CHAPTER II

LITERATURE REVIEW

This chapter intends to describe the theories that used in this study. This study also presents the result of reviewing some theories that related to the study. The main data in this analysis is the printed advertisements of Magnum ice cream which is got from the internet.

2.1. Theoretical Bases

2.1.1 Semiotics

Everything in this world is sign, there are signs whenever and whenever we are. Everything's happen because this world is decorated by sign (A'la, 2011). To interpreting signs, there is knowledge to study sign. It is semiotics. Semiotics (or semiology, as it better known in Europe) it is a root from Greek language which derived from word *seme* or *semeion* as in *semiotikos* mean sign or the interpretation of sign. Semiotic is a way to look for deeper meaning in a meaning. Semiotics as a discipline is simply the analysis of sign system are of great consequence is easy enough to gasp; yet the recognition of the need to study sign system is very much a modern phenomenon (A'la, 2011)

Semiotics differ into two part, communication semiotics and significant semiotics. The first is theory which emphasize in production sign. They assume six factor in communication there are: sender sign,

acceptance code (sign system), messages, communication access and reference (Jakobson, 1963). The second is extend in the theory and the understanding in the context. In the second part is not worry about the purposes of communication. The priority is the understanding in a sign, hence cognition process is more attention than communication process.

Semiotics has two fundamental founders, both Ferdinand de Saussure an Charles Sander Pierce,. Ferdinand de Saussure is a one of the European linguist expert, he studied academically about the concept and paradigm of sign. He is linguist who used semiology term studying sign as the continental Europe's line of through rather than semiotics term that is introduced by American linguist, Charles Sander pierce. However, after years, the semiotics term is often used by Saussure's followers. The signifier and the signified are important Saussure's concepts about sign. language sign are concept (signifier or signified) and acoustic image (the material aspect or sound image or signifier) which is attracting when someone is speaking, if one, feels one's cords when speaking it is clear that sounds are made from vibrations (which are undoubtedly material in nature)

Clearly, Saussure believes that the process of communication through language involves the transfer or the contents of minds through the signified (metal concept) and the signifier (material aspect) (Paul and Litza, 1999). The signs which make up the code of the circuit between the two individuals "unlock the content of the brain of each. It is the

combination of the contents of the mind with a special kind of code sign which encourages Saussure to posit a new science (ibid).

Semiotics is a field of study involving many different theoretical stances and methodological tools. Semiotics is very useful tool to decoding advertising. For both academics and who aspire to work in the advertising industry. It is also useful for the costumers of advertising and the product. Another useful way in semiotics which enables us to critique advertising is to identify more easily the advertising. Thus in this study the writer guided Semiotic to the way interpreting Magnum Advertisements.

2.1.2 Semiotics of Ferdinand de Saussure

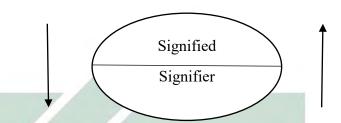
Ferdinand de Saussure, is well known as the father of linguistics and the founding of structural linguistics. His importance work, not on in his detail explanation in linguistics, but in his general view of representation and the way his model of language shaped the semiotic approach to the problem of representation in a wide variety of cultural fields. There are three elements distinction from Saussure of the structural semiotics approach, followed (1) signifier and signified, (2) language, parole and language, (3) synchronic and diachronic,

1. Signifier and Signified

Saussure defined the linguistic sign in two side entity, on side of the sign was called the Signifier than other side called the Signified.

Signifier is the thoroughly material aspect of sign and Signified is the

mental concept of sign. These two inseparable of the Signifier (material aspect) and the Signified (mental concept) are described as the following diagram:



2. language, parole and language

The general phenomenon of language is made up by two factor, between parole (individual acts of speech) and the langue (system of difference between sign)

3. synchronic and diachronic

According to Saussure, the linguistic research must concern in Synchronic aspect before Diachronic aspect. Saussure describes this vital distinction as Synchronic linguistic will be concerned with the logical and physiological relations that bind together coexisting terms and form a system in the collective mind of the speaker. Diachronic linguistics will studying the relations that bind together successive terms not perceived by the collective mind but substituted for each other without forming a system.

2.2. Previous Study

The role of semiotic used in advertisement has been done a series of research have been done by some researcher who used semiotic to analyzed advertisement. Previous study is given to show the similarity and difference between this research and another research. These studies have been reviewed and the result of the previous studies presented as follows:

A'la (2011) in her research "A Semiotic on The *A-Mild* Advertisement Using Roland Barthes' Theory" tries to find out connotation of verbal and nonverbal in A-Mild cigarette advertisement. Not only the verbal sign but also color are analyzed in this research. In this research she only analyzed the color but not the pictures. She analyzed the advertisement used Roland Barthes theory.

Syahrani (2011) in her thesis "Summary of a Semiotic Analysis on Chocolate Advertisement in Style Magazine" tries to analyzing the relationship between object and interpret ant on Toblerone, Nabisco 100 calorie milk chocolate and dove chocolate with peanut butter. She found out the relationship between meaning and the hidden message that want to be delivered. Different with Tazkiyah, Marisa used Charles sander Pierce's theory to analyzing the advertisement.

Other previous study is Laksono (2016), he conducted a study about signifier, signified and connotation denotation in Meme Troll Football. This study explored the meaning of some phrases and sentences that appeared on the data. The writer used Roland Barthes theory and Saussure concept to analyzing the data.

Previous study in this study is Pratama (2008), he analysis about pictures on London Fashion Week (LFW). He conducted signifier, signified in pictures in Kompas magazine. he used theory of Ferdinand de Sauussure about signifier and signified especially the meaning of the pictures. He used seven pictures from Kompas magazine. the conclussion of his study are expression of photografer to taken pictures in the London Fashion Week. From all of the pictures can which analyzed, he can concluded that in photograph doesn't discrimination to taking picture.