#### **CHAPTER II**

### LITERATURE REVIEW

This chapter reviews several theories related to this study. Those are the definition of language advertisement, and description of wardah, definition of semiotic by Roland Barthes's theory.

#### 2.1. Theoretical Framework

# 2.1.1. Language of Advertisement

Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it.

The American Heritage Dictionary says that the advertising is "The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media, the business of designing and writing advertisements. Advertisements considered as a group: This paper takes no advertising, advertisement is a concrete manifestation of advertising; "a paid public announcement appearing in the media."

Another definition of advertising is according to the Investor words glossary: "Description or presentation of a product, idea, or organization, in order to induce individuals to buy, support, or approve of it." (http://www.investorwords.com/129/advertising.html)

All these definitions have in common the fact, that advertising is a means of promotion the products, ideas, or organization on the market with the aim to give information and to persuade people of the advantage of the product and induce them to take and action (e.g. buy it).

To consolidate the terminology, we must describe the advertisement of Wardah Cosmetics product. Wardah lightning series 2016 is one of the best product that is promoted through mass media. Wardah series 2016 can become an important element of identification in the public's perception of the product." (http://www.motto.com/glossary.html) there are some parts which must be attented by consumers to choose this product by understanding the main part of the advertising message, the function, signature line (a mention of a brand-name, often accompanied by a pricetag, slogan or trade-mark) and standing details (e.g. the address of the firm). (See Leech 1966: 59).

Therefore, from the explanation above advertisement can influence for everyone. To make everyone is interested, it needs a good colaboration between interesting language, symbol, and message in order to attract the consumer. Language of advertisement is the important tool, it is not only

verbal language but also some aspects such as body movement, gesture, etc, because it represents the product. It is arranged as good as possible to get people's attention. The aim of advertisement language is persuade consumer to use the product or the service. By using good, creative and effective language, the consumers will get impression product offered.

Then, we know that language of advertisement has their own characters. Based on Rapp and Collins (1955:152) language of advertisement must be able to arouse, to inform, and to persuade. The word arouse means that the language of advertisement must pay attention to people's necessary. It can give the solution for what the consumers need at that time. Then, to inform means the language used in advertisement is communicative. It is simple, clear, and makes people easy incomprehending message. By comprehending message, the consumers can attract the product. And the word persuade means that the words used in advertisement makes consumers are interested and curious in products offered. Persuasion is an umbrella term of "influence"; in the sense that, persuasion can effort to influence an individual's "beliefs, attitudes, intentions, motivations, or behaviors" (Seiter 2010:33). So, by using language of advertisement, the producer tries to persuade the consumers to follow what the advertisement said by using creative language as language advertisement.

#### 2.1.2. Semiotics

The thing that can be base to analyze the advertisement is Semiotic theory or also called as the study of sign. The sign it self is pointing out something else that represent the thing or another one. So, the message of that advertisement is more communicative and interested.

Semiotics is the study of meaning-making, the study of sign processes and meaningful communication. This includes the study of signs and sign processes (semiosis), indication, designation, likeness, analogy, metaphor, symbiolism, signification, and communication. Semiotics helps us to know and understand how to make communication. It also helps to explain the habits and rules in all elements in our communications environment. Spoken or written language, pictures, movies are the things that have many variations to be explained.

Modern semiotic now started and is related with the work of two authors: Ferdinande de Saussure (1857–1913), a linguistics professor at the University of Geneva, who called his approach "semiology," and Charles S. Peirce (1839–1914), a philosopher at Harvard University, who called his science "semiotics." (Arthur, 2010). Both of them develop semiotics separately with the different scientific backgrounds, Saussure as a linguist and Peirce as a philosopher.

According to the early semiotician; Saussure, signs occur as arbitrary combinations of a signifier/form and a signified/meaning (Saussure, 1983:67, 78; Saussure, 1974:67, 78 cited by Chandler, 2012). Semiotics

is closely related to the field of linguistics, which, for its part, studies the structure and meaning of language more specifically. The Semiotic Tradition explores the study of signs and symbols as a significant part of communications. Saussure illustrates that a sign consist of signifier and signified. Those two elements as like two sides of a coin that cannot be separated.

Ferdinant de Saussure was regarded as figures of modern stuctural linguistics. Saussure emphasisis on the arbitrary nature of the sign is defined as sound-image and concept. Saussure divides sign to be sound-image and concept because he wants to give the emphasis that linguistic sign does not unite a thing with a name but a concept with sound-image. (Saussure, 1916:98). We can understand his idea that linguistic sign does not unite a thing with a name because some words produce easy meaning to be concept as like; tree, car, or chair. But if those words have philosophy or mystery meaning, it is not easy to concept. We may also have easy words to concept but it does not create the same perception in other people. For example, no one can guarantee that the word "car" create the same perception on the readers. From this case, Saussure defines sign as something which is created from someone concept which relates with sound-image of the something's name. In written language, a sign consists of a concept and a printed word. Saussure divides sign into three kinds, those are sign, signifier, and signified.

### a. Sign

The basic unit of semiotics is the sign, defined conceptually as something that stands for something else, and, more technically, as a spoken or written word, a drawn figure, or a material object unified in the mind with a particular cultural concept. According to Van Zeost, sign is everywhere. It can be word, body language, traffic light, flag, and so on. Everything can be sign, so without sign we cannot make communication each other (Van Zeost, 1996:vii). Budianto also explained that, sign is representation of phenomenon that has a number of criteria such as: meaning, role, function, purpose, whish. Sign is able in every human life. Sign actually a representation from indication that has some criteria such as: naming, function, purpose, hope. Sign is in every human live and it has meaningful action like the actualization on language, religion, knowledge (Budianto, 2001:16).

The sign is this unity of word-object, known as a signifier with a corresponding, culturally prescribed content or meaning, known as a signified (Arthur, 2010). According to Saussure, sign have entities those are signifier and signified. An utterance only applies a sign if it consists of signifier and signified. While the relationship between signifier and signified is arbiter.

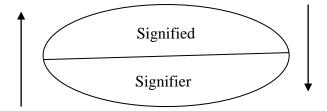
Signs take the form of words, images, sounds, odours, flavours, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. Peirce declared that

"Nothing is a sign unless it is interpreted as a sign". (Peice 1931-53, 2.172 cited by Chandler 1999). Anything can be a sign as long as someone interprets it as "signifying" something – referring to or standing for something other than itself. We interpret things as signs largely unconciously by relating them to familiar systems of conventions. It is this meaningful use of signs which is at the heart of the concerns of semiotics.

# b. Signifier and Signified

Sign is a basic language which is arranged from two things cannot be separated because it support each others, sound-images as a signifier and concept as a signified. Signifier is sensory material aspect and it can be perceived by the senses. In verbal language, this signifier is realized in sound-image which relates with a concept or signified. While signified is material aspect from sign that can be called as concept.

The inseparability of the signified (mental concept) and signifier (material aspect) leads Saussure to offer the following diagram:



From the diagram above, we can know that signified and signifier can not be separated and the relation between signified and

signifier is completing and support each other. It can be seen from the arrow sign which from the signifier up to the signified and from the sinfied down to the signifier.

### 2.1.3. Roland Barthes's Semiotic Theory

Because there are many theories that supporting the semiotics studies, so in this research, the researcher uses Roland Barthes' semiotics theory. Barthes explained that Semiotics is a relationship between the signifier (the marker) and the signified (signified). There are two various levels of signs in semiotics, which allows producing stratified meanings. Barthes (in Piliang, 2004: 94) explains there are levels is signs, those are Denotative, connotative, and myth.

### a. Denotation, Connotation, and Myth

Denotation is sign level which explains the relationship between signifier and signified that has explicit meaning. Denotation is the most conventional sign in a society because its relationship is on the reality or having meaning based on the dictionary.

Connotation is sign level which explains the relationship between signifier and signified that does not have explicit meaning. Its meaning is not available on the dictionary list or having literary meaning. Barthes uses Connotation to show the significance of the second stage. In other words, the denotation is what is described by

the sign to an object, whereas connotations are how to describe it (Wibowo, 2011: 17).

The mythical level of signification can also be turned the ideological at this level, signification is depend on the shared cultural values and beliefs. Consider the use of images countryside in advertising. Signification here depends on the myth or ideology that oppose city and country, the country is signified as more pure and innocent than the urban lifestyle. Such myths are specific to certain cultures, and they are arguable, "countryside" may connote something quite different to a confirmed city-dweller. While the process of signification is universal, the meanings that are generated in the process will be culturally specific. (John Hartley, 2002: 11)

# b. Barthes' Reading Photograph

Barthes uses Myth on his semiotic analysis about culture and any ideological critic. It can be found in many mass cultural products which have created the language as the communication such as the people's myth today. It is produced through mythological treasure like magazine, television, film advertisements and many photographs.

One of the highly important areas that Barthes concerned in his study about sign was the reader role. The reader has the most significant perception to the object they read because the reader can read the sign in various perceptions. It can be happiness, dislike,

sadness, and many more. Therefore there is no right or wrong perception. (Renisintawati, 2009: 11)

The myth's analysis was focused on the second level of the semiotic system. It is uneasy because what we see, listen and read is the first level of the semiotic system by seeing at the connotation components as the components of meaning former. It has to be focused on the signification system on the connotation level. (Sunardi, 2002:120-121)

The connotation works on the subjunctive that makes its present cannot be realized. The reader can read easily the connotative meaning as the denotative fact. Therefore one of the semiotic aims is to furnish the analysis method in order to handle the misreading.

In handling misreading of the advertisements of photograph, Barthes distinguished the sign in two parts that have to be underlined. They are verbal part and non verbal sign. (Paul Cobley, 1999: 51-52). The verbal part is of course the text of the advertisement. It can be the name or slogan of the product or people, information about something, persuasion sentences, or anything else in text form. The non verbal signs are the sings which appearances are aimed to support the verbal part in order to be an interesting package of advertisement. They have deep meaning that can produce message to the reader, not only as a compliment. They are:

#### 1) The use of color

The using of color is a vital aspect of art direction in printed media and billboard advertisement. (Reni sintawati, 2009: 19) color are used as logos which arranged by the advertising maker to increase the reader's recognition, to make the link between the brand (the picture) and the message. Color is the meaningful constant for sighted people and it is powerful psychological tool.

### 2) The use of music

Music or sound is usually used in television and radio advertisement. It can add the sensory dimension of advertising and provide an emotional or mood setting which can evoke a variety of feelings.

#### 3) The use of animation.

Usually, the advertisements makers use this part as the creative technique. The use some graphical design technology to sell their ware in the advertisements and also to attract the reader (customer) attention by the interesting picture.

### 2.2. Previous Study

Regarding on this study, the writer found some other reserachers which the topic are related:

Murnita Dian Kartini 2010 MASCULINITY AND SEXUALITY IN PERFUME ADVERTISEMENTS. Sebelas Maret University. This thesis is about Men's Masculinity and sexuality in advertisement of parfume in American society. In her analysis, she describes how advertisement constructs men's body as a commodity which has economical value.

Besides that, this analysis also explains how body politics concept constructs American society's perspectives toward masculinity. Based on the analysis, the concept of masculinity exploited for commodity has shifted from 1998 to 2008. In 1998 the visual of male body should not break the hegemonic masculinity that male is the holder of power, authority, domination, and control over women. However, in 2008 male could be the object of female gaze. Man could be the object but at the same time is a subject who still has control over women.

Body politics explains that the use of men's body as a visual object does not break the hegemonic masculinity believed by American society, by using some negotiations. Hegemonic masculinity constructs men as the holder of power, authority, domination, and control over women. This construction of masculinity values have been explored and exploited by capitalism industries in America to attract the consumers and sell their products.

Tazkiyatul Fikriyah A'la (2011). *A SEMIOTIC ANALYSIS ON A MILD ADVERTISEMENT USING ROLAND BARTHES THEORY*. Uin Syarif Hidayatullah. This reasech is aimed at knowing the relationship denotation and connotation on A-Mild Advertisement and the message of A-Mild Advertisement that wants to be delivered to the reader based on Roland Barthes's theory. She used the qualitative method, she analyzed this advertisement because there are many deep massage that want to delivered to the reader.

In that reserach, the result of her analysis is A-Mild advertisement consist of two things. They are verbal and non verbal sign. The presence of verbal and non verbal sign is to reinforce the advertisement's messages. These signs have denotation and connotation meaning which build the myth of the advertisement. The denotation meaning comes from the signifier and signified of the message and the connotation meaning comes from the denotation as the signifier and signified.

Ahmad Padila (2013) REPRESENTASI SENSUALITAS PEREMPUAN DALAM IKLAN. University of Sunan Kalijaga Yogyakarta. In his research, he also uses Ronald Barthes Semiotic analysis which has purpose to represent the meaning of the advertisement. The correlation with Axe Perfume of Heaven on Earth version advertisement is many symbol and signs appear in that advertisement. He also used two step signification of Barthes which seen from appear sign (manifest content) and hidden sign (latent content). Furthermore, beside using two step signification of Barthes, he also used sensuality as focus to represent Axe Perfume of Heaven version advertisement in this research. Many

sensuality unsure in Axe Perfume of Heaven on Erath version advertisement which become main factor for researcher in this reserach. The sensuality which is appeared in Axe Perfume of Heaven on Earth version advertisement is sensuality that seen in society's life through cultural and rational side. The result of his analysis about Axe Perfume of Heaven on Earth version is show that reality which happens in society. Axe Perfume of Heaven on Earth version advertisement trying to give a reality with sensuality unsure that poke by the advertisement.