CHAPTER I

INTRODUCTION

This chapter, the writer explains the reason why the writer takes this research. It consists of background of the study, research problems, and research purposes, significance of the study, scope, and limitation, and definition of key terms in the part introduction.

1.1 Background of Study

Advertisement is interesting to discuss, because it has so many messages that the readers have to know. Advertisement is a part of communication, because naturally it is the way to delivered message to the producer into costumer. It is one the way to inform about the product. Advertisement usually is persuades costumers and influences the costumer to buy the product or used service. The producer does anything to make a costumers interested. It is not simply work, because the producer should have good strategies to promote their product. Therefore, most of brand advertiser uses advertising agency to buy advertising spaces and time in the media and create advertisements (Bierley, 1995). Good advertising and good marketing depend on clear and creative visual art. Hence, the agency races become unique to present the advertisement.

The present advertisement, language does not only the play of rule delivery, but also the emergence such as the picture, colors, and sound (A' la, 2011). It is not only about the persuasive a language to be interest, not only a picture of the product but also advertisement has longer dimension function, that

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 fife kind of Coca cola's advertisement used Roland Barthes theory to analyzing a sign at fife 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.

Those are the reason, of the writer chose Magnum Advertisements being data analyzed.

Based on those cases, the writer conducted investigates the Signifier and Signified in advertisement used semiotic in Magnum advertisement. This study, deals with Signifier and Signified that show in each Magnum advertisements. Thus, to elaborate and answer the statement of the problem, the writer used Ferdinand de Saussure theory.

1.2 Research Problems

Based on background above this study considered to answer following questions:

- 1. What are the verbal and Nonverbal signs appears in Magnum Advertisements?
- 2. What are the Signifier and Signified appears in Magnum Advertisements?
- **3.** What are the meaning of sings of Magnum Advertisements?

1.3 Research Objective

In relation to the research problems is attempting to answer those problems, the research purposes can be seen as bellow:

- 1 To describe the verbal and nonverbal in Magnum Advertisements.
- 2 To describe the Signifier and Signified meaning of each advertisement on Magnum Advertisement.
- **3** To describe the meaning on Magnum Advertisement.

1.4 Significance of the Study

In the significance of the study, the writer deriders in two significances they used theoretically and practically.

1.4.1 Theoretically

This study give some additional information to the reader, especially the people who are interested in representing an advertisement used semiotic in Magnum Advertisement, and able to understand its hidden meaning on each post. It give idea that knowing the representation of the advertisement is easy and understand the message of the advertisement make a reader be aware to persuasive advertisement. The writer hopes this study can be useful for English Department student as a reference who wants analyzing advertisement especially semiotic in Magnum advertisements.

1.4.2 Practically

The further study has benefit in several areas. This study practically has benefit to know the meaning on Magnum Advertisement. People also can observe that there are something hidden on the Magnum Advertisement both on the pictures or the text as slogan or describe on the Magnum Advertisement. This study the writer shows the people that semiotics still the better choice to be tool of analyzing the advertisement.

The writer wishes this study could give the encouragement addition for everyone who interest in this study. It also can be the alternative references or the supporting complement of the research that has been done.

1.5 Scope and Limitation

Regarding the statement of the research problems, the scope of the study is the writer uses Ferdinand de Saussure theory of Semiotics as the basic of analysis the signs both Signifier and Signified. The writer focused on the verbal text and nonverbal in Magnum Advertisements. According Shintawati (2009) verbal is part course of the text of the advertisement. It can be the brand names or slogan of the product, information about something, persuasive sentence, or anything else behind the text form.

Whereas nonverbal is a communication without language, or without saying, the epistemology nonverbal use all sign except the text (Sobur, 2013). Nonverbal is use nonverbal sign to analyzing the meaning of the advertisement. The nonverbal sign whom appearances are aimed to support the verbal sign in order to make a package more interesting. The nonverbal are consist of the use of color, the use of music, and the use of animation. In this study, the writer limits only the general picture of advertisement.

1.6 Definition of Key terms

Related to the title of this thesis, the writer would like to give some definitions to avoid misunderstanding of the readers when reading this thesis, thus the readers are expected to have some interpretation and perception in understanding this present study.

Semiotic is the study of meaning making, the study of sign processes and meaningful communication. This includes the study of sign and sign process,

indication, designation, likeness, analogy, metaphor, symbolism, signification, and communication (Sobur 2015).

Advertisement is a form of marketing communication used to promote or sell something, usually a business's product or service. Advertisement promotes the sale of goods and persuading the people to buy the product (Bierley 1995).

