

## The Meaning of Signs in iPhone 15 Pro Advertisement Video

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**Abstract:** *This study analyzes the iPhone 15 Pro advertisement video using a semiotic approach to uncover the meanings behind its verbal and visual signs. The research identifies various types of signs, including denotative elements like technical specifications the A17 PRO chip, Action button, and portrait features and connotative elements such as color schemes, imagery, and product design. Through Roland Barthes' theory of denotation, connotation, and myth, the study explores how these signs convey messages of sophistication, versatility, and empowerment. The advertisement uses visual cues like sleek grey tones, white text, and yellow highlights to emphasize modernity and functionality, while verbal descriptions highlight technological innovation and user customization. Together, these elements create a myth of technological superiority, artistic empowerment, and social status associated with owning an iPhone 15 Pro. The findings demonstrate how Apple integrates semiotic strategies to appeal to consumers emotionally and culturally, reinforcing its brand identity as a leader in innovation and design. This research contributes to understanding how semiotic analysis can reveal the layered meanings in advertising and their impact on consumer perception.*

## INTRODUCTION

Social interaction is vital for human survival, with communication serving as a cornerstone of societal connection. In today's interconnected world, advertising has become a powerful tool that not only influences consumer behavior but also conveys cultural messages. This study examines the iPhone 15 Pro advertisement video, focusing on its use of semiotics to decode hidden meanings embedded within its visuals and narratives.

Drawing on Roland Barthes' semiotic theory, this research explores how Apple employs signs and symbols to construct cultural myths and ideologies in its advertising. The iPhone, a revolutionary product, has transcended technology to become a cultural icon, shaping consumer expectations and redefining smartphone design and functionality.

In an age where consumers are constantly exposed to multimedia content, understanding the semiotics behind such advertisements offers valuable insights into how brands communicate and establish connections with their audience. This study highlights the intricate narratives conveyed through Apple's marketing strategies, emphasizing their reliance on visual storytelling and

experiential marketing. By analyzing the iPhone 15 Pro advertisement, this research aims to contribute to the understanding of advertising's role in shaping consumer perceptions and behavior while offering practical insights for marketers and researchers alike.

Previous research has explored the use of semiotics in advertisements to uncover the meanings behind visual and verbal signs. Farida (2020) examined foundation product video ads using Saussure's theory, finding unique meanings in the interplay of visual and verbal elements. Similarly, Zein (2020) analyzed Line Messenger stickers using Peirce's semiotic theory, emphasizing the symbolic nature of digital communication. Riska (2021) focused on Dunkin' Donuts Instagram ads, utilizing theories by Leech, Saussure, and Dyer to highlight the role of colors and text in conveying brand messages.

Leung (2018) applied Peirce's triadic model in a kindergarten literacy context, analyzing children's drawings and writings to understand meaning-making. While her study differed in scope, the methodology aligns with semiotic analyses of visual and textual elements in advertisements. Ardi and Son (2019) used Barthes' semiotic theory to analyze Ultra Milk TV ads, emphasizing denotative and connotative meanings in visuals but leaving gaps in market-targeting applications.

This study builds on these works by analyzing the iPhone 15 Pro advertisement, incorporating Barthes' semiotic theory alongside Dyer and Cerrato's frameworks. It focuses on uncovering deeper meanings in visual and verbal signs, addressing gaps in applying semiotics to high-tech product advertisements.

## **THEORETICAL FRAMEWORK**

### **Semiotics**

Semiotics, defined by Saussure (2007), explores signs and their role in social interactions, encompassing various systems such as images, gestures, symbols, and rituals. It investigates signification and communication beyond linguistic boundaries.

### **Meanings of Signs**

Barthes (1964) identifies three dimensions of meaning: denotation (literal meaning), connotation (cultural or social associations), and myth (naturalized connotations within society).

### **Signs**

Dyer (1982) distinguishes between verbal and visual signs. Verbal signs rely on linguistic elements like text or speech, while visual signs include shapes, colors, and symbols. Both forms involve the interplay of signifiers (physical forms) and signified (associated meanings).

### **Theory of Color**

Cerrato (2012) highlights the psychological and emotional impact of colors in advertisements:

1. Red : Energy, passion, and action.
2. Orange : Happiness, creativity, and stimulation.
3. Yellow : Joy, intelligence, and energy.
4. Green : Nature, harmony, and safety.
5. Blue : Trust, loyalty, and calmness.
6. Purple : Luxury, creativity, and spirituality.
7. White : Purity and simplicity.
8. Black : Power, elegance, and mystery.

9. Pink : Love and nurturing.
10. Gold : Wealth and prestige.
11. Silver : Modernity and intuition.
12. Grey : Neutrality and maturity.
13. Brown : Strength and dependability.

These frameworks inform the semiotic analysis of the iPhone 15 Pro advertisement by examining its signs, meanings, and color symbolism.

## **RESEARCH METHOD**

The descriptive qualitative method was used to analyze the meanings of signs in the iPhone 15 Pro advertisement video. This approach focused on the verbal and visual elements depicted in the video rather than quantitative data. The methodology included four key aspects: data source, data collection techniques, data analysis techniques, and presentation of findings

### **Data Source**

The primary data for this study was the "Introducing iPhone 15" advertisement video published by Apple on YouTube in 2023. This two-minute video highlights the specifications and features of the iPhone 15 through captivating visuals and a blend of physical activities and technology. The study focused on extracting verbal and visual signs from the video to analyze their meanings.

### **Method and Technique of Collecting Data**

Data were collected using documentation and observation methods with note-taking techniques. The process involved downloading the advertisement video from Apple's official YouTube account, extracting its transcript, capturing key visual frames, and identifying verbal and visual signs for further analysis.

### **Method and Technique of Analyzing Data**

The data were analyzed using Dyer's (1982) theory for verbal and visual signs, Barthes' (1964) theory for sign meanings, and Cerrato's (2012) color theory for deeper insights into the visual elements. A descriptive qualitative approach was applied to explore the signs and their meanings.

### **Method and Technique of Presenting Data**

The analysis results were presented informally using descriptive explanations. The findings, including the identified signs and their meanings, were thoroughly detailed using words and sentences based on the applied theories.

## **RESULTS AND DISCUSSION**

### **Verbal and Visual Signs**

This section analyzes the texts and scenes in the iPhone 15 Pro advertisement, focusing on verbal signs and their connection to background actions. The meanings of the signs are interpreted using Barthes' (1964) theory, which explores three perspectives: denotation (literal meaning), connotation (associative meaning), and myth (cultural or symbolic meaning derived from previous signs).

(3-1)



*source:* <https://www.youtube.com>

**Figure 1. Initial Advertisement Overview**

In the opening scene of the iPhone 15 Pro advertisement, the word **Titanium** is prominently displayed in grey font against a black background. This verbal sign emphasizes the product's core material, titanium, a metal renowned for its strength, durability, and lightweight properties. According to Barthes' semiotic theory, **Titanium** conveys denotative meaning as a chemical element with high strength-to-weight ratio and corrosion resistance. Connotatively, it represents premium quality, luxury, and cutting-edge innovation, resonating with the audience's expectations for high-end products. Mythologically, it reinforces the narrative of technological superiority and exclusivity, aligning with the cultural perception of titanium as a material for elite and advanced applications.

The visual presentation enhances this message. According to Dyer (1982), visual signs play a significant role in constructing deeper meanings. The grey font, symbolizing sophistication and modernity, suggests professionalism and timelessness. The black background amplifies this effect, evoking luxury, exclusivity, and elegance. Together, the color scheme of grey and black creates a sleek and powerful aesthetic, aligning with the product's branding as a premium device.

Cerrato (2012) highlights the psychological impact of colors in communication. Grey conveys neutrality and balance, appealing broadly and suggesting reliability. Black signifies authority, power, and high status, enhancing the perception of the iPhone 15 Pro as a superior and desirable product. The stark contrast between the grey text and black background ensures the prominence of the word **Titanium**, reinforcing its significance in the advertisement's narrative.

Overall, the combination of verbal and visual signs effectively positions the iPhone 15 Pro as a symbol of durability, innovation, and luxury, appealing to consumers seeking both functionality and status in their technology.

(3-2)



*source:* <https://www.youtube.com>

**Figure 2. Camera Details**

The iPhone 15 Pro advertisement highlights the device's advanced camera system, featuring three distinct cameras: a 13 mm Macro lens, a 120 mm lens, and a third lens offering focal lengths of 24, 28, 35, and 48 mm. Using Barthes' (1964) semiotic framework, this analysis examines the denotative, connotative, and mythological meanings of these features.

The denotative aspect presents the camera specifications as factual and literal descriptions. The advertisement emphasizes the technical details, such as the macro lens for close-up shots and the varied focal lengths for diverse photography needs, providing clarity about the device's capabilities.

The connotative interpretation extends beyond the technical specifications, suggesting versatility and precision in photography. The inclusion of a macro lens connotes the ability to capture intricate details, while the diverse focal lengths imply adaptability for various scenarios, from wide-angle landscapes to detailed portraits. These features position the iPhone 15 Pro as a tool for both casual users and photography enthusiasts.

Mythologically, the advertisement reinforces Apple's reputation for technological innovation. The advanced camera system symbolizes cutting-edge technology, perpetuating the perception of Apple as a leader in the smartphone industry. Features like the tetraprism design, as described on Apple's official website, enhance this myth by showcasing pioneering innovations in optical image stabilization and autofocus.

According to Dyer (1982), the visual elements further enhance the advertisement's message. The ad shows a person interacting with the phone's camera, emphasizing its user-friendly nature and high-quality output. The grey color of the device evokes modernity, sophistication, and professionalism, while the detailed camera specifications in white text highlight clarity and precision.

As Cerrato (2012) suggests, colors play a crucial role in consumer perception. The grey phone represents neutrality and elegance, appealing to consumers seeking a sophisticated aesthetic. The white text conveys simplicity and transparency, reinforcing the iPhone 15 Pro's advanced yet accessible design. The contrast between the grey device and white text ensures readability and

emphasizes the camera's standout features.

Through the interplay of verbal and visual signs, the advertisement successfully positions the iPhone 15 Pro as a reliable, advanced, and aspirational device. Its camera system is not merely a technical component but a symbol of innovation and versatility, appealing to a wide audience ranging from professionals to everyday users.

(3-3)



source: <https://www.youtube.com>

**Figure 3. Chip Used**

The iPhone 15 Pro advertisement showcases its advanced performance capabilities with verbal signs such as 6-core GPU, 6-core CPU, Up to 2x faster Neural Engine in the first image and "A17 PRO" in the second image. These elements emphasize the device's technological superiority and appeal to professional and power users.

The specifications explicitly denote the hardware capabilities of the iPhone 15 Pro, such as a 6-core GPU, 6-core CPU, and an upgraded Neural Engine offering up to twice the processing speed of previous models. The A17 PRO label identifies the specific chipset powering the device, emphasizing its state-of-the-art technology.

The detailed specifications connote superior performance, efficiency, and technological advancement. Features like the enhanced GPU and CPU highlight the device's ability to handle resource-intensive tasks such as 3D gaming, video editing, and augmented reality. The "A17 PRO" branding suggests exclusivity and professional-grade quality, appealing to users seeking premium

performance and cutting-edge technology.

The advertisement perpetuates the myth of Apple's technological innovation and progress. By emphasizing advanced processing capabilities and proprietary chip designs, Apple reinforces its position as an industry leader. The inclusion of terms like "PRO" aligns the iPhone 15 Pro with luxury and status, positioning it as a symbol of prestige and sophistication in consumer culture.

In the advertisement, a person is depicted playing a game on a grey iPhone 15 Pro. According to Dyer (1982), such visuals carry deeper meanings. The scene highlights the device's gaming capabilities, showcasing its speed, graphics, and multitasking efficiency. The grey color of the phone signifies modernity, balance, and professionalism, while white text displaying specifications emphasizes the clarity and precision of the product's features.

As noted by Cerrato (2012), colors influence consumer perception. The grey color of the iPhone 15 Pro conveys a sense of sophistication and neutrality, appealing to a wide audience. It enhances the phone's image as both a stylish and advanced device. The white text contributes to clarity and simplicity, reinforcing the notion of transparency and high quality. The contrast between grey and white ensures readability while creating a clean and professional aesthetic.

The combination of verbal and visual elements in the advertisement underscores the iPhone 15 Pro's advanced performance and exclusive positioning. The use of technical specifications, visual cues, and strategic color choices effectively communicates the device's premium features and reinforces Apple's narrative of innovation and excellence. Through these elements, the iPhone 15 Pro is portrayed as a reliable, sophisticated, and aspirational product tailored to modern consumers.

(3-4)



source: <https://www.youtube.com>

**Figure 4. External Button Features**

The iPhone 15 Pro advertisement highlights the Action Button, a multifunctional feature that replaces the traditional Ring/Silent switch. According to support.apple.com, the Action Button allows users to assign specific functions such as Flashlight, Voice Memo, Translate, Magnifier, Shortcut, and Accessibility. This feature emphasizes versatility, user control, and accessibility.

The terms Flashlight, Voice Memo, Translate, Magnifier, Shortcut, and Accessibility denote specific functions that can be assigned to the Action Button. Each word directly represents a unique feature or utility accessible with a single press, enabling quick access to frequently used functionalities.

The inclusion of these customizable options connotes flexibility and user empowerment. By offering the ability to assign diverse functions, the advertisement suggests that the iPhone 15 Pro is adaptable to individual preferences and needs. The emphasis on Accessibility and Magnifier functions connotes inclusivity and user-friendliness, highlighting Apple's commitment to designing technology that caters to a diverse range of users, including those with special needs.

The advertisement contributes to the myth of technological empowerment and personalization. By showcasing the Action Button's customizable nature, the iPhone 15 Pro is portrayed as a device that enhances user agency and enables personalization, reinforcing the broader narrative of technology as a tool for individual expression and convenience. The inclusion of accessibility features supports the myth of social responsibility and ethical design, aligning with cultural narratives surrounding inclusivity and corporate social accountability.

The advertisement employs a dark background, ranging from grey to black, with white text and yellow highlights to emphasize the Action Button's features. According to Dyer (1982), these visual elements convey deeper meanings:

1. **Contrast and Clarity:** The dark background and white text create a sharp contrast, ensuring readability and highlighting the button's features. The sleek design suggests user-friendliness and sophistication.
2. **Yellow Highlights:** Yellow is associated with energy and clarity, drawing attention to specific details and reinforcing the intuitive usability of the Action Button.
3. **Aesthetic Appeal:** The combination of grey, black, white, and yellow contributes to a sleek, modern aesthetic, positioning the iPhone 15 Pro as a premium device.

As Cerrato (2012) highlights, colors influence perception and emotion. In this advertisement:

1. The dark background conveys elegance, depth, and sophistication, aligning with the premium image of the iPhone 15 Pro.
2. White text emphasizes simplicity, transparency, and clarity, ensuring the features are easily understood.
3. Yellow highlights signify energy, clarity, and importance, drawing attention to the Action Button's customizable functions.

The iPhone 15 Pro advertisement effectively communicates the significance of the Action Button through verbal and visual signs. By emphasizing versatility, accessibility, and sleek design, the advertisement portrays the iPhone 15 Pro as a user-friendly and sophisticated device. The strategic use of colors and text reinforces Apple's commitment to innovation, personalization, and inclusivity, appealing to a wide range of consumers seeking a premium and customizable smartphone experience.

(3-5)



source: <https://www.youtube.com>

**Figure 5. Portrait Feature on The Front Camera**

The advertisement for the iPhone 15 Pro highlights its advanced portrait photography capabilities, specifically showcasing features of the front-facing camera. According to Apple.com, the iPhone 15 Pro's portrait mode delivers sharper, more colorful images with enhanced performance in low light. It automatically recognizes subjects like people, cats, and dogs, captures depth information, and allows users to edit portrait details post-capture. This denotes a focus on precision and functionality in portrait photography, supported by technical advancements such as depth sensing and low-light optimization.

Connotatively, the advertisement emphasizes creativity and self-expression, suggesting the iPhone 15 Pro enables users to effortlessly produce professional-quality portraits, catering to both artistic and personal storytelling. Mythologically, the ad reinforces Apple's reputation for innovation and technological empowerment, positioning the brand as a leader in smartphone photography.

Visually, the ad features a model using the phone in portrait mode against a serene grey and

green background, evoking a sense of versatility and elegance. The model's silver attire and the phone's sleek design further enhance its premium and modern image, appealing to style-conscious consumers. Yellow highlights and black text effectively emphasize key features, with yellow conveying energy and clarity, enhancing the phone's appeal as a high-performance, user-friendly device. Together, these elements present the iPhone 15 Pro as a sophisticated tool for capturing moments and elevating self-expression.

### **The Meaning of Signs Conveyed by iPhone 15 Pro Advertisement Video**

#### **Messages Conveyed by the First Advertisement Video**

The verbal sign "Titanium" in the iPhone 15 Pro advertisement underscores the material's strength, durability, and exclusivity, reflecting both its physical properties and its cultural association with innovation and luxury. The word is visually presented in grey font against a black background, where grey conveys sophistication and modernity, and black symbolizes luxury, power, and elegance. Together, these elements position the iPhone 15 Pro as a superior, high-performing, and aspirational product. The interplay of verbal and visual signs emphasizes the device's premium quality, appealing to consumer desires for reliability, style, and status.

#### **Messages Conveyed by the Second Advertisement Video**

The second advertisement video highlights the iPhone 15 Pro's advanced camera technology and sleek design. Verbal signs like detailed camera specifications (e.g., "13 mm Macro, 120 mm, and multiple focal lengths") denote technical precision and versatility, suggesting the device's capability to meet diverse photographic needs. These signs reinforce Apple's reputation for innovation. Visually, the grey iPhone evokes professionalism and modernity, while white text ensures clarity, enhancing the device's elegant and minimalistic aesthetic. The depiction of a user engaging with the camera further conveys ease of use and reliability. Together, these elements construct a narrative of technological excellence and premium quality, targeting consumers who value sophistication and cutting-edge features.

#### **Messages Conveyed by the Third Advertisement Video**

The third advertisement video portrays the iPhone 15 Pro as a cutting-edge, high-performance device. Verbal signs such as "6-core GPU, 6-core CPU, Up to 2x faster Neural Engine" emphasize the phone's hardware capabilities, suitable for demanding tasks like gaming and 3D applications. The term "A17 PRO" suggests exclusivity, targeting professionals and power users. Visually, the grey phone paired with white text conveys modernity and elegance, while a gaming scene reinforces the device's high-speed performance and seamless graphics. Together, these elements depict the iPhone 15 Pro as a technologically advanced and stylish product that appeals to consumers seeking innovation and functionality.

#### **Messages Conveyed by the Fourth Advertisement Video**

The fourth advertisement video emphasizes the iPhone 15 Pro's customizability and inclusivity. The Action button, which can be assigned various functions like Flashlight, Voice Memo, and Accessibility, highlights the device's versatility and personalization, enabling users to tailor the phone to their lifestyle. The inclusion of accessibility features reinforces Apple's commitment to inclusivity and social responsibility. Visually, white text on a dark background with yellow highlights conveys elegance, sophistication, and user-friendliness. The dark background creates a premium feel, while yellow highlights draw attention to key features. These elements

position the iPhone 15 Pro as a dynamic and inclusive device that combines advanced technology with practicality and style.

### **Messages Conveyed by the Fifth Advertisement Video**

The fifth advertisement video focuses on the iPhone 15 Pro's advanced portrait photography features. Verbal signs emphasize capabilities such as portrait mode, depth sensing, and post-capture image enhancement, suggesting the device's suitability for capturing professional-quality portraits. This aligns with broader cultural narratives of self-expression and creativity. Visually, the serene grey and green background, paired with the model's silver clothing and the phone's sleek design, reinforces a premium and futuristic aesthetic. Yellow highlights and stacked black text direct attention to key features, enhancing the phone's functionality and appeal. These elements collectively present the iPhone 15 Pro as a versatile, high-performance device ideal for users seeking advanced technology, artistic empowerment, and luxury.

### **CONCLUSION**

The iPhone 15 Pro advertisements strategically blend verbal and visual elements to highlight the product's advanced technology, sophisticated design, and user-centric functionality. The verbal signs, such as the detailed descriptions of the A17 PRO chip, portrait mode, and the customizable Action button, underscore the phone's cutting-edge capabilities. These technical details position the iPhone 15 Pro as a versatile and powerful device that caters to a broad range of users, from casual consumers to professionals seeking high-performance features.

Visually, the use of grey tones, white text, and yellow highlights creates a clean, modern, and minimalist aesthetic. Grey conveys sophistication, while white emphasizes clarity and precision. Yellow highlights guide attention to key features, enhancing the overall legibility of the ad and reinforcing the idea that the iPhone 15 Pro is a high-quality product. The combination of stylish models and natural, serene backgrounds further reinforces the phone's elegant, trendy image. Together, these visual elements not only enhance the clarity of the product's features but also convey its aspirational and fashionable nature.

Beyond the technical specifications, the advertisements also suggest broader themes of creativity, empowerment, and social status. The focus on customizable features, such as the Action button and advanced camera tools, emphasizes how the device empowers users to express themselves and enhance their personal experiences. Furthermore, the inclusion of accessibility features signals Apple's commitment to inclusivity and accessibility, aligning with contemporary values of diversity and social responsibility.

The emphasis on innovation, exclusivity, and premium design further strengthens Apple's positioning as a leader in the tech industry. The iPhone 15 Pro is presented not just as a functional tool but as a luxury item that reflects the identity and values of its users. This approach appeals to both the practical and emotional needs of consumers, helping Apple maintain its competitive edge in the smartphone market.

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