



is the way to sense symbol through language and visualize on advertisement. Thus the writer interested to guide advertisement to be her focused.

The language and visual advertisement have been a special interest for researcher in the decades and therefore, it is rapidly becoming research field. Research advertising is objectives includes improving about the product, the promotion of new product market and acquiring new costumers, which in turn should increase the sales and profit of the company, (Washer; 2015). To analyze advertising in Semiotics perspective, the researchers analyze a sign system on the advertisement. Appropriate to the character, advertising is a reality portrayed on society. From the explanation above the writer analyzes sign system on the advertisement because it can spread value, culture, politic and any other.

Semiotics has attractiveness in a research; hence, not all communication messages can be understood. An example in mass communication discipline, semiotics can be applied to the film, television, advertisement, music, picture and other unique and interesting field. Several researchers have conducted semiotics in advertisement. Rifa'I (2010) has purposed semiotic significant in advertisement. Rifa'I aimed to find a meaning of denotation and connotation meaning in five kind of Coca cola's advertisement used Roland Barthes theory to analyzing a sign at five Coca Cola is advertising. It is same as Rifai'I, A'la (2011) also examined semiotic in advertisement. She analyzed a sign using theory by Roland Barthes but in the different object. Her object is A-mild billboard advertisement. She found the relationship between denotation and connotation on A-mild advertisement. Sahrani (2011) analyzed advertisement in magazine, she

observed three samples become data analyzed. The purpose of Sahrawi is to find the relationship between representation and the object in Tablerone, Nabisco 100 Calorie Milk Chocolate, and Dove Chocolate with Peanut Butter advertisement used Pierce theory.

Based on the previous studies, the writer found out that several interested to analyze advertisement used semiotics. Semiotics can applied in various advertisements, for instance in billboard advertisement (A'la, 2011) magazine advertisement (Syahrani, 2011) television advertisement (Adham, 2012, Anggara, 2015, Correa, 2011, Nugroho, 2015, Pillay, 2008) and absolutely in the print advertisement (Uraida, 2014). As the other writers have done in doing the research, having been aware of the previous study is really important to get qualified in the research. Thus, in this study the writer conducted to analyze print advertisement. But, this research little differences with those previous study. It can be seen the data source that is used in this research, Magnum Advertisement.

The writer chose the Magnum advertisements because of some consideration first, the writer chose Magnum advertisement has complete aspect to be analyzed, such as the verbal and nonverbal in advertisement. Magnum Advertisement has slogan to the data of verbal sign. In addition, in nonverbal sign, the advertisement has various pictures that can be object to be analyzed. Magnum print advertisement also has interesting advertisement to be analyzed. Finally, many scholars uses Magnum Advertisements as primary data source of their research, such as Fatlahah 2013, Ediningrum 2014, Nindwalanju 2014, etc.







