

## ABSTRACT

**Erlan Zidane Aulia Rachman. NIM. 1195030064. Promoting Renewable Energy Through Ge Vernova Instagram Tagline Advertisement: A Saussurean Semiotic Analysis. An Undergraduate Thesis Department of English Literature, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisor 1. Dr. Dewi Kustanti, M.Pd., Advisor 2 R. Myrna Nur Sakinah, M. Hum.**

This study aims to analyze the signifiers, signifieds, and meanings represented in Promoting Renewable Energy Through Ge Vernova Instagram Tagline Advertisement: A Saussurean Semiotic Analysis. The research employs a descriptive qualitative method to examine how visual and verbal signs interact in constructing corporate messages related to renewable energy, sustainability, innovation, and corporate identity. The data consist of selected Instagram tagline posts published on GE Vernova's official Instagram account, chosen through purposive sampling based on their relevance to the research objectives. Data were collected using documentation and observation methods, while the analysis focused on identifying the visual and verbal signifiers, interpreting their corresponding signifieds, and explaining the meanings generated through their relationship. The findings indicate that GE Vernova strategically combines images, colors, typography, logos, and taglines to communicate its commitment to clean energy, technological innovation, environmental responsibility, and sustainable development. The interaction between visual and verbal signs strengthens the company's corporate identity and enhances audience understanding of its organizational values. This study demonstrates that Saussure's semiotic theory provides an effective analytical framework for interpreting meaning construction in corporate digital advertising on social media, particularly Instagram.

**Keywords:** *Semiotics, Signifier, Signified, Ferdinand de Saussure, GE Vernova.*