hotels during the Covid-19 Pandemic is the shown by the model that the hotels provide some equipment to guarantee that the guests are safe to stay in the hotels. The motion of showing the safety in the hotels' room is done by the model. It shows the motion of opening the curtain, sanitizing the room. The meaning conveyed through this motion is conceptual meaning showing that guests are safe in the room. The motion of serving the guests is in the form of serving the guests the menu they ordered by implementing the standard of health protocol during the pandemic covid-19. So this motion is also showing conceptual meaning. The motion of showing the hand sanitizer is done by the model, that is to ask the guest to use hand sanitizer. Seen from the meaning, it conveys affective meaning in this case by showing the hand sanitizer, the

guest has the willing to wash her hands. The motion of washing hand is done by the guest. In this case the guest washes her hand as one of the implementations of health protocol during covid-19. Therefore, it belongs to conceptual meaning. The motion of stepping on the sign for physical distancing is done by the model. It conveys affective meaning that is the guest should stand on that sign in order to implement the physical distancing. The motion of showing the environment is done by the model. It expresses affective meaning in this case it means that the hotels have good environment. By showing good environment, the guests are interested in staying in the hotels. The motion of greeting is done by the model. The greeting is done by using Balinese way of greeting without shaking hands. It also shows conceptual meaning that the people may not shake hands during the pandemic covid-19.

### **Visual element in audio-visual advertisements of hotel during the implementation of the new normal**

The visual element of an advertisement, as already explained, usually contains aspects such as colors, vectors, point of view on stationary and moving objects. The following visual forms are the visual forms of two hotel audio-visual advertisements, namely the Puri Santrian hotel and the Prama Sanur Beach Bali hotel during the implementation of the new normal.

The colors in the audio-visual advertisement at the Puri Santrian hotel below tend to be light in color with very good lighting. There are several models that play a role in the audio visual ad. The model who has the main role in the audio visual advertisement is played by a model who explains verbally about the hotel in the audio visual advertisement.



Figure 2. Visual model of audio-visual advertisement of Puri Santrian hotel

Furthermore, the colors in the audio-visual advertisement at the Prama Sanur Beach Bali hotel use bright colors. There is excellent lighting in the hotel's audio-visual advertisement. Just like in the Puri Santrian hotel ad, below there are two main models of advertising that interact with several other advertising models such as hotel staff. In

contrast to the Puri Santrian hotel advertisement above, the model in this advertisement does not explain either orally or in writing about the audio-visual advertisement about the Prama Sanur Beach Bali hotel, but rather plays a role in carrying out some directed actions.



Figure 3. Visual model of audio-visual advertisement of Prama Sanur Beach Bali hotel

In addition to color, another visual element that is analyzed is the point of view on the object. Between the Puri Santrian hotel and the Prama Sanur Beach Bali hotel, the audio-visual advertisement described above is the object of view in the advertisement. As for other points of view besides the object, namely

the scenery around the hotel which can be found in the audio-visual advertisements for the Puri Santrian hotel and the Prama Sanur Beach Bali hotel. The following is a point of view on another object of the Puri Santrian hotel, namely the beach around the hotel with a bright blue sky.



Figure 4. Point of view on other objects in Puri Santrian hotel

At the Prama Sanur Beach Bali hotel, as for other points of view that can be found in audio-visual advertisements, namely the beach and swimming pool located in the hotel or around the hotel. The following is a viewpoint

on another object of the Prama Sanur Beach Bali hotel, namely the beachfront filled with beach sand and large trees around the beach and a large swimming pool.

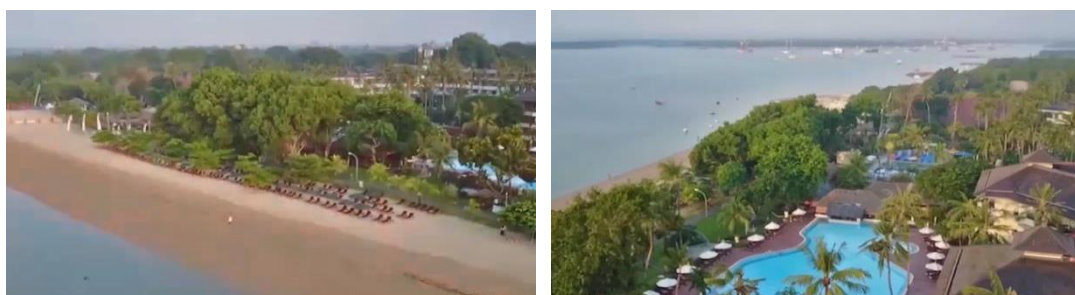


Figure 5. Point of view on other objects at the Prama Sanur Beach Bali hotel

Another visual element contained in this audio-visual advertisement is the visual appearance of the two hotels, both the Puri Santrian hotel and the Prama Sanur Beach Bali hotel, which consists of the appearance of the hotel outdoors and the appearance of the hotel indoors.

The visual appearance outside the Puri Santrian hotel is as shown in the following picture. The first image is a visual appearance when guests will enter the hotel, while the second image is a visual appearance of the restaurant.



Figure 6. Visual appearance outside the Puri Santrian hotel

The visual appearance inside the Puri Santrian hotel room is shown in the following picture. One

of the visual appearances in the room at the Puri Santrian hotel is the visual of the hotel room.



Figure 7. Visual appearance inside the Puri Santrian hotel

The visual appearance of the Puri Santrian hotel both indoors and outdoors as in the picture above displays visuals that can attract guests to visit the hotel. So that the audio-visual advertisement at

the Puri Santrian hotel can be said to have a good visual appearance to be used during the implementation of the new normal.



Figure 8. Visual appearance outdoor of the Prama Sanur Beach Bali hotel

The visual appearance in the picture above shows the visual from outside the Prama Sanur Beach Bali hotel. One of the visual appearances

outside the room at the hotel is the visual appearance of the restaurant.



Figure 9. Indoors visual appearance at the Prama Sanur Beach Bali hotel

While the appearance in the room at the Prama Sanur Beach Bali hotel can be seen in the picture above. The visual appearance on the is located right in front of the Prama Sanur Beach Bali hotel room.

Based on the visual appearance inside and outside the Prama Sanur Beach Bali hotel in the

audio-visual advertisement above, it can be seen that the advertisement has good visuals that can attract guests to visit the hotel. However, unlike the visual appearance in the Puri Santrian hotel room above, the Prama Sanur Beach Bali hotel does not show a visual appearance in the room in the form of a hotel room.



Figure 10. Visual form differences between Puri Santrian hotel and the Prama Sanur Beach Bali hotel (1)

Another visual difference seen in the ad is when checking body temperature as shown in the image above. In the Puri Santrian hotel advertisement, it appears that body temperature checks are carried out when guests enter the

hotel lobby. While in the Prama Sanur Beach Bali hotel advertisement, it appears that body temperature checks are carried out when guests are about to get out of the vehicle.

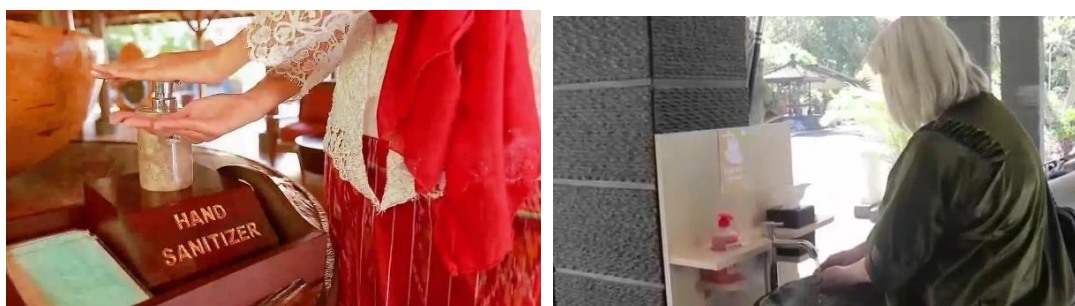


Figure 11. Visual form differences between Puri Santrian hotel and the Prama Sanur Beach Bali hotel (2)

The next visual difference between the two hotels is shown in the image above. At the Puri Santrian hotel, guests are asked to use hand sanitizer before entering the hotel. Meanwhile, at the Prama Sanur Beach Bali hotel, guests are

asked to wash their hands first before entering the hotel.

Hotel advertisements in the new normal show the implementation of the recommended health protocols. In the audio-visual



advertisement for the Puri Santrian hotel and the Prama Sanur Beach Bali hotel, there are health protocols shown through the advertisement. One of the health protocols that can be visually analyzed is the social distancing sign on the floor of each hotel.

At the Puri Santrian hotel, the color used to

show the distance sign is a bright color or red color in a round image with a picture of the soles of the feet contained in the round red image which serves to keep guests at a distance from other guests or hotel staff by standing at the image.



Figure 12. Visual signs of social distancing at the Puri Santrian hotel

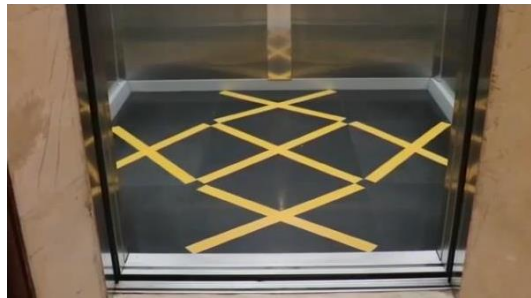


Figure 13. Visual signs of social distancing at the Prama Sanur Beach Bali hotel

At the Prama Sanur Beach Bali hotel, the color used to show the distance sign is a dark color with a yellow cross in the shape of a cross which has the same function as the distance guard sign at the Puri Santrian hotel, which functions to keep guests at a distance from other guests or hotel staff by not stand on the yellow cross.

**during the implementation of the new normal**

This advertisement has a visual form that is able to attract the attention of consumers during the implementation of the New Normal. The visual element of an advertisement generally contains aspects such as color, vector, point of view on stationary and moving objects.

**Visual elements in print ads of hotel hotel**



Product Visuals

Figure 14. Visual 'Beer Bintang Bucket' ads

Based on Figure 14. above, it can be seen that the bintang bucket beer advertisement has clear visuals and is in accordance with the writing on the advertisement. In this edition, beer bintang presents beer with something new, namely a bucket that is used to hold ice to cool the beer, so there is a match between the words 'BINTANG BUCKET' and the image of the

bucket in the ad. In addition, in the advertisement there are four bottles of star beer that match the writing on the ad, namely '4 BTL ONLY 200k NETT'. Furthermore, the image in the ad does not contain an implicit meaning, but is explicit so that the visuals of this ad can be stated to have clear visuals. The interesting part of the ad above is the discounted price of Bintang Bucket beer.



Figure 15. Visual of Alcoholic Drinks Advertisement

Based on Figure 15 above, it can be seen that the alcoholic beverage advertisement has an attractive visual. Each drink image is given information about the composition contained in the drink. The advertisement display is also equipped with the logo of the hotel that provides

drinks with special offers. The most important part contained in the ad, namely the discount on the drink in the image. In addition, the choice of unobtrusive colors, namely pink and white, makes the image of the drink in the ad above clearly visible.



Figure 16. Visual of Food Advertisement

Figure 16 above shows that the visuals in the food advertisement are very attractive. The visuals of the products in the ad above look very real and match the existing composition. In the ad there is a composition of each food. Furthermore, there are two logos in the food advertisement above that are useful for making consumers believe in the product. The colors

chosen and used in the ad background above look very good and don't stand out from the food colors. In addition, there is also contact information and hotel/restaurant addresses in the ad above that can be used for reservations. The part that is very interesting and highlighted in the ad above, is the different discounts on each food.



Figure 17. Visual of Mongolian BBQ Advertisement

The ad above shows that the visual of the ad is very eye-catching. Product visuals, logos, timing, and place settings make the ad above an informative ad. The product of this ad, which is Mongolian bbq, looks very real. Not much different from the previous advertisements, in this advertisement there are three logos, namely the PRAMA logo, the AEROWISATA logo, and the Bamboo logo. Furthermore, the advertisement also shows the place setting, namely Bamboo Beach Bar. In addition, there are also time settings in the ad above, namely Thursday, 24 & 31 December 2020 (18:00-20:30) and the contact information used for the reservation, as well as the address of the bar.

The ad is composed of several colors, namely yellow on the words Monglian BBQ, white on discounted prices, timing, place, additional information, logos and social media, and maroon which is the background color for the ad. The choice of colors is very appropriate because these colors make the ad can be seen clearly.

The interesting part in the ad above is the discount on the ad to IDR 75K NET per person per portion and the entertainment that can be get, live music. For information about the bamboo beach bar, the advertisement has provided various social media that can be explored.



Figure 18 Visual of Breakfast Advertisement

This breakfast advertisement displays a very interesting visual. In the advertisement there are product visuals, timing, and place settings. The product visual displays pictures of the food, the name of the food, and the composition of the food. As can be seen in the ad

above, Basilico Restaurant is information about the place in the ad. Furthermore, information about the time of the advertisement can also be seen, which is 06:30-10:30 hours. Just like other ads, this ad also provides a discount which is one of the interesting things in this ad. This ad has a

white background that supports the color of the food image in the ad. food image in the ad.



Figure 19. Visual of Pizza Advertisement

Based on Figure 5.29 above, it can be seen that the ad displays very attractive visuals. In the ad, the colors displayed match the visual color of the product. Product visuals are very attractive. In this advertisement there are two logos from restaurants to gain the trust of consumers in the

products offered. In addition, in the advertisement there is also contact information to be contacted for reservations and social media for consumers to explore regarding the products offered.



Figure 20 Visual of Prama Hotel Advertisement

In this ad, it can be seen that the visuals of this image are very attractive. There are several parts that become the center of attention. First, there is a visual model, namely children playing in the pool. Second, there is a visual display of the product, namely the swimming pool. Some other product visuals are not shown in this ad such as 2 pizzas and 4 glasses of iced lemon tea, towels, and hotel rooms. In addition to the two

things that have been explained, there is also a logo from the hotel, namely PRAMA, and a picture of the place and description of the time. As with previous advertisements, this advertisement contains hotel social media that can be browsed for other hotel products and contact information used to make reservations. Overall, the colors in this ad are very integrated and support each other with other colors.



Visual Model

Figure 21. Advertisement Visual of Puri Santrian Hotel

The product offered in the ad above is a hotel. Hotel packages offered at Puri Santrian consist of room, breakfast, food and drinks. From Figure 21 above, it can be seen that there is a visual model in the advertisement display. The two models in the advertisement are drinking juice on the beach.

#### IV. CONCLUSION

After analysing the visual elements on the advertisements of hotel, it is found some points as conclusion. Seen from the kinds of visual elements, there are six kinds of visual element on the advertisements, namely logo, photographs, shape, colour, size, and motion. The meaning conveyed by those kinds of visual elements are conceptual meaning and affective meaning. The meaning that are expressed is depending on the context found in the advertisements.

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