#### **CHAPTER IV**

#### FINDING and DISCUSSION

In this chapter, the writer deals with of the semiotics analysis in Magnum advertisement. By concerning to it, the writers presents the result of the study through some steps as mentioned in data analysis that involves the Signifier and Signified in Magnum Advertising and. All of them are discussed as the bellow.

#### 4.1 FINDINGS

During doing this research, the writer found 44 advertisement which already posted in internet. The writer found (a) Verbal text and Nonverbal signs (b) the Signifier, (c) the Meaning of Magnum advertisements.

# 4.1.1 The Finding on the Semiotic Analysis on the Magnum ice cream Advertisement

# A. Verbal text and Nonverbal signs

Datum	Category Sign	
Datum	Verbal text	Release the beast
1		Dare to go double
		Magnum for Pleasure
	Nonverbal	a woman with half tiger face and

		Magnum Double besides
Datum	Verbal text	MAGNUM GOLD
2		AS GOOD AS GOLD
	Nonverbal	Capital word of this advertisement.
		Color words are gold and white
Datum	Verbal text	As good As coffee
3		This tastes like it was made with actual
		espresso coffe with a hint of sweetness
	1	and a full. Bodied coffee flafor
		The ice cream is latte colored and very
		smooth
	Nonverbal	a picture of Magnum coffee with real
		coffee beans
Datum	Verbal text	Magnum Enjoy the royal treatment
4		Magnum Almond Magnum Classic
		Magnum Truffle
	Nonverbal	three magnum series Magnum Almond
		Magnum Classic and Magnum Truffle
		used crown also two flags besides
Datum	Verbal text	Vote pink
5		Vote Black

	Nonverbal	Black Background
		Pink Background
		A girly woman
		A boyish woman
Datum	Verbal	Mini size
6		Maximum pleasure
		Magnum mini in
		Give in to it
	Nonverbal	A woman enjoyed ice cream
Datum	Verbal	Magnum Classic
7		Love Magnum Ice Cream?
		Then like us for a special offer
		Magnum made with Belgian chocolate
	Nonverbal	three product of Magnum ice cream
Datum	Verbal text	Introducing Magnum ice cream
8		Meet Magnum Double Caramel. Silky
		vanilla bean ice cream and rich source
		caramel, all convered in thick Belgian
		chocolate.
		Its pure pleasure from very first bite.
	Nonverbal	Icon that choose in this advertisement is

		a young women who looking and
		smiling and bring an ice cream.
Datum	Verbal text	MAGNUM
10		Make time for kisses
	Nonverbal	Tower Eiffel

**Table 4.1 Verbal and Nonverbal Signs** 

# B. Signifier, Signified and the Meaning

# > Datum 1



Magnum Double advert currently manufactured by United State food company Unilever. Magnum double advert is two layers of cracking chocolate with a luscious sauce in between. This advertisement produced by Propaganda Productions and shot by Martin Warner the song written and recorded by Jack

White. This advertisement shows pleasure seekers proudly releasing their beats when biting a Magnum Double Advert, with the animal featured representing the metaphor of this fierce, more empowered persona, which lives within all of us.

Signifier	Signified
Release the beast	Order to the reader lost their beast side
	side
Dare to go double	Challenge the reader to try
	Magnum Double Advert
Magnum for Pleasure Seekers	A jargon of Magnum ice cream
A woman	Portrayed Magnum costumers
A half tiger face	Portrayed a wild side

Through the help of signifier and signified theory from Ferdinand de Saussure, the writer could conclude that the meaning of verbal text and nonverbal signs in Magnum advertisements above was given meaning with text which consist of signifier and signified until eventually from the meaning to be shared to other people about the following above:

This advertisement focused on the text "release the beast" and "dare to go double", and the pictures of woman with half tiger face. Here, does not mean a woman half animal and half human but there is means that everybody actually have wild side. But being a human we have attitude so we have controlled wild

side in our life. This advertisement Magnum ice cream want to invite us to throw out the wild side in us and begin to be quiet with eating magnum ice cream

This advertisement also campaign created for everyone to dare to let other side that they have. They can look for and enjoy their pleasures and let the wild side go. To release their wild side by enjoy Magnum double advert or by practicing good side of someone. Magnum want everyone enjoy Magnum double advert and together let wild side go. Neil Gledhill as global brand director said "We are thrilled to launch "Release the Beast" as a powerful example of Magnum's philosophy. We wholly encourage each and every person to indulge and take pleasure in letting go with us. Everybody has a beast that lives inside them and this campaign is about daring people to unleash it; both through enjoying a Magnum Double and by adopting this attitude to their lives. To go for it and most of all, enjoy it". Magnum want everyone release their wild side and see their pleasure seeker with Magnum double advert or just let it go. They can enjoy they pleasure.

# > Datum 2



Magnum introduce Magnum Gold in the first luxurious golden ice cream innovation. A luxurious soft vanilla ice cream with sea salt caramel sauce, coated with Belgian chocolate. This variant introduce on 2014

Signified
A brand
A magnum gold is as good as gold
This advertisements is the introducing a new variant of Magnum ice cream that

	is Magnum Gold
Capital word	Capital words is emphasize the
	messages
Color words are gold and white	Is portrayed of gold that have mean
	brave and confident

The *signifier* of Magnum Gold is "As Good As Gold" means that the ice cream as like a gold, but the meaning in this jargon is Unilever wants to show that this variant has good as a gold. A gold is a best metal in the world, so Magnum gold portrayed as that to claim that chocolate as best quality that portrayed by a gold. Magnum gold also have color as gold because sea caramel the first before chocolate. "As GOOD As GOLD above actually composed to another meaning called a *signified* meaning. In this term interpretation, the writer agreed that "As GOOD As GOLD" *signified* to a trick of Magnum company through their costumer to agreed that Magnum companies is the best quality of ice cream production.

In this advertisement, the focused is about text "MAGNUM GOLD". This ice cream is not made by gold. In this advertisement the company want to tell that this ice cream as good as gold. It is meant that Magnum behaving very well. It is also refer to the ice cream color. The color's ice cream is yellow which as like a gold. Gold is the best metal. The company symbolize their product with gold.

They want tell the reader that their product is the best. Magnum gold is a luxury product and premium product from Magnum ice cream. "Magnum has been a household name for premium ice-cream, bringing luxury into everyone's home all around the world. We've delighted you with a sensual palette of ice cream variants but now we want to bring the ultimate in luxury to this premium brand with Magnum Gold", shared Herry Budiazhari as Marketing Director, Unilever Malaysia..

#### Datum 3



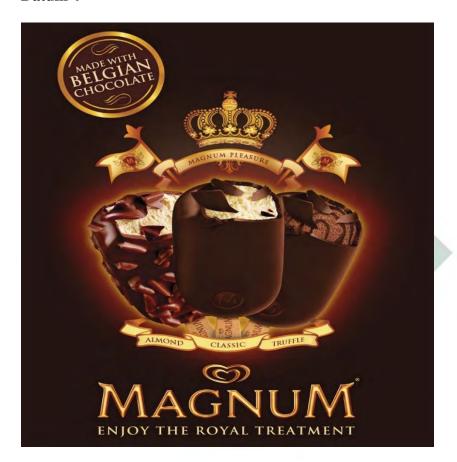
Magnum Espresso has an intense ripple of black espresso coffee sauce swirled in smooth and creamy vanilla ice-cream, all covered in a thick layer of dark Magnum cracking chocolate

Signifier	Signified
MAGNUM	A brand
As good As coffee	The jargon of Magnum cappuccino
A picture of Magnum coffee with real	A picture Magnum ice cream with real
coffee beans	coffee beans.

The focused of interest in this advertisement are on the jargon "As Good As Coffee" and a Magnum ice cream picture with the real coffee bean. The first the signifier of this advertisement are on the text "As good As coffee" and the picture Magnum ice cream with real coffee bean. The signified of this advertisements want to tell that this ice cream like coffee and as good as coffee. As we know coffee is one of a great ingredient. By combining ice cream and coffee, Magnum espresso will treat indulgence the costumer. The second from the picture is not meat that in ice cream are coffee beans, but it means that ice cream made from rich coffee in every second.

This is combining ice cream lover and coffee lover in one cream Magnum espresso. The costumer can enjoy a coffee in an ice cream.

#### > Datum 4



Magnum Classic is one of Magnum ice cream variant in Indonesia.

Taste a classic bit by Magnum Classic, Magnum Almond and Magnum White Almond to be the power line of Magnum Classic. Under Wall companies, Magnum build the luxury image in Indonesia. They invite some popular artist in Indonesia also from Thailand, there are Olla Ramlan is as an ambassador of Magnum Advertisement, Raisha Andriani, and Davika Bourne from Thailand.

Signifier	Signified
MADE WITH BELGIAN	The ingredients
CHOCOLATE	
MAGNUM	A brand
ENJOY THE ROYAL TREATMENT	Enjoy Magnum ice cream as like
	enjoy the royal treatment
MAGNUM PLEASURE	Magnum create to everyone who look
	for their pleasure
ALMOND	One of variant magnum classic that is
	Magnum Almond. An ice cream with
	almond ingredients.
CLASSIC	Magnum Classic is the first variant ice
	cream from Magnum
TRUFFLE	One of variant Magnum classic that is
	Magnum truffle
Crown	A portrayed of king and queen.
	Magnum want to show that Magnum
	is Queen of ice cream.

In this advertisement, there is meaning from line words "enjoy the royal treatment" and a picture of crown. In that signs tell the reader that Magnum

would give a treatment like royal treatment. Ice cream is not for royal service only, but every person who eats Magnum ice cream will feel like getting the royal banquet. As we know crown is identically with king and queen who has glamour life. This advertisement Magnum claimed that they will give a great ice cream. Fatimah hissing as Senior Brand Manager Magnum explained, "Every day, we often hear the term classic around us. This term refers to a quality that is recognized as the benchmark of excellence and enjoyment of timeless, it is no wonder our love of the classic things become so powerful and timeless of time. These qualities are reflected in the three classical variant of Magnum, since first launched at this time so loved pleasure seekers as a form of pleasure that is so timeless and pampering.

## Datum 5



Magnum Pink is a fun and fruity raspberry flavoured delight, whilst Magnum Black combines a black espresso sauce swirled through smooth vanilla ice cream and covered in dark Magnum chocolate.

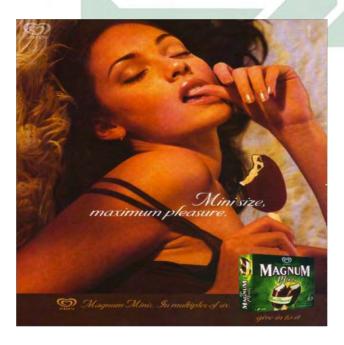
Signifier	Signified
Vote for Pink	Choose Magnum vanilla ice cream
Vote for black	Choose Magnum Black Espresso
Black Background	Portrayed Magnum black
Pink Background	Portrayed Magnum pink
A girly woman	Magnum pink symbolize with a girly woman
A boyish woman	Magnum black symbolize with
	boyish woman

Focus if interest in this advertisements are from the colors that is used. This advertisements is used pink and black color, pink to represent Magnum vanilla and black to represent Magnum espresso. In this advertisement the costumer was asked to choose between Magnum pink and Magnum black. They just choose one of them by vote Magnum pink and black. The company provides a choice different ice cream for different moment. According to Nicola Rolfe, brand manager for Magnum, "our new campaign captures the luxury and indulgence which consumers associate with the Magnum brand,

while communicating the two new ice creams as two options for very different moments". The costumer can choose which one they like to their different moment.

Actually everyone need different pleasure appropriate their personality. Thus Magnum bring Magnum Black and Magnum Pink to be their choices to company their different moment. In this advertisement the different personality interpreted by girly woman and boyish woman. Magnum Pink represent with girly woman and Magnum Black represent with boyish woman. It is come back to the costumer they can choose they want whether they are girly or boyish people. Magnum just make a little explanation why and whom Magnum black and Magnum pink is created.

### Datum 6



Magnum mini is created to pleasure seekers who afraid being fat.

Magnum mini present with three sense, Magnum Classis, Magnum Almond and Magnum Mix. Magnum mini sell in a box, every box consist of 6 pack.

Magnum mini measurement 45ml in every pack.

Signifier	Signified
Mini size	A name of series
Maximum pleasure	This ice cream has maximum taste
	although its mini size
Magnum mini in	One box Magnum mini are six packages
Give in to it	The company meant is "give in to eat"
A woman enjoyed ice cream	An expression when enjoy Magnum ice
	cream

This advertisement gave explanation about new variant Magnum ice cream it is Magnum mini. Other explanation is about the slogan and the picture of those advertisements. Start with the slogan first, "Mini size" and "maximum pleasure" Those phrases would wrought out a connotation to this advertisement. Although the ice cream is small but has a flavor that is not less with other Magnum ice cream. Riri in Nindwalanju (2013) research sais that the quality and taste didn't different with other magnum, Magnum mini settled used Belgian chocolate in Magnum ice cream.

The second about the picture, on those advertisements there is a woman who enjoyed an ice cream. She enjoyed her ice cream until she closed her eyes. It is mean that she so joyful herice cream. Magnum company want to tell that Magnum mini also can make you fly on your pleasure. Magnum mini made from Magnum classic(original) laminar with Belgian chocolate, Almond follow with Almond bean, and Brownie with filling slice brownie and peanut cashew.

# Datum 7



Magnum Classic is one of Magnum ice cream variant in Indonesia.

Taste a classic bit by Magnum Classic, Magnum Almond and Magnum White

Almond to be the power line of Magnum Classic. Under Wall companies, Magnum build the luxury image in Indonesia.

Signifier	Signified
Magnum Classic	A name of series
Love Magnum Ice Cream?	A question to the reader
Then like us for a special offer	Invited the reader to join love Magnum
	ice cream.
three product of Magnum ice cream	A variant of Magnum Classic

This advertisement has meaning from signifier "Then like us for a special offer" a special offer in this advertisement to the Magnum ice cream lover. They will be given a special sense of magnum as like they could The Magnum fans invite the reader of advertisements to join and together enjoy a joyful of Magnum ice cream. Enjoyed Magnum ice cream give special taste in their product. Magnum ice cream made by Belgian chocolate. Everyone knows Belgian chocolate is the best chocolate hope this ice cream being luxury, great and best ice cream. From the best ice cream will make special offer to the costumers.

# > Datum 8



Magnum Double Caramel is one of variant Magnum ice cream. This ice cream also made by Magnum classic but in this ice cream has special cure double caramel.

Signifier	Signified
Introducing Magnum ice cream	This advertisement thought introducing
	new variant Magnum ice cream. There
	are many variant Magnum the new once
	is Magnum double Caramel
pure pleasure from very first bite.	In this advertisement sure that the
	costumer will be enjoyed the pleasure of

Magnum from the firs bite.
Magnum ice cream create for the
seekers of pleasure
A.1
A happy woman and proud can eat
Magnum ice cream.

This advertisement was talking about the introducing new variant of Magnum ice cream. And also narration of the product, meet Magnum Double Caramel. Silky vanilla bean ice cream and rich source caramel, all convered in thick Belgian chocolate. In the end of narration has connotation meaning on the sentence "Its pure pleasure from very first bite". It is mean that when we are eat Magnum ice cream, we will feel how delicious magnum ice cream from the first bite. Magnum ice will make your true pure pleasure with Magnum double caramel. Two layer of caramel covered Belgian chocolate would make consideration your first bite and make your pure pleasure comes true.

# > Datum 9



Magnum Classic is one of Magnum ice cream variant in Indonesia.

Taste a classic bit by Magnum Classic, Magnum Almond and Magnum White

Almond to be the power line of Magnum Classic. Under Wall companies,

Magnum build the luxury image in Indonesia

Signifier	Signified
Seek Pleasure and win dream	This invited the reader to look for their
experiences everyday	pleasure.
	When they was found their pleasure

	they as like won their dream.
Magnum for Pleasure Seekers	Jargon of Magnum ice cream.
	It is meant, Magnum is made for everyone to found their pleasure
a woman in the swimming pool	A women who enjoyed the scenery on
	swimming poll.

This advertisement actually is about persuasive to the reader. It is from the nonverbal sign, a women who enjoy the scenery in pond. This symbolizing on way to "Seek Pleasure and win dream experience everyday". By relax and enjoy the quiet atmosphere in nature. It is a dreamers of everyone enjoy the scenery and relax on the beautiful place.

# > **Datum 10**



Magnum 5 kisses ice cream has taken inspiration from the world's capital of romance that is Paris. To create a new range of deliciously limited edition ice cream, Magnum Kisses. With the sophistication and expertise of French patisserie recipes at the heart, each 'kiss' is as deliciously pleasurable, intense and irresistible as a real kiss. Just like the artistry of the top French pastry chef, the kisses have been skilfully crafted and filled with superior ingredients like rich coffee, winter fruits and luxurious mascarpone (Ibid). The result, create new variant ice cream for pleasure seekers looking for new taste of Magnum luxury.

Signifier	Signified
Make time for kisses	Take the time to enjoyed the die
	Magnum five kisses
Eiffel tower	This ice cream inspiration by romantic

	city that is Paris
Apple, ice cream and cinnamon	The ingredient of Magnum five Kisses

The signifier in this version Unilever pick up series words "Make time for kisses" is means that pleasure seeker separate out their time, in this advertisement is busy woman, She allow her busy time to make kiss with magnum 5 Kisses. This slogan means is not really make a kiss, but in this case is the company tell that their product is the best product they portrayed their product as Gold. The company persuade the costumer to make a time on their busy time to eat deliciously pleasurable, intense and irresistible as a real kiss.

#### **4.2 DISCUSSION**

In this study, the writer examine that among 44 printing advertisement of Magnum ice cream on Internet, the writer analyzing only 10 advertisement. The writer analyzed Semiotic, there are signifier and signified and also completed this study by adding the meaning of the advertisements.

In this point, the writer provides two sub categories of the discussion based on the findings. This study had two research problems those are (1) verbal and nonverbal, and (2) Semiotics analysis which were contained of signifier and signified in Magnum print advertising. This study was analyzed by using Semiotic theory, Ferdinand de Saussure. In this study, to answer the first question the writer used Saussure theory about verbal text and nonverbal signs. The second to answer the second question signifier and signified the writer used Saussure also.

In this study analyzing advertisement in Magnum advertisement. In the Magnum advertisements, the writer found signifier and signified meaning from the verbal and nonverbal signs. This study hope can provides a deep insight understanding a Semiotics analysis about the deeper meaning and the messages that found on the Magnum advertisement. From the discussion above, all of the advertisement had some messages, most of them is about are persuasive to the reader.

From the analysis the ten images in this study has some message that will be conveyed. The message look of by contained the signs in the magnum

advertisements. Magnum not only promote their product but also provide a useful message to the public. There are some message delivered by Magnum:

- 1. Invite the reader to buy and look for their pleasure with Magnum ice cream
- 2. Lost the wild side in our live.
- 3. Separate the busy time to give a little time to seek the pleasure

Finally, we can concluded that in Magnum advertisement has interesting signs to analyze. Magnum delivered the message in each signs in theirs advertisements. Magnum also persuasive the reader to buy their product. From all of advertisements the writer can interesting thread that Magnum advertisements always invited the reader to enjoyed their live and always look for a pleasure to the live.

In interpreting or construct a meaning of a message in the form of signs, the Magnum advertisement, we can carry out a meaning or interpretation of the signs on the picture by using Ferdinand de Saussure theory to make a signifier and signified to the signs. In other words, the meaning of signs is binding or one mean.