

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 and 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 (mental 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

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.

