

**A SEMIOTIC ANALYSIS IN 10 MAGNUM
ADVERTISEMENTS: FERDINAND DE SAUSSURE'S
THEORY**

A THESIS

Submitted as Partial Fulfillment of the Requirements for the *Sarjana* Degree
of English Department Faculty of Arts and Humanities
State Islamic University of Sunan Ampel Surabaya

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2017

DECLARATION

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Surabaya, January 23th 2017

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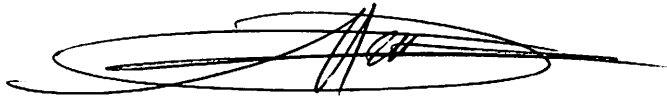
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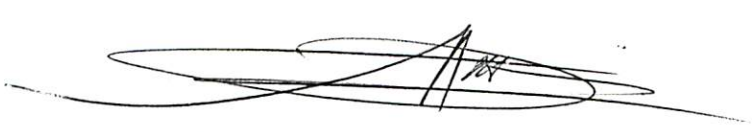


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ABSTRACT

Solikhah, Imroatus. 2017. *A Semiotic Analysis in 10 Magnum Advertisements: Ferdinand de Saussure theory*. English Department, Faculty of Arts and Humanities, State University of Sunan Ampel Surabaya.
Advisor:

This study investigates the kind of verbal text and nonverbal signs in Magnum advertisements. This study also investigates Signifier and Signified The objectives of this are to describe the kind of verbal text and nonverbal signs and to reveal signifier and signified also analyzing meaning on Magnum advertisements.

The method which is applied by the writer is descriptive qualitative because the data collected are in the form of words. The data were collected from Magnum advertisements and those were analyzed by using Ferdinand de Saussure theory of semiotic

This study reveals that verbal text and nonverbal sign are found in Magnum advertisements, such as the slogan, the description, the picture and the meaning. The result of this study also show that Magnum advertising there are signifier and signified meaning in each advertisements. Each advertisements also has Messages to the costumer. Magnum advertisements always invite the reader to seek the pleasure and being happiness.

The writer expected that this study can contribute a deeper understanding about Semiotic. She suggest to the next researchers to discuss and explain more detail in the same subject, especially explain the picture by used Kress & Van
Lawreen theory in detail

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Keywords: Magnum Advertisement, Semiotic

ABSTRAK

Solikhah, Imroatus. 2017. Analisis Semiotik pada 10 Iklan Magnum: Teori Ferdinand de Saussure. Jurusan Bahasa Inggris, Fakultas Adab dan Humaniora, Universitas Negeri Sunan Ampel Surabaya

Pembimbing: Dr.Mohammad Kujum M. Ag.

Studi ini mengkaji jenis tanda-tanda verbal teks dan nonverbal dalam iklan Magnum. Penelitian ini juga mengkaji *signifier* dan *signified* dan maksud dari tanda yang ada didalam iklan Magnum. Metode yang diterapkan oleh penulis adalah deskriptif kualitatif karena data yang dikumpulkan dalam bentuk kata-kata. Data dikumpulkan dari iklan Magnum dan semua dianalisis dengan menggunakan teori Roland Barthes yaitu teori semiotik dan didukung oleh teori Saussure.

Penelitian ini mengungkapkan bahwa tanda-tanda verbal teks dan nonverbal bias ditemukan dalam iklan Magnum, seperti slogan, deskripsi, gambar dan makna. Hasil penelitian ini juga menunjukkan bahwa iklan Magnum ada *signifier* dan *signified* makna dalam setiap iklan. Setiap iklan juga memiliki pesan untuk pembacanya. Iklan Magnum selalu mengajak pembaca juga penikmatnya untuk selalu mencari kebahagiaannya sendiri.

Penulis harapkan bahwa penelitian ini dapat memberikan kontribusi pemahaman yang lebih dalam tentang semiotik. Penulis menyarankan kepada peneliti selanjutnya untuk membahas dan menjelaskan lebih rinci dalam subjek yang sama, terutama menjelaskan gambar dengan menggunakan teori Kress & Van
Lawreen.

Kata kunci: Iklan Magnum, Semiotik

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 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

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,

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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).

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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 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 (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.

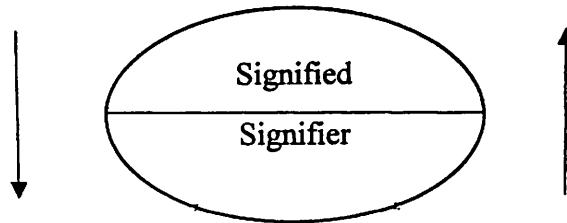
2.1.2 Semiotics of Ferdinand de Saussure

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:

Tazkiyah 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.

Marisa (2011) in her thesis “Summary of a Semiotic Analysis on Chocolate Advertisement in Style Magazine” tries to analyzing the relationship between object and interpretant on Toblerone, Nabisco 100 caloric 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.

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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 Saussure about signifier and signified especially the meaning of the pictures. He used seven pictures from Kompas magazine. the conclusion 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.

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CHAPTER III

METHOD OF THE STUDY

This section would provide a brief description of how a qualitative research approach may function, as well as explanations as to why and how this approach was used in this particular study. Moreover, a brief presentation of the advertisements, as well as an insight into how the collection data would be analyzed was provided.

3.1 Research Approach

This study graphs showing the analyzing of Semiotics in Magnum printed Advertisement qualitatively. According to Creswell (2007) cited on Anggara (2015) study, qualitative method is used for examining the issue of oppression, advocacy, and critical for group or individual (Anggara, 2015:38). Qualitative research involves the studied use and collection of a variety of empirical materials case study, personal experience, introspection, life story, interview, artifacts, and cultural texts and productions, along with observational, historical, interactional, and visual texts that describe routine and problematic moments and meanings in individuals' lives. Qualitative method is chosen because the writer did in depth interpretation of the sign in the advertisement. Besides that, the writer wanted to give some critical in Magnum Advertisement. Actually, qualitative research consists of a set of interpretive so that why in this study used qualitative method to provide the data.

Qualitative descriptive data provide a verbal description of human activities and the concerns more on the representative sample as the main data (Mattias 2013). It was very suitable with this research because this study is describing the analyzing of Magnum printed Advertisement so qualitative descriptive is agree to description and concern more on the representative of the data. Thus, when investigating people comprehension of something, the qualitative approach is generally the better choice, as it gives the subject the freedom to express how they understand the text (Mattias 2013). Nevertheless a qualitative is still relevant to this study because the writer choose several samples of Magnum Advertisement for analysis.

This study was descriptive because the writer become the main instrument data, describing data and analyzing the finding to answer the problem of the study.

3.2. Data Collection

This part presents about the data and the data source, the instrument, and technique of collecting data.

3.2.1 Data and data source

According Pickering (2015), data is something related to what the researcher wants to find. The data is the whole data gathered to be analyzed. The data were collected from Magnum Advertisement. All of the data are the words, phrase, sentences and pictures which contain verbal and nonverbal sign Magnum printed advertisement. Magnum is international brand, they has. In this study the

writer choose 10 data to be analyzed because the qualification are the data should be has slogan, interesting, and has sign in every part. The data should be has slogan to be verbal data and has picture to be nonverbal data. The data who have qualified

3.2.2 Instruments

Johnson and Chistensen (2004:33) state that in qualitative research, the researcher is the instrument of data collection. Therefore in this study, the writer is an instrument in this research. It means that the writer is involved in collecting, describing, analyzing data and making finding.

3.2.3 Technique of Data Collection

The writer took Magnum Advertisement as the text because this advertisement considered to have many interesting parts to analyzed, as we know in Magnum Advertisement woman always as deputy of the product. There were some steps to collect the data in this research:

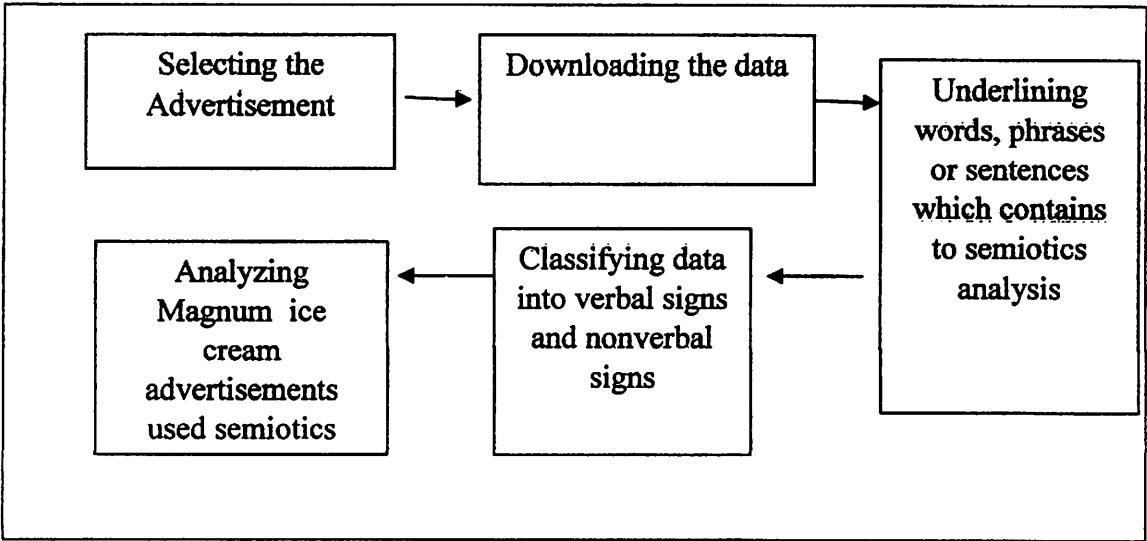


Figure 3.1 Steps of Collecting Data

a. **Selecting Magnum Advertisement**

In selecting the Magnum Advertisement, the writer has have qualified that are: the data should have verbal and nonverbal aspect. Verbal and nonverbal should have a sign to analysis.

b. **The writer collect the data by downloading the data in official website Magnum.**

c. **After the writer got the pictures of the data, as the population of data analysis. The writer classifying the data which are underlining words, phrases or sentences.**

d. **The last, the writer analyzing the data used semiotics theory to find out the connotation and denotation meaning in Magnum printed advertisements.**

3.3 Data Analysis

With qualitative method, the writer gained the data which supported to analyzing this study. This study will focus on aspect of a semiotic analysis by Barthes. The aspects of semiotics that this study used in order to investigating connotation and denotation in Magnum printed advertisement, are those that were outlined as follows:

a. **Classify the data in to two category, first is verbal data and nonverbal data.**

Verbal data select the data who has a text to be analyzed. And nonverbal data selecting a capture picture which can be analyzed.

To answer the question the following process are:

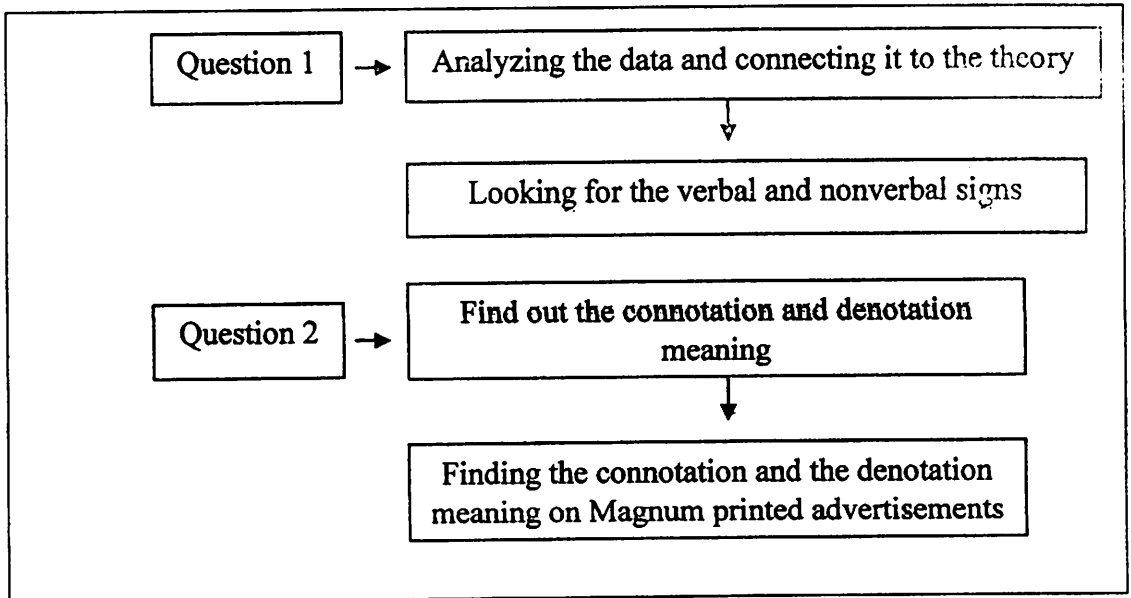


Figure 3.2 Step of Analyzing Data

- b. The analyzing the verbal data, about the structure, the grammatical, the shape, the color and the meaning.
- c. The analyzing the nonverbal data, the picture what happened? And what meaning of the images such as: appearance (age, gender, race, hair, body size, and looks); (expression, eye contact, pose, and clothes); and activity (touch, body movement and position).
- d. Make finding the meaning of the verbal and nonverbal aspect of verbal and nonverbal communication,

The proposed structure that the semiotic analysis will take in this research, which is applicable to the semiotics analysis of the text as, advertisement, television program, a movie and a painting for instance: First, a description of the advertisement will be provided, Key signifier and signified will be identified, Paradigms that have been exploited and the syntagms will also be

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**identified, Finally the principle at work the message will be identified as this
the goal of semiological analysis (Seiler, 2005 cited by Deodrin)**

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

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

	Nonverbal	Black Background
		Pink Background
		A girly woman
		A boyish woman
Datum 6	Verbal	Mini size
		Maximum pleasure
		Magnum mini in
		Give in to it
	Nonverbal	A woman enjoyed ice cream
Datum 7	Verbal	Magnum Classic
		Love Magnum Ice Cream?
		Then like us for a special offer
		Magnum made with Belgian chocolate
	Nonverbal	three product of Magnum ice cream
Datum 8	Verbal text	Introducing Magnum ice cream
		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 10	Verbal text	MAGNUM
		Make time <i>for</i> 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
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

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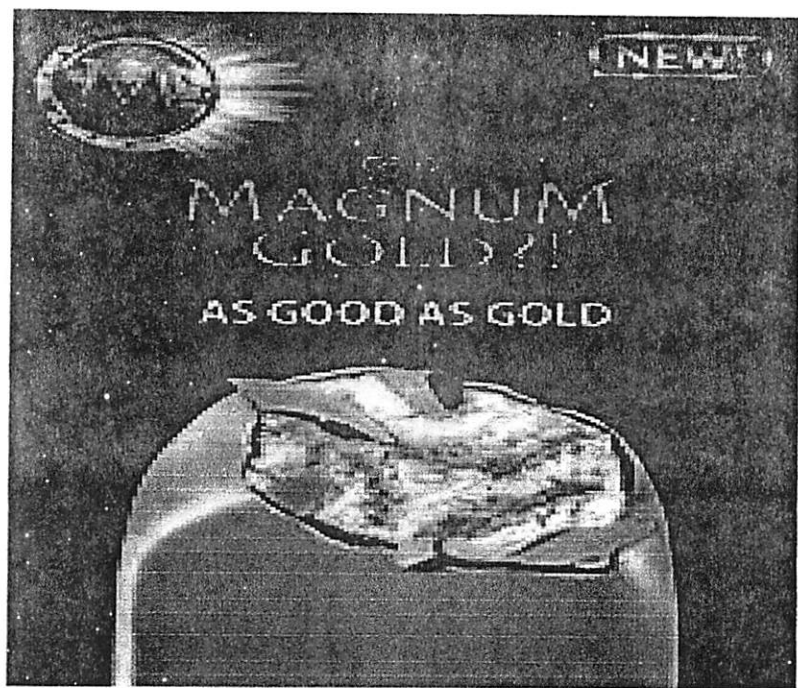
Through the help of signifier and signified theory from Ferdinand de Saussure, the writer could conclude that the meaning of verbal text and nonverbal signs in Magnum advertisements above was given meaning with text which consist of signifier and signified until eventually from the meaning to be shared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



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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

Signifier	Signified
MAGNUM GOLD	A brand
AS GOOD AS GOLD	A magnum gold is as good as gold
NEW	This advertisements is the introducing a new variant of Magnum ice cream that

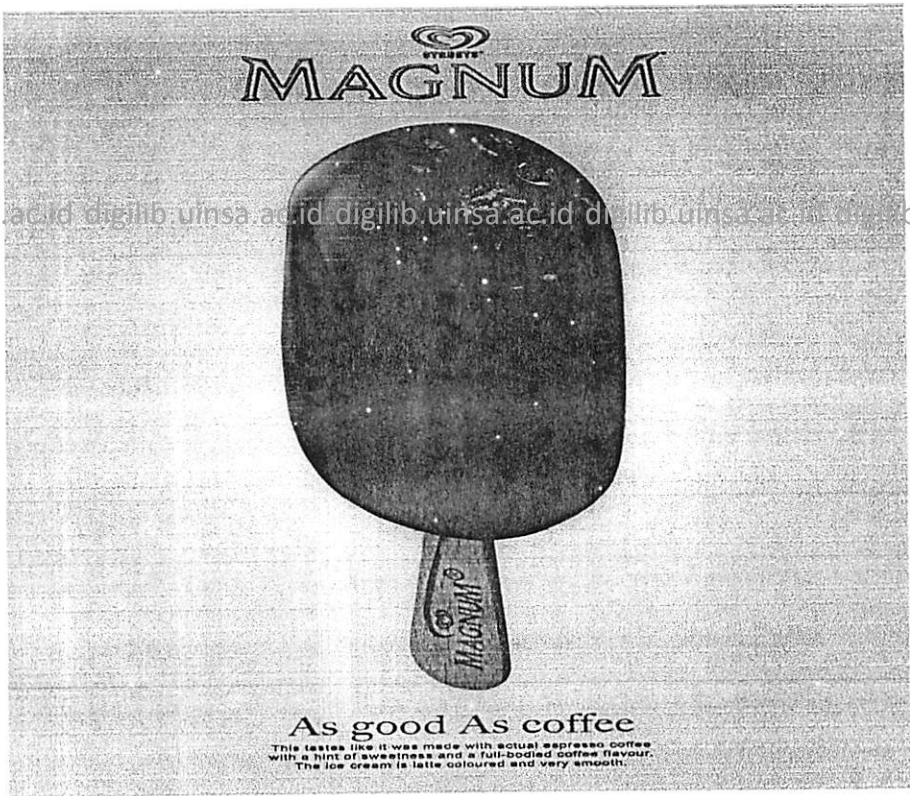
	is Magnum Gold
Capital word	Capital words is emphasize the messages
Color words are gold and white	Is portrayed of gold that have mean brave and confident

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 coffee beans	A picture Magnum ice cream with real 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 CHOCOLATE	The ingredients
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.



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.
For Pleasure Seekers	Magnum ice cream create for the seekers of pleasure
Icon that choose in this advertisement is a young women who looking and smiling and bring an ice cream.	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



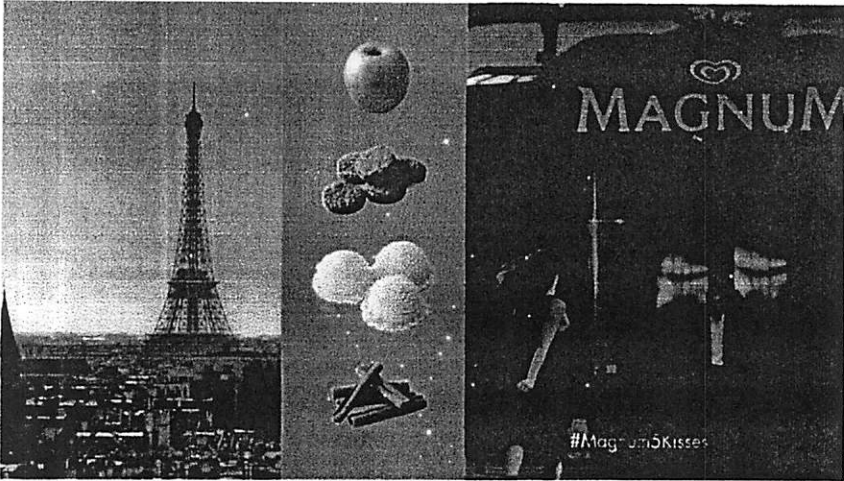
Magnum Classic is one of Magnum ice cream variant in Indonesia.
Taste a classic bit by Magnum Classic, Magnum Almond and Magnum White
Almond to be the power line of Magnum Classic. Under Wall companies,
Magnum build the luxury image in Indonesia

Signifier	Signified
Seek Pleasure and win dream experiences everyday	This invited the reader to look for their 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 <i>for</i> 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.

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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.

CHAPTER V

CONCLUSSION and SUGGESTION

After analyzing and interpreting the data, the writer presents the conclusion and suggestion in this chapter. The writer present the conclusion and suggestion in this chapter. The writer concludes the point of the whole of this study. The writer also gives the suggestion for the next researchers who are interested to the topic.

5.1 Conclusion

Here the conclusion is based on summary of the finding and analyzing of data. This study the signifier and the signified by analyzed verbal text and nonverbal that found in Magnum Advertisement advertisements.

In this study the writer found that Magnum company has good promotion to promote their product. It can be seen from the used unique slogan, unique jargon and also unique concept to make an advertisement. The result of the study by used semiotics the writer found the signifier and signified in Magnum advertisements. From signifier and signified the writer found the Magnum always invite the reader enjoy their live and seek their pleasure.

5.2 Suggestion

In conducting this study analyzing Signifier and signified from verbal text and nonverbal sign by Ferdinand de Saussure, the writer has the difficulty in translating and read the image and catch the company means. But in the process of

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analyzing the data the writer has new experience and amazed how the interesting advertisement is. However, there was also the weakness that should be looked at for future study. The problem was look the nonverbal of the advertisements.

The writer suggest to the next researcher to discussed and explain more detail in image with the same subject or other subject. The writer also hope theory from Kress and fan Lauween will be conducted by the next researcher, it is about semiotic which closed reading about the image.

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