SEMIOTIC ANALYSIS ON CELLULAR PHONE ADVERTISEMENTS OF "OPPO F SERIES"

THESIS



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ABSTRACT

Rahmah, Y. A. (2019). Semiotic Analysis on Cellular Phone Advertisements of "OPPO F Series". English Department, UIN Sunan Ampel Surabaya. Advisor: Murni Fidiyanti, M. A.

Keywords: Semiotic, Advertisement, OPPO F Series cellular phone.

This thesis discusses semiotic analysis on cellular phone advertisements of "OPPO F Series". The researcher conducts the research with the theory of semiotic by C.S Pierce. The main concept of C.S Pierce is the analysis of Icon, Symbol and also the meaning of them in each cellular phone advertisements. This study aims to describe the Icon and Symbol found in this advertisements and the meaning of them. There are two points that can be solved in this research; (1) what are icon and symbol in cellular phone advertisements of "OPPO F Series". (2) what are the meaning of Icon and Symbol of each cellular Phone advertisement of "OPPO F Series".

This research applied descriptive-qualitative method. Through this method, the researcher determines which one is the icon and the symbol from those advertisements. Then, the researcher described, explained and analyzed the meaning of each sign found in those advertisements with the triangle of sign by Pierce. The data of this research ware taken from the advertisements of 6 Series of "OPPO F Series".

The result of this study, the researcher found 36 signs contained in 12 advertisements of "OPPO F Series". The signs are 13 sign of Icon and 23 signs of symbol. The researcher gets the 6 different meaning of each series of those advertisements. From the finding, it can be concluded that symbol is the signs that are commonly used in OPPO F Series advertisements and the advertisers want to deliver message about the sophistication technology offered in each series of "OPPO F Series" cellular phone to the reader.

ABSTRAK

Rahmah, Y. A. (2019). *Analisis Semiotika pada Iklan Telepon Seluler "OPPO Seri F.* Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Murni Fidiyanti, M. A.

Keywords: Semiotika, Iklan, Telepon Seluler OPPO seri F.

Penelitian ini berdiskusi tentang analisis pada iklan telepon selular "OPPO Seri F". Peneliti melakukan penelitian ini dengan menggunakan teori semiotika oleh C.S Peirce. Konsep utama dari C.S Peirce adalah analisis dari ikon dan symbol dan juga makna ikon dan symbol yang terdapat pada iklan telepon selular "OPPO Seri F". Tujuan dari penelitian ini untuk menjelaskan ikon dan symbol yang ditemukan pada iklan- iklan tersebut dan makna dari mereka. Terdapat 2 rumusan masalah yang akan dijawab oleh peneliti; (1) apa saja ikon dan symbol yang di temukan pada iklan telepon seluler "OPPO Seri F". (2) apa makna dari ikon dan symbol yang terdapat di setiap iklan telepon seluler "OPPO Seri F".

Penelitian ini menerapkan metode deskriptif-qualitatif. Dari metode tersebut, peneliti menentukan mana yang termasuk ikon dan mana yang termasuk simbol dari iklan iklan tersebut. Kemudian, peneliti mencoba mendekripsikan, menjelaskan dan menganalisis makna dari setiap tanda-tanda yang ditemukan pada iklan-iklan tersebut dengan menggunakan segitiga tanda oleh Pierce. Data dari penelitian ini diambil dari iklan-iklan pada 6 seri dari "OPPO Seri F".

Hasil dari penelitian ini, peneliti menemukan 36 tanda yang terdapat pada 12 iklan "OPPO Seri F". Tanda-tanda tersebut adalah 13 tanda dari ikon dan 23 tanda dari simbol. Peneliti memperoleh 6 makna yang berbeda pada setiap seri dari iklan-iklan tersebut. Dari temuan di atas, dapat disimpulkan bahwa simbol merupakan tanda yang sering digunakan pada iklan "OPPO Seri F" and pemasang iklan ingin menyampaikan pesan tentang keunggulan teknologi yang ditawarkan oleh setiap seri dari telepon seluler OPPO Seri F kepada para pembaca.

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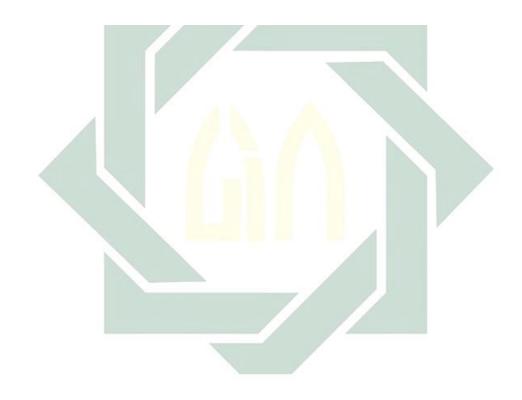
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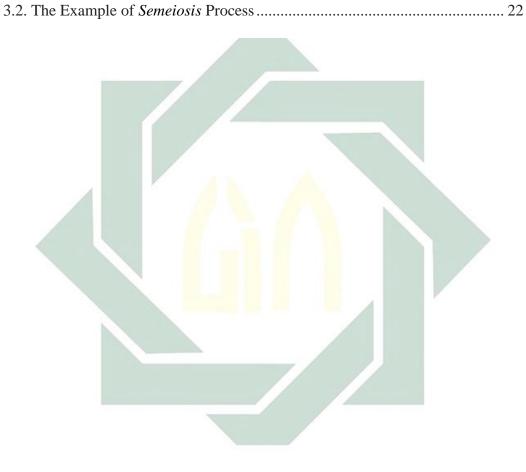
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CHAPTER I

INTRODUCTION

1.1 Background of Study

Human are social beings. In order to make communication with others, they need language as their media of communication because language is the important tool in communication. As we know in our societies, language is the symbol of signs, sounds, and gestures or as the media of communicating thought, emoticon, etc, while communication is the media of sending information or delivering the idea from speakers to hearers. So, communication and language are correlated each other.

Nowadays, the improvement of communication is in various fields, especially in mass media, it is because one of the effect of globalization era. In the globalization era, we can be easy to find many advertisements. Those advertisements can be found in newspaper, magazine, internet and etc, because the advertisements cannot be separated from our daily life. Now, the advertisers find new way to make it more interesting for the consumers or readers, because they want to persuade the attention of the public to buy the products or the services. In globalization era, the number of advertising in the society is very close into their life, especially in the big city where the societies live on. The advertising shows many commercial products through variety ways, the product can be displayed into billboard along the road, street banner and event the mass media such as; television, internet, newspaper, radio etc. The public can look up the advertisements with an extensive range.

Nowadays, the advertisers always improve the advertisements to be good and interesting. They choose the words, images, colors become the main point to persuade the readers about the products or the services. For the example is the cigarette advertisement, the advertisers choose the simple and easy words as their tag line which represents the product. They take the suitable picture and color to make the advertisements more attractive and can persuade the readers or the listeners to buy the product. So, the readers can get the message that already delivered by the advertisers.

The roles of advertising in marketing field are to show the products that are offered by the company, to persuade public to buy and to use the product and also to make differentiation of the product or service from one company to others. The advertisements give many influences to the company because without the advertisements the company can not show and promote their products to the consumers, so the consumers will not know the information of the products. Now, the development of technology because of the effect of globalization era makes many companies especially in cellular phone companies compete each other. They try to create the new cellular phone with the sophisticated of technology. However, we can find some advertisements that are used to promote the electronic tools, for the example is cellular phone advertisement.

In the world, there is a lot of famous cellular phone, such as; OPPO, VIVO, Samsung and so on. In this research, the researcher chooses OPPO cellular phone to conduct the research. Here, she wants to focus on the F Series product of OPPO

cellular phone. They are; F1 Series, F3 Series, F5 Series, F7Series, F9 Series, F11 Series.

As we know, there are some signs in the advertisements, such as language, picture, sound, color, and so on. Sometimes, all of the signs can indicate something. In other words, the signs that are made by the advertiser have own meaning. In this era, most of the people in the world think that the advertisements only used to promote or persuade the goods or the services to the consumers, actually the advertisers want to deliver the message to the consumers or the readers. So the advertisers create many codes to make the readers understand well.

In this case, sometimes the messages that are already delivered by the advertisers make the readers confused. The readers have difficulties to interpret the message of the advertisements. It is because the advertisers deliver unclear message in the advertisements. In order to get the meaning, analyzing and understanding about the advertisements language, the researcher wants to conduct this research with semiotic approach, it is because in an advertisement consists of many signs such as; images, words, colors, brand names, visual logos, etc.

There are many approaches in Semiotics, one of them is Charles Sander Pierce's theory. He argues that sign can be forms through triadic relation are called *representament*, *object*, and *interpretant*. For the example is the symbol of green lamp in the traffic lamp. The green lamp in the traffic lamp as the *representament*, and the *object* is the lamp which has green lamp. *Interpretant* of it is the meaning of green lamp on the traffic lamp is all the vehicles on the road can continue their trips at that time. In another way, Chandler (2007, p. 2) states

that, in semiotic sense, the signs consist of images, word, sounds, gestures, and objects. In general, semiotics theories take signs or sign systems as their object of study, it is because language can be built from a signal or a symbol, then the language is also can be studied through semiotics approaches (Hamel, 2011, p. vii). However, in the reality, not all of the readers can understand the messages implied in advertisements. So, that's why the researcher interested to analyze the advertisements because there are many hidden meanings and messages through the signs in the advertisement.

The research on language and visual advertising are favorite topic for some researchers in a few decades. Some of them already analyzed the signs contained in advertisements using semiotic approach. Semiotics is one of the favorite topics for some researchers, it is because not all the sings can be understood and not all the messages can be delivered well to the readers. For the example, in mass communication, semiotic approach can be used to analyze the advertisements, poster, picture, song, film, and so on.

Here, the research of advertisements using semiotic approach is not the first thing to be discussed. Many studies already discussed advertising with semiotic approach. The first is the research of *A Semiotic Analysis on Coca-Cola's Commercial Advertisements* by Rifa'i (2010). He chooses Coca-Cola commercial advertisements as his data of the research. This research explored the meaning of sign in semiotic significance. He focused on the five images of the Coca-Cola advertisement and he wanted to know about the sign system and the meaning in connotative and denotation level. He used descriptive qualitative analysis to

conduct his research. He concluded that each sign of Coca-Cola ads has a system and formed by pictorials, test, and context and also thus advertisements support an idea about capital system, cultural and ideology.

The second is the research of Analisis Semiotik Citra Wanita Muslimah dalam Film "Assalamualaikum Beijing" by Dwiyanti (2016). She chooses Assalamualaikum Beijing film as the data of her research. This research investigated how the muslimah in Islamic perspective and how the muslimah interact each others in the minority country with defend the Aqidah of Islamic perspective. She used descriptive qualitative analysis with the semiotic approach by Barthers. The result of this research is the Muslimah in Asslamualaikum Beijing carry out the commands from Allah with two qualifications; the women cannot touch the men who are not their mahroom and the women must cover their body with hijab.

The third is the research of *Pierce's semiotic Analysis of Icon and Symbol on Perfume Advertisements* by Eriana (2015). She analyzed perfume advertisements and focused on women perfume advertisements. She takes 29 pictures of perfume advertisement. She used Pierce's theory of semiotics and also used descriptive-qualitative approach to conduct this research. She discussed icons and symbols in those advertisements. She found 29 icons, 23 symbols and also she got 29 different meaning of each advertisement. She concluded that each advertisement had different signs and also different meaning.

Based on the previous research, all of them already analyzed with semiotic approach by using various theory. In this study the researcher used Charles Sender

Pierce theory to analyze the data. However, this research is different from previous research. In previous research, the data source is taken from perfume advertisement, while in this study the researcher used cellular phone advertisements of OPPO F Series as the data source. The researcher selected OPPO F SERIES advertisement from all advertising products of OPPO. The advertisements of OPPO F Series consist of; F1, F1 S, F1 Plus, F3, F3 Plus, F5 Youth, F5, F7 Youth, F7, F9, F9 PRO, F11 PRO.

The researcher chooses cellular phone advertisements of OPPO "F" series as the main data of this research, because from the previous research analyzed about perfume advertisement. Other than, it is very interesting to be analyzed because in all these advertisements, the advertiser creates the unique and attractive words, image, and colors as the symbols or the icons.

Here, the researcher tries to analyze using the second *trichotomies* by Pierce, they are; *icon, symbol, and index*. In this research, the researcher focuses on *icon* and *symbol* to analyze the main data. The *icon* is the photo or the image in this advertisement, while the *symbol* is the written text, or tag line on the advertisement. The researcher tries to describe each *icon* and *symbol* found in the data by using semiotic triangle of Pierce and interprets the correlation between the *representament*, the *object*, and the *interpretant* of each *symbol* and *icon*. In addition, she interprets the meaning of each sign contained in the advertisements.

1.2 Research Problems

Based on the explanation above, the researcher formulated the research problems as follows:

- 1. What are the icon and symbol in cellular phone advertisements of OPPO "F" series?
- 2. What are the meaning of icon and symbol of each cellular phone advertisement of OPPO "F" series?

1.3 Significance of the Study

The researcher hopes that this study can give both theoretical and practical significance. Theoretically, the study will give the contributions of the development of linguistics, especially in the study of semiotics and this research hopefully can give the benefit to others students who will conduct the research about semiotics approach as their references. Practically, this research can help the society or the readers to know and to understand about the meaning contained in the cellular phone advertisements of OPPO "F" series or the signs found in their daily life especially using Pierce's theory.

1.4 Scope and Limitation

In order to limit the field of this research, the researcher decides to make scope and limitation in this study. The scope of this research focused on the 12 cellular phone advertisements of OPPO "F" series, they are; F1, F1 S, F1 Plus, F3, F3 Plus, F5, F5 Youth, F7 Youth, F7, F9, F9 Pro, F11 Pro. In order to avoid broadening discussion she tried to limit this research and only focusing on *symbol* and *icon* that are appeared in those advertisements and interpreting the correlation

between the *representament*, the *object*, and the *interpretant* of each *symbol* and *icon* and also interpreting the meaning of each sign contained in the advertisements to uncover the hidden meaning of those advertisements.

1.5 Definition of Key terms

- 1. **Semiotics** is generally, a study about signs. It covers all of the types of signs; they are visual, auditory, gesture and so on (Cruise, 2006, p. 2)
- 2. **The Semiotic triangle** is a process of meaning and interpretation of signs through three stages. The first stage is *representament*, the second is *object* and the last stage is *interpretant* (Sheriff, 1981, p. 53)
- 3. **Icon** is a pictorial sign contained in the advertisements of OPPO F Series
- 4. **Symbol** is a verbal sign such as word, phrase, sentence in the advertisements of OPPO F Series
- 5. **An advertisement** is a marketing communication form that is used to promote or sell the products or services to the people (Brierley, 1995, p. 18)
- 6. **OPPO Cellular Phone** is one of international brands of the smartphones that delivers the latest and exquisite mobile electronic devices especially in America, Europe and Asia (Ginting, 2014, p. 1)

CHAPTER II

REVIEW OF LITERATURE

2.1 Semiotics

Semiotics is the study of sign. Cobley (2002, p. 4) states the word *semeion* or *seme* comes from the Greece word. It means the 'sign', it is a knowledge that learns about sign system such as; language, signal, code, etc. In Europe, the term of semiology is common to use while the American scientist often used term of semiotics.

According to Hoed (2011, p. 3), semiotics is the study of sign or the science that study about the sign in human beings. It means that, every exist thing in our daily life looked as the sign and we should interpret them to get the meaning. Semiotics is concerned with everything that can be taken as a sign. Moreover Eco (1979, p. 7) states that a sign is everything that we can take for substituting elements of something else. Simply, semiotic is knowledge about signs.

It well known that semiotics has 2 fundamental founders, they are: Charles Sender Pierce (1857-1914) and Ferdinand De Saussure (1857-1913). They develop semiotics with different backgrounds of scientific. Pierce is an expert in logic and philosophy filed, while Saussure is a scientist about general linguistics (Zoest, 1996, p. 1).

Nowadays, as the semiotics researcher has the main duty to analyze the phenomena around us through the kinds of sign which has seen. The sign can come from human life. Therefore, the signs are familiar and even attached to human life that are indicated as meaningful action such as; the actualization of

language, religious, and history of arts (Budianato, 2011, p. 16). Signs are everywhere. Words can be called as signs, as well as gesture, flag, traffic light, etc. Saussure said the meaning of sign is influenced by another one. So here, semiotic tries to uncover the essence of sign system and goes to the rules, grammar and also organizes the meaning of complex texts, hidden meaning and depend on the culture.

2.2 Semiotic Concept of Charles Sender Pierce

Charles Sender Pierce (1839-1914), he is the son of Benjamin Peirce and he is mathematics and astronomy's professor of Harvard University. At that time, he is known as America's foremost mathematician (Short, 2007, p. 1). He is also one of the argumentative thinkers (Sobur, 2006, p. 39). Pierce said that sign is an object which stands for another to some mind (Hamel, 2011, p. 67). Signs can be taken from the form of words, images, sounds, objects, acts, but the things have no intrinsic meaning and become signs only when invest them with meaning.

The theory of pierce consists of three interconnected elements, they are; the first is the sign in narrow sense, He common calls it as the *representament*, i.e represents something else, the second is the *object* i.e the sign stands for and represented by it and the last the possible meaning of the sign, which may materialize as the new sign. Pierce calls it as the *interpretant*. The interaction between the *representament*, the *object*, and the *interpretant* is called by Pierce as 'semeiosis'. Semeiosis, is the term that is refers to the process of making meaning, especially to the interaction between the *representament*, the *object*, and the *interpretant*,

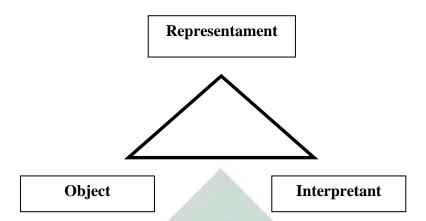


Figure 2. 1: Pierce's semiotic triangle (citied in Faturahman, 2014, p. 12)

a) Representament (sign)

Representament is the physical things or everything that can be seen with the five senses. It is something that refers to other things outside this sign. This sign called as object.

b) Object

Object is the social context that becomes references from a sign or something that refers to the signs.

c) Interpretant

Interpretant is the concepts of thought of someone who use the sign and interpret it to the meaning in herself or how to someone interprets the sign based her interpretation. (Kriyanto, 2006, p. 265)

According to Noth (1995, p. 44) Peirce developed and elaborated typology of sign, beginning with a triadic classification of the sign correlates *representament*, *object* and *interpretant* into three *trichotomies*. The *Trichotomies* of sign are:

1) Representament

Representament is the physical things or everything that can be seen with the five senses and refers to the something. The first trichotomies are divided into three;

- a) Qualisign is a mark that is as the mark because of this characteristic, for the example, the color RED represents danger, love, prohibition, etc.
- b) Sinsign is marks that are as the mark because of the shape in the real. For the example, the scream represent; happiness, illness, or anxiety.
- c) Legisign is marks that are as the mark according to the rules for public, a convention, or a code.

2) Object

Object is a mark that is classifying into three; icon, index and symbol.

- a) *Icon* is a sign which has the resemblance with the fact of what it refers, or a sign which denotes and have the character(s) of the object. For the example: the maps of geographic area describes by a picture or anything.
- b) *Index* is the mark that had relationship with the closeness of the something who as their representative.
- c) Symbol is a general law or ideas which operate only in a aperticular situation, area, or society.

3) Interpretant

Interpretent is divided into three, they are; Rheme, Dicent, Argument.

- a) *Rheme* occurs when this symbol is the first *interpretant* and the meaning of the symbol is still developing.
- b) Dicent occurs when this symbol and the interpretant have the true correlation.
- c) Argument occurs when the symbol and the *interpretant* have the characteristics that are occur in a public.

Here is the table of three trichotomies of sign in order to make clearer understanding:

Table 2.1. Three Trichotomies of Sign (Cobley, 1999, p. 31)

	QUALITY Firstness	RALITY Secondness	LAW/RULE Thirdness
REPRESENTAMENT Firstness	Qualisign	Sinsign	Legisign
OBJECT Secondness	Icon	Index	Symbol
INTERPRETANT Thirdness	Rheme	Dicent	Argument

Pierce as most fundamentals division of signs between icon, indext and symbol has frequently been applied in the study of the advertisements. Here, this study only focused on the icons and the symbols contained in the cellular phone advertisement of OPPO "F" series. It is because the limitation of time and place where the *Index* and the other classification need deeper research. The icons in the advertising consist of pictures of the product, and its consumers, comparisons, metaphors and the other signs referring to their object. The symbols appear in languages, brand names, trademarks, and visual logos.

2.3 Advertisement

Advertisement is the product of advertising. Advertising is a form of communication intended to persuade an audience to purchase the products, ideals, or services. According to Cook (2001, p. 9) advertisement is as the media of promotion products or services through impersonal media. In other definition, advertisement can be called as the activity's forms in communication, the attracting attention, and the persuading activities for partial or all of the societies to give the attention and respond about the idea, goods, or service that is offered by the advertisers. In the magazine, newspaper, television, billboard, internet, an also the newsletter of the poster, we can be easy to find the advertisements. Clearly advertisement is the marketing communication or public communication that contains persuasive massage about goods, services or ideas which is delivered through media like; newspaper, magazine, television etc.

As we know, the development of technology makes the advertisers create many types of advertisements to show their products to the consumer. Not only printed advertisement, the advertisers also create new ways to promote their product. For the example is online advertisement. Online advertising become the favorite media for the advertiser. Online advertising is known as digital advertising. The advertisers delivered a form of message via internet. Nowadays, online advertising is effective ways to promote or to show the good, idea or service to the consumer. Another one is television advertisements, it is also effective tools to show or promote the products or the services.

The functions of advertising not only about promoting the product, but also they have other functions. According to Rot Zoill in (cited in Sofiyah, 2019, p. 24) the functions of advertising are divided into four functions:

- a) The first is to advance the condition from the situation which is not made decision previously to be made a decision. For the example is the growing demand and the knowledge of the goods, services, or ideas before buy it.
- b) The second is to raise the attention of audiences based on the advertisement's message. This point includes the attractive of emotion, convoying the product's information and also persuading the consumers to buy the products.
- c) The third is the advertisements can make strong decision of the consumer to buy the products, services or ideas.
- d) The last is the product can strengthen and increase through advertising.

Nowadays, in our daily life we can find a lot of advertisements that are presented by the advertisers. So it is possible for the advertisers to give bigger effect of consumerism to the publics. The effect of advertising can be started from lower level like, individual level, till higher level, such as family or the society. Some of the influences include:

- a) The economic effect of advertising is one of the real effects. In this case, advertising must be seen as economic activity.
- b) The psychological effect of advertising is really different others, it can be cognitive and affective, both individual and public. The advertisements can be influenced more or less to the attention or perception of the consumers.

c) The social culture of advertising will be determined by the public behavior.

Generally the public behavior will establish the system of value, lifestyle, and the standard of culture, including; the standard of morals, ethics, and also aesthetics.



CHAPTER III

RESEARCH METHODS

3.1 Research Design

The researcher conducted this study by using descriptive-qualitative method. According to Walliman (2011, p. 114), qualitative approach expresses the data mostly in form of words, descriptions, accounts, opinions, feelings rather than a number. Another definition stated by Arikunto (1998, p. 193), he argues that qualitative research seeks to give explanation about the data by using words or phrase or sentence that are divided into certain categories in order to draw the conclusion. The steps of this method ware started from collecting, analyzing and interpreting the data.

A qualitative method was chosen by the researcher to do the interpretation of the *icons* and *symbols* in the cellular phone advertisements of OPPO F Series. Furthermore, the researcher tried to interpret the meaning of each *icon* and *symbol* contain in those advertisements.

3.2 Data Collection

3.2.1 Research Data

Data are something related with what the researcher wants to find. According to Mukhtar (2013, p. 99), data are as the constructions of science in scientifically and academically that are obtained from all of empirical information in the field. Therefore, the data of this research were all of the signs in the cellular phone

advertisements of OPPO F Series, they are; words, phrases, sentences and also the pictures of those advertisements.

3.2.2 Data Source

The data sources of this research are cellular phone advertisements of OPPO "F" series that are downloaded from the official websites; https://www.oppo.com/, https://www.oppo.com/, https://www.oppomobile.com/, https://pinterest.com/, and <a href="https://pinterest.com/"

Table 3.1. Table of Corpus Data of the Advertisements

	Table of	Corpus Da	ia of the Au	vertisements
DATA				
NUMBER	OPPO F	SERIES	CODE	ADVERTISEMENT
(Datum)				
1	OPPO F1	F1	F1	Expert Leyana Sarasvati & Rio Haryanto OPPO FI Ambassadors
		F1 S	F1 S	
				F1s] Selfie Expert Selfie Expe
		F1 Plus		
			F1 P	F1 Plus Selfie Expert
2	OPPO F3	F3	F3	oppo
				F3 Red Edition Selfie Expert Dual Selfie Carmera
		F3 Plus	F3 P	
				F3 Plus Dual Selfie Camera Available Now One for Selfie Group Selfie 16/14 1200 Dual Camera 400m4h VOOC Falsh Churge Bathery 0.226 Flash Touch Access

DATA NUMBER (Datum)	ОРРО Б	SERIES	CODE	ADVERTISEMENT
3	OPPO F5	F5 YOUTH	F5 Y	F5 Youth capture the real you selfie expert and leader
		F5	F5	F5 Capture the real you Selfle expert and leader
4	OPPO F7	F7	F7	F7 25MP Al-powered selfie Capture the real you
		F7 YOUTH	F7 Y	F7 Youth Al-powered Selfie In U-frame Super Full Screen New Arrival
5	OPPO F9	F9	F9	F. S. Francisco C. S. Francisc

DATA NUMBER (Datum)	ОРРО Б	SERIES	CODE	ADVERTISEMENT
		F9 PRO	F9 P	Bigs 15-minute charge, 2-hour tolk Coming Soon
	OPPO F11	F11 PRO	F11 P	F11 Pro (BMP) Brilliant portrait in low light

3.2.3 Research Instrument

The instrument of this research was human instrument. According to Mukhtar (109, p. 2013) the tool of direct observation or an instrument is ourself, it is because a tool of observation essentially is all of sense of the researcher. It means that an instrument of this research was the researcher. The researcher was the one who conducts the study by several steps; collecting the data by downloading the advertisements from the official website of OPPO Cellular Phone, describing the *icons* and *symbols* contained in those advertisements by using Pierce's semiotic triangle of sign, and analyzing the data by looking up the signs contained in those advertisements and writing the finding and also drawing the conclusion. Besides that, the researcher also used computer and internet access to support downloading some sources and references for this research.

3.2.4 Techniques of Data Collection

According to Arikunto (citied in Triandjojo, 2008, p. 59) there are so many ways to collect the data, the researcher can collect the data by using test, doing interview, doing observation, and also taking documentation. In this research, the researcher took the data from the official website of OPPO F Series advertisements because there are many interesting parts to be analyzed. Therefore,

the researcher chose documentation method.

The steps to collect the data can be seen bellow:

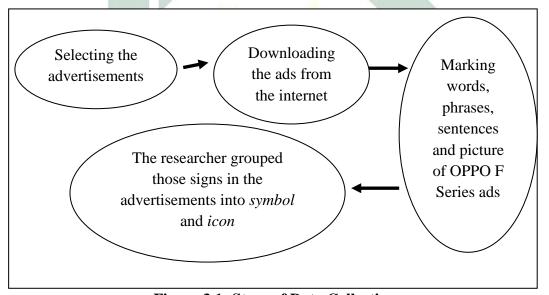


Figure 3.1: Steps of Data Collection

- In selecting the advertisements, the researcher had the qualification of the 1. data. The data should have icon and symbol.
- The researcher accessed the official website to collect the data by downloading the printed advertisements. The link that the researcher accessed

are; https://www.oppo.com/,https://www.oppomobile.com/, https://www.opponobile.com/, <a href="

- 3. After that, the researcher marked the pictures or photos in the advertisements belong to the *icon* by looking up the signs to know how many signs contained in those advertisements and also the written text or languages of the advertisements belong to the *symbol*.
- 4. The last the researcher grouped the signs in the advertisements into *icons* and *symbols* by making table to make the analysis of *icons* and *symbols* with semiotic triangle by Pierce.

3.3 Data Analysis

This research focused on the semiotic approach by Charles Sender Pierce. To analyze the data, the researcher analyzed the pictorial aspects and also linguistic aspects found in OPPO F Series advertisements.

1. The researcher made codes of the data as follows;

Table 3.2. The Example of Coding of the Corpus Data

Advertisement	Code
OPPO F1 Plus	Datum 1 F1 Series
OPPO F3 Plus	Datum 2 F3 Series
OPPO F5	Datum 3 F5 Series
OPPO F7	Datum 4 F7 Series
OPPO F9	Datum 5 F9 Series
OPPO F11 Pro	Datum 6 F11 Series

2. The researcher categorized the signs into two categories. The first category was icons and the second category was symbols that are found in those

advertisements. The researcher showed those categories into table. The example can be seen below;

Datum 1 F1 Series



Table 3.3. The Example of Icon and Symbol

Tubic elet The Enumpie of Teom una sy	111001
Icon	Symbol
Two pictures of OPPO F1 Plus phone with the	F1 Plus Selfie Expert
photo of woman and man in the screen of	
phones	

3. The researcher described each *symbol* and *icon* found in the data by using semiotic triangle of Pierce and interpreted the interaction between the *representament*, the *object*, and the *interpretant* of each *symbol* and *icon*. Let's see the example below:

There are two signs in the advertisement of OPPO F1 Plus, they are; one icon and one symbol. The icon of this advertisement itself is the two cellular phones of OPPO F1 plus. The written text in this advertisement above is as the symbol of this advertisement. To reveal the hidden meaning of this advertisement above, the researcher shows the *semeiosis processes* of those signs below:

Two cellular phones of OPPO F1 Plus with the photo of woman and man in the screen of phones are as the representament [R] for the observation of icon. The two cellular phones represent the sophistication of OPPO F1 Plus [O]. The

relationship of *representament* [R] and *object* [O] produces *interpretant* [I] that: OPPO's company produces the series of OPPO F 1 Plus with good sophistication of front camera.

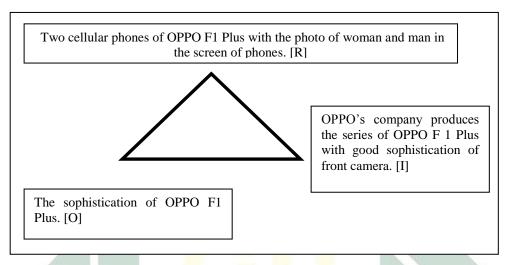


Figure 3.2: The Example of the Semeiosis Process

4. The researcher interpreted the meaning of each *symbol* and *icon* contained in the data by looking up the words, phrases, sentences, images or pictures in those advertisements to uncover the hidden meaning of the advertisements. Let's see the example below:

The advertisement above wants to tell the message that OPPO F 1 Plus has higher sophistication on the front camera. OPPO F 1 Plus offers the reader that every one who wants to have cellular phone with the good camera can buy or use this cellular phone, because OPPO's company produced the cellular phone with good specification in camera though OPPO F 1 Plus. So the consumers can take the photo by their self with the good photo when they use this cellular phone.

The last, the researcher discussed the result of the data analysis and drew the conclusion.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the researcher shows the analysis of the findings. The researcher analyzes cellular phone advertisements of "OPPO F Series" using theory of semiotic by Charles Sender Pierce. The researcher presents the result of the research through the steps that are already mentioned in the data analysis. The data analysis consists of *icons* and *symbols* and also the meaning of them that are contained in the cellular phone advertisements of "OPPO F Series". Here, all of them are discussed below:

4.1 Findings

The researcher presents the findings of the data as the result of the research. The researcher finds the all of the signs in the cellular phone advertisements of "OPPO F Series". The signs consist of *icons* and *symbols*. The *icons* of the advertisements consist of pictures and photos. Then, the *symbols* of the advertisements consist of the written texts. After analyzing the *icons* and *symbols* the researcher interprets the meaning contained in those advertisements.

4.1.1 Icons and symbols

In the advertisements of "OPPO F Series" consist of two types of sign. There are *icon* and *symbol*. The *icons* here are the picture or photo and the *symbols* here are the written texts contained in those advertisement. This research, the researcher finds 36 signs contained in those advertisements of OPPO f Series, those signs are; 13 signs of *icon* and 23 signs of *symbol*. For more detail of the findings the researcher shows the table below:

Table 4.1. Table of Findings

Data	Series		Sign	
Number		Series	Icon	Symbol
1	F1	F1	2	2
		F1 S	1	3
		F1 P	1	1
2 F3	F3	F3	1	2
		F3 P	1	3
3 F5	F5	F5 Y	1	2
		F5	1	2
4 F7	F7	F7	1	2
		F7 Y	1	2
5 F9	F9	F9	1	2
		F9 P	1	1
6	F11	F11 P	1	1
TOTAL		13	23	

For more detail the analysis of the findings, the researcher shows the *semeiosis process* of *icons* and *symbols* contained in the Datum 1. The detail analysis of *icons* and *symbols* can be seen in the Datum 1, below:

Datum 1 F1



Table 4.2. Table of *Icons* and *Symbols* of Datum 1 F1

Icon	Symbol
The picture of OPPO F1 phone with the photo of Isyana Saraswati and Rio Hariyanto in the screen of phone	F1 Selfie Expert
The photo of Isyana Saraswati and Rio Hariyanto using OPPO F1	Isyana Saraswati & Rio Hariyanto OPPO F1 Ambassadors

The advertisement of OPPO F1 consists of four signs; two *icons* and two *symbols*. The icons of the advertisement are the picture of OPPO F1 phone itself and the photo of Isyana Saraswati and Rio Hariyanto as the ambassador of OPPO F1 phone. The written language in the advertisements "F1 Selfie Expert" and "Isyana Saraswati & Rio Hariyanto OPPO F1 Ambassadors" are represented as the symbols of this advertisement.

Here, there are four *semeiosis processes* of the advertisement of OPPO F1. The first is *semeiosis processes* of the picture of OPPO F1 phone with the photo of Isyana Saraswati and Rio Hariyanto in the screen of phone [R]. The picture above represents the sophistication of OPPO F1 [O]. The relationship between representament [R] and object [O] produces interpretent [I] that: OPPO F1 has good sophistication of front camera that is offered by OPPO's company.

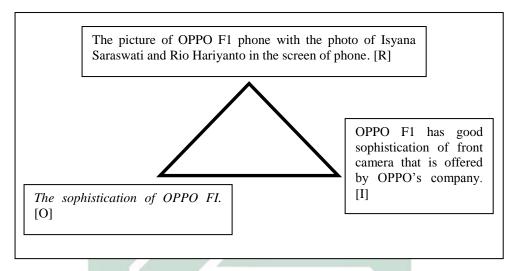


Figure 4.1: The First Semeiosis Process of Icon of Datum 1 F1

The second is the semeiosis processes of "the photo of Isyana Saraswati and Rio Hariyanto using OPPO F1" [R] that is represented the object [O] implementation of using OPPO F1. The relationship of representament [R] and object [O] is the users of OPPO F1 can take the picture of their self using front camera of OPPO F1 [I].

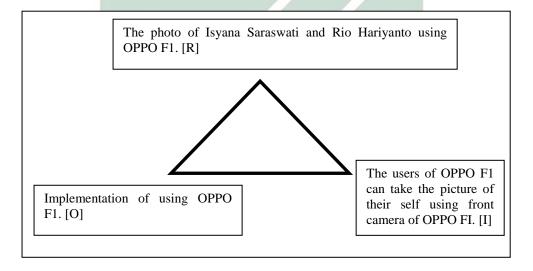


Figure 4.2: The Second Semeiosis Process of Icon of Datum 1 F1

The third semeiosis process is the written language of "F1 Selfie Expert" [I] that is represented as the first symbols of OPPO F1 advertisement. The written language above is as one of the advantages of OPPO F1 [O]. The relationship between representament [R] and object [O] produces the interpretant [I] that: OPPO F1 offers good specification especially for the front camera.

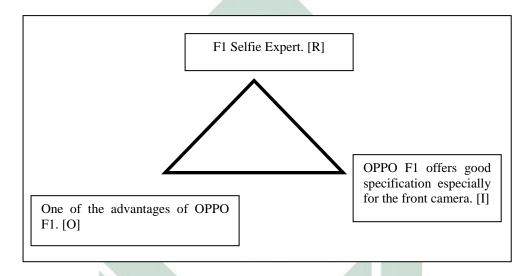


Figure 4.3: The First Semeiosis Process of Symbol of Datum 1 F1

The fourth semiosis process represents the second symbols of datum 1. The written language of Isyana Saraswati & Rio Hariyanto OPPO F1 Ambassadors is the representament [R] that stands its object [O] the ambassadors of OPPO F1 phone. The correlation of representament [R] and object [I] produces the interpretant [I] that: OPPO F1 has the ambassadors of the publication of the cellular phone on the public, they are; Isyana Saraswati and Rio Hariyanto.

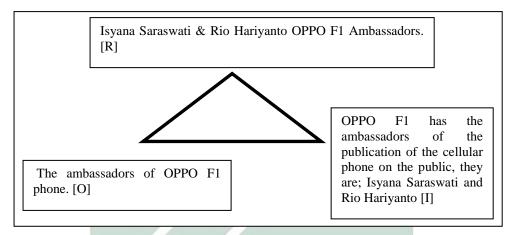


Figure 4.4: The Second Semeiosis Process of Symbol of Datum 1 F1

The next analysis of datum 1 is the analysis of semeiosis process of F1 S.

For more detail analysis can be seen below:

Datum 1 F1 S



Table 4.3. Table of Icons and Symbols of Datum 1 F1 S

Symbol
F1S Selfie Expert
4 GB + 64 GB 16 MP Front Camera
Flash Touch Access
Flash Touch Access

The advertisement above consists of four signs, they are; one icon and three symbols. The icon of this advertisement itself is the picture of OPPO F1 S phone. The written texts in this advertisement above take place as the symbols of this advertisement. To reveal the hidden meaning of this advertisement above, the researcher shows the *semeiosis processes* of those signs below:

The first semeiosis process is the icon. The drawing panorama in the screen of OPPO F1 S Showing the colorful picture is the representament [R]. It descripts the object [O] that one of the sophistications of OPPO F1's front camera. The relationship between representament [R] and object [O] produces the interpretant [I]: OPPO F1's front camera produces the colorful photo when the users take the photo with front camera of OPPO F1 S.

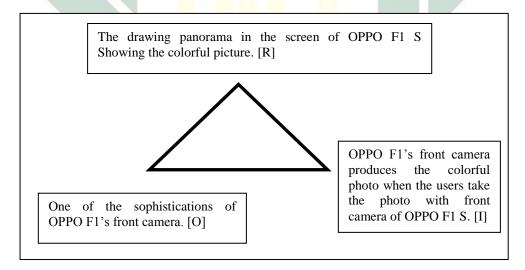


Figure 4.5: The Semeiosis Process of Icon of Datum 1 F1 S

The second *semeiosis process* is the written text of "F1S Selfie Expert" [R]. This written text is represented as the first symbol of this advertisement. The object [O] is one of the advantages of OPPO F1 S. From the representament [R]

and the *object* [O] produce the *interpretant* [I] that: *OPPO F1S shows the higher* sophistication of camera, especially on the front camera.

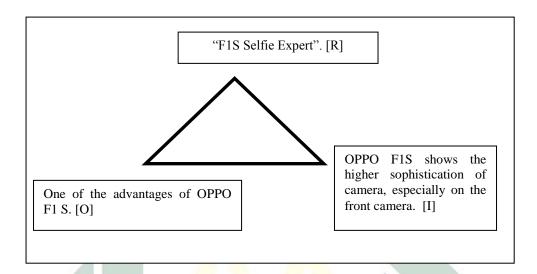


Figure 4.6: The First Semeiosis Process of Symbol of Datum 1 F1 S

The third semeiosis process is the second symbol of this advertisement. The written text of "4GB + 64GB 16 MP Front Camera" is the representament [R]. It stands the object [O] as the specifications of OPPO F1S. The relationship between representament [R] and object [O] produces the interpretant [I] that: OPPO FIS offers 4GB for ROM and 64 GB for internal storage, then OPPO FIS also offers 16 MP for front camera.

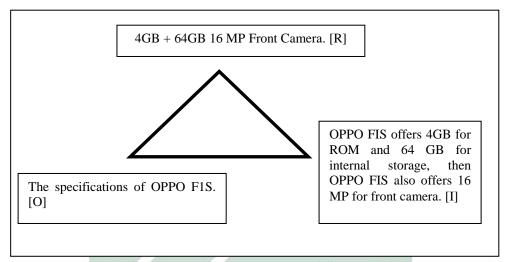


Figure 4.7: The Second Semeiosis Process of Symbol of Datum 1 F1 S

The fourth semeiosis process is the written text of Flash Touch Access [R]. It takes place as the third symbol of this advertisement. This written text represents the advantages of OPPO F1 S for lock system [O]. The relationship between representament [R] and object [O] produces the interpretant [I] that: OPPO FI S not only offers the higher sophistication of front camera but also OPPO FI S offers fast locking system with the technology of fingerprint on the cellular phone.

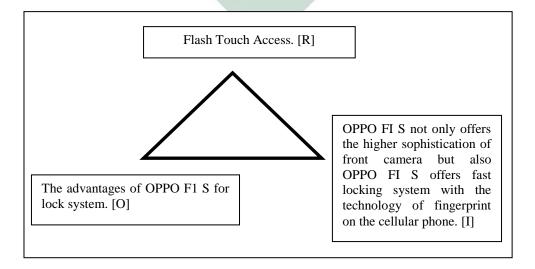


Figure 4.8: The Third Semeiosis Process of Symbol of Datum 1 F1 S

The next analysis of datum 1 is the *semeiosis process* of F1 P. Here, the analysis of *icons* and *symbols* contained in this advertisement will be discussed below:

Datum 1 F1 P



Table 4.4. Table of *Icons* and *Symbols* of Datum 1 F1 P

= 11.0-1		
Icon	Symbol	
Two cellular phones of OPPO F1 Plus with the	F1Plus Selfie Expert	
photo of woman and man in the screen of		
phones		

There are two signs in the advertisement of OPPO F1 Plus, they are; one icon and one symbol. The icon of this advertisement itself is the two cellular phones of OPPO F1 plus. The written text in this advertisement above is as the symbol of this advertisement. To reveal the hidden meaning of this advertisement above, the researcher shows the *semeiosis processes* of those signs below:

Two cellular phones of OPPO F1 Plus with the photo of woman and man in the screen of phones are as the representament [R] for the observation of icon. The two cellular phones represent the sophistication of OPPO F1 Plus [O]. The relationship of representament [R] and object [O] produces interpretant [I] that:

OPPO's company produces the series of OPPO F 1 Plus with good sophistication of front camera.

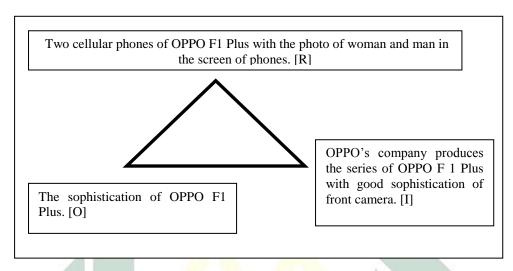


Figure 4.9: The Semiosis Process of Icon of Datum 1 F1 P

The second semeiosis process is the written text of "FI Plus Selfie Expert" [R]. It stands the object [O] that the superiority of OPPO F1 Plus. The relationship of representament [R] and object [O] produces the interpretant [I] that: OPPO'S company emphasizes performance on the front camera in series of F1, so the users can enjoy taking photo (selfie) with the front camera of this phone.

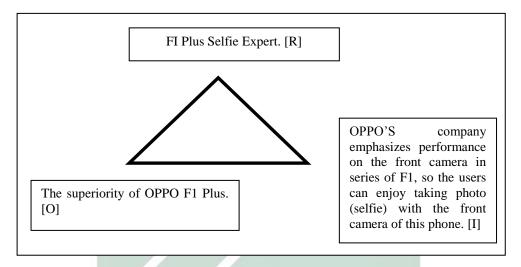


Figure 4.10: The Semeiosis Process of Symbol of Datum 1 F1 P

The advertisements of F1 Series above want to tell the message that OPPO'S company produce good performance on the front camera of the cellular phones. In OPPO F1 Series, the users can enjoy taking photo or *selfie* by their self using the superiority of the front camera. This company offers the high resolution of front camera in the series of F1, so those phones produce the clear photo. Not only about that OPPO'S company also offers other good specifications like; fingerprint system, large storage and fast speed in those cellular phones. So, those advertisements above can persuade the readers who want to have cellular phone with the good specification, especially for the front camera.

The other analysis of *semeiosis process* also shows in the series of OPPO F3 advertisements. For more detail *semeiosis process* analysis of *icons* and *symbols* contained in OPPO F3 series can be seen below:

Datum 2 F3



Table 4.5. Table of Icons and Symbols of Datum 2 F3

Icon	Symbol
The beautiful woman wearing red clothes and	F1 Red Edition
bringing the red cellular phone	
	Selfie Expert Dual Selfie Camera
A	

The advertisement above consists of there signs, they are: one sign for icon and two signs for symbol. The picture above belongs to the *icon* of this advertisement. Then, the written texts of "F1 Red Edition and Selfie Expert Dual Selfie Camera" belong to the symbols of this advertisement. Here, the researcher wants to reveal the hidden meaning of this advertisement through the semeiosis processes. The explanation of the semeiosis processes will be discussed below:

The first semeiosis process is the icon of this advertisement. The beautiful woman wearing red clothes and bringing the red cellular phone is as the representament [R]. It stands the object [O] as the one of editions of OPPO F3. The relationship between representament [R] and object [O] produces the interpretant [I] that: OPPO's company offers the beautiful and strong red color in the edition of OPPO F3.

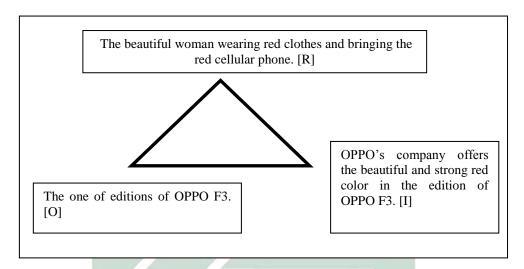


Figure 4.11: The Semeiosis Process of Icon of Datum 2 F3

The second *semeiosis process* is the first symbol of this advertisement. The written text of *OPPO F3 Red Edition* belongs to the *representament* [R] of the advertisement. It stands the *object* [O] as the edition of *OPPO F3*. From the representament [R] and the *object* [O] below produces the *interpretant* [I] that: in the edition of *OPPO F3*, *OPPO's company produces the red color of the cellular phone and offers to the consumer*.

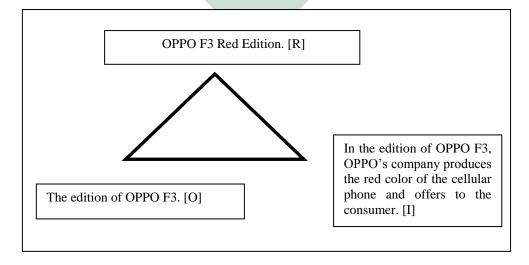


Figure 4.12: The First Semeiosis Process of Symbol of Datum 2 F3

The second symbol of this advertisement belongs to the third *semeiosis* process of datum 2. The written text of "Selfie Expert Dual Selfie Camera" belongs to representament [R] of this advertisement. It stands the object [O] as one of the advantages offered by OPPO F3. The relationship between representament [R] and object [O] produce the interpretant [I] that: OPPO F3 has superiority of front camera, not only that, OPPO F3 also offers dual front camera in the specification of this cellular phone.

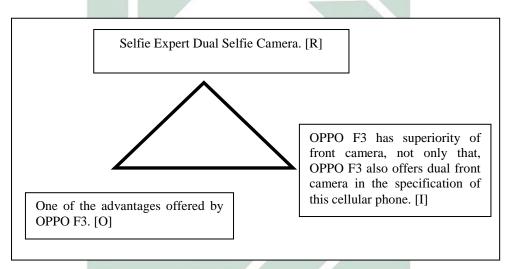


Figure 4.13: The Second Semeiosis Process of Symbol of Datum 2 F3

The next analysis of *semeiosis process* of datum 2 is the advertisements of OPPO F3 Plus. The researcher shows the detail analysis of this advertisement, below:

Datum 2 F3 P



Table 4.6. Table of *Icons* and *Symbols* of Datum 2 F3 P

Icon	Symbol
OPPO F3 Plus showing the photo of two people	F3 Plus Dual Selfie Camera
and a group of people in the screen of phone	
	One for Selfie One for Group Selfie
	16 MP + 120° Dual Camera
	4000 mAh VOOC Flash Charge Battery
	0.22s Flash Touch Access

There are four signs in the advertisements of OPPO F3 Plus. The signs above consist of one icon and three symbols. The icon of this advertisement is the picture of OPPO F3 Plus while the symbols are the written texts in the advertisement. Here, the researcher wants to describe each sign contained in this advertisement through *semeiosis processes* below:

In the first *semeiosis process*, the researcher wants to describe the icon of this advertisement. The picture of *OPPO F3 Plus showing the photo of two people* and a group of people in the screen of phone belongs to the representament [R]. It

stands the *object* [O] as the sophistication of OPPO F3 Plus's front camera. The relationship between the representament [R] and the object [O] creates the interpretant [I] that: OPPO's company creates the new technology of the front camera through F3 Series so the users of this phone can take the picture for their self and also for the group of people using OPPO F3 Plus's front camera.

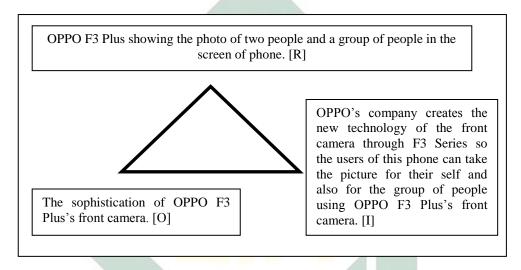


Figure 4.14: The Semeiosis Process of Icon of Datum 2 F3 P

The second *semeiosis process* is the first symbol of this advertisement. The written text of "F3 Plus Dual Selfie Camera" belongs to representament [R] of the sign. It is standing the object [O] as one of the superiority of OPPO F3 Plus. The relationship between representament [R] and object [I] produces the interpretant [I] that: OPPO's company offers the new specification of front camera through OPPO F3 Plus, so the users can enjoy taking photo not only for their self but also for a group of people.

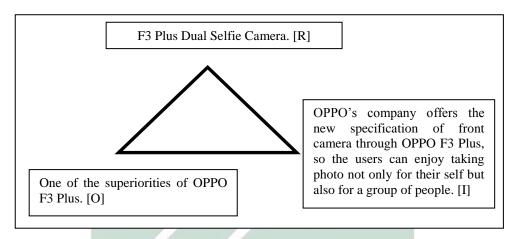


Figure 4.15: The First Semeiosis Process of Symbol of Datum 2 F3 P

The third semeiosis process is the written text of "One for Selfie One for Group Selfie". It belongs to the representament [R] of the sign. It also represents the sophistication of OPPO F3 Plus [O]. The relationship between the representament [R] and object [O] produces the interpretant [I] that: OPPO's company creates the new technology for the front camera of OPPO F3, so the users can use the front camera of this phone for taking photo their self and also a group of people with the large scale.

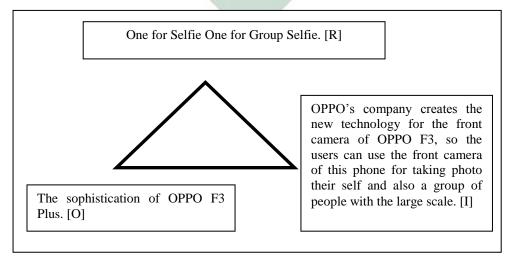


Figure 4.16: The Second Semeiosis Process of Symbol of Datum 2 F3 P

The written text of "16 MP + 120° Dual Camera 4000 mAh VOOC Flash Charge Battery 0.22s Flash Touch Access" [R] belongs to the third symbol of this advertisement. It stands the object [O] as the specifications of OPPO F3 Plus. From the representament [R] and object [O] produce the interpretant [I] that: OPPO F3 Plus has a lot of good specification, not only for the performance of front camera but also OPPO F3 Plus offers big energy for the battery, fast charging and also the technology of fingerprint system.

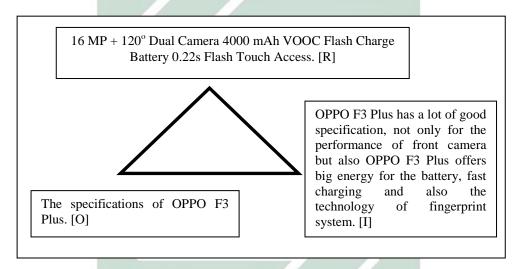


Figure 4.17: The Third Semeiosis Process of Symbol of Datum 2 F3P

OPPO F3 series is one of the products of OPPO's company. OPPO's company raises the new technology of front camera through OPPO F3 series. OPPO F3 series is perfecting product of OPPO F1 series. OPPO's company offers dual front camera in the OPPO F3 series, so through those phones the users can enjoy taking photo not only for their self but also for the group of people with the large scale. Then, OPPO's company also increases the other specifications like; the battery, and the technology of fast charging system. So, from the advertisements the readers will know about the good specifications of OPPO F 3

series and can persuade the readers who want to have or to buy good cellular phone especially for the front camera.

The next analysis of the semeiosis process is the series of OPPO F5 advertisements. The researcher also discussed the icons and symbols contained in those advertisements through semeiosis process. Here, the detail analysis can be seen below:

Datum 3 F5 Y



Table 4.7. Table of *Icons* and *Symbols* of Datum 3 F5 Y

Tuble 11.1 Tuble of feores and Symbols of Buttine 12.1		
Icon	Symbol	
The picture of OPPO F5 and showing the beautiful face of the woman in the screen of this	F5 Youth Capture the real you	
phone	Selfie Expert and Leader	

Here, the advertisement above consists of three signs. The signs are including one icon and two symbols. The picture of OPPO F5 phone with the photo of woman belongs to the icon of this advertisement while the written texts in the advertisement belong to the symbols. To make clear description of each signs in this advertisement, the researcher wants to describe each sign contained in this advertisement. The explanation will be described below:

The first semeiosis process is the picture of OPPO F5 and showing the beautiful face of the woman in the screen of this phone [R]. This picture belongs to the icon of this advertisement. It stands the object [O] that good performance of OPPO F5's front camera. The relationship between representament [R] and object [O] produces the interpretant [I] that: in the series of OPPO F5, OPPO's company offers the perfections of the camera in the cellular phone, so the picture that is taken by OPPO F5 likes the real things.

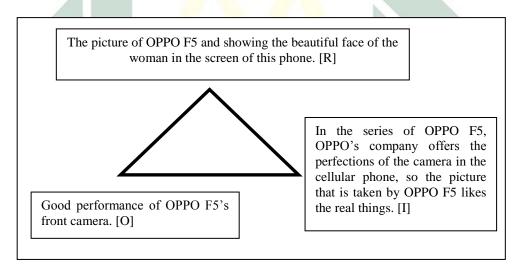


Figure 4.18: The Semeiosis Process of Icon of Datum 3 F5 Y

The second *semeiosis process* is the first symbol of datum 3. The written text of "F5 Youth Capture the real you" is as the representament [R]. It stands the object [O] as the sophistication offered by OPPO F5 Youth. The relationship between representament [R] and object [O] creates the interpretant [I] that: OPPO F5 has good sophistication of the camera, especially for the front camera

of this phone, so OPPO F5 Youth produces the photo like the real things if the users taking photo with this phone.

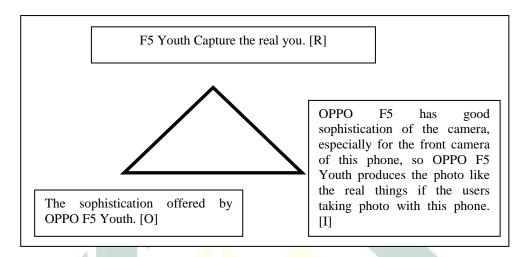


Figure 4.19: The First Semeiosis Process of Symbol of Datum 3 F5 Y

The third semeiosis process comes from the second symbol of this advertisement. The written text of "Selfie Expert and Leader" belongs to the representament [R] of the sign. It stands the object as the performance of OPPO F5 Youth. From the representament [R] and the object [O] produce the interpretant [I] that: OPPO's company also offers the high performance of front camera in the series of OPPO F5 and OPPO F5 series becomes the leader of the product OF F series; OPPO FI series and OPPO F3 series.

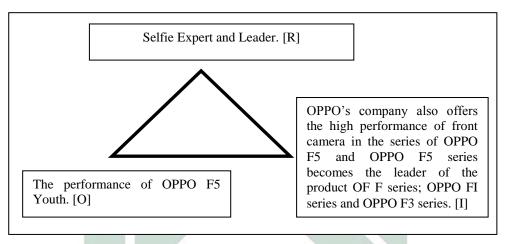


Figure 4.20: The Second Semeiosis Process of Symbol of Datum 3 F5 Y

The researcher also shows the *semeiosis process* of OPPO F5 advertisements. The detail analysis will be discussed below:

Datum 3 F5



Table 4.8. Table of *Icons* and *Symbols* of Datum 3 F5

Icon	Symbol
The picture of beautiful woman with the red clothes and bringing the red cellular phone	F5 Capture the real you
crounds and orniging the red contain phone	Selfie Expert and Leader

Here, this advertisement above consists of three signs. Those sign belongs to one icon and two symbols. The picture of the woman above belongs to the icon of this advertisement and the written texts above indicate as symbols of this advertisement. So, the researcher will be discussed each signs contained in this advertisement through *semeiosis process*, but the researcher does not explain the symbols of this advertisement above because those symbols already explained in the OPPO F5 Youth advertisement. Let's see the *semeiosis process* of the icon below:

The semeiosis process of the icon is the picture of beautiful woman with the red clothes and bringing the red cellular phone [R]. It stands the object [O] as the edition of OPPO F5. The relationship between the representament [R] and object [O] produces the interpretant [I] that: OPPO's company also produce red edition in the series of OPPO F5 and this company offers the beautiful design of the cellular phone, so OPPO F5 gives feminine impression for the users of this phone.

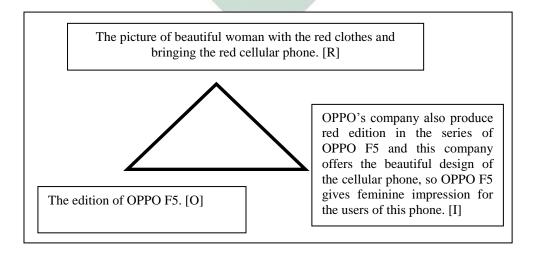


Figure 4.21: The Semeiosis Process of Icon of Datum 3 F5

The advertisements of OPPO F5 series deliver the message to the readers about the performance of the camera. OPPO's company always increases the technology in OPPO F series. OPPO's company again offers high performance of the camera in the product of OPPO F5 series. In the series of OPPO F5, OPPO's company tries to make more perfection in the front camera of this cellular phone. The picture or photo produced by of OPPO F5's camera like the real things because of the high resolution of the camera of OPPO F5. OPPO's company makes OPPO F5 Series become the leader of previous production of OPPO F series. This company also offers the feminine and beautiful design in the OPPO F5 series. So, those advertisements can persuade the users, especially young people and women.

The other analysis of *icons* and *symbols* also discuss in the datum 4. The researcher analyzes the *icon* and *symbols* contained in the series of OPPO F7. For detail analysis of the *semeiosis process* can be seen below:

Datum 4 F7



Table 4.9. Table of *Icons* and *Symbols* of Datum 4 F7

Icon	Symbol
The picture of woman and man in a full screen of OPPO F7	F7 AI- powered selfie
	Capture the real you

The advertisement above consists of three signs. The signs are including one icon and two symbols. The advertisement shows the picture of woman and man in a full screen of cellular phone. This picture belongs to the icon of the advertisement, while the written texts contained in the advertisement belong to the symbols. To make clear understanding, the researcher uses *semeiosis processes* of signs to explain each sign contained in this advertisement. Let see the explanation of *semeiosis process* below:

The first semeiosis process comes from the icon of this advertisement. The picture of woman and man in a full screen of OPPO F7 is the representament [R]. It stands the object [O] as the physical display of OPPO F7. The relationship between the representament [R] and object [O] produces the interpretant [I] that: OPPO's company offers the large visual experience in the screen of OPPO F7, so the users can enjoy using this phone with large display of the screen.

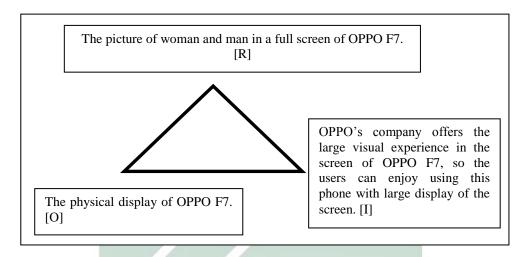


Figure 4.22: The Semeiosis Process of Icon of Datum 4 F7

The second semeiosis process is the first symbol of this advertisement. The written text of "F7 AI- powered selfie" is as the representament [R] of this sign. It stands the object [O] as the new technology offered by OPPO's company. From the representament [R] and the object [O] above produce the interpretant [I] that: OPPO's company offers the new technology namely AI (Artificial Intelligence) system, so the users can immortalize of each moment and OPPO F7 not only produce the photo more perfect but also look like as real as possible.

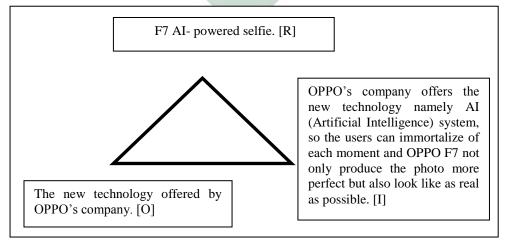


Figure 4.23: The First Semeiosis Process of Symbol of Datum 4 F7

The written text of "Capture the real you" [R] belongs to the third semeiosis process of datum 4. It is as the second symbol of the datum 4. The written text stands the object [O] as the sophistication of OPPO F7's camera. The relationship between representament [R] and object [O] produces the interpretant [I] that: OPPO's company shows the good picture production of OPPO F7's camera, the picture or the photo looks like as real as possible when using the performance of the camera.

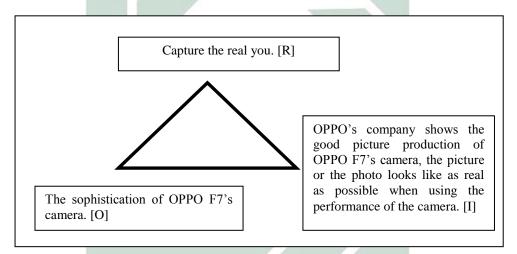


Figure 4.24: The Second Semeiosis Process of Symbol of Datum 4 F7

The other examples of the analysis of datum 4 can be taken in the OPPO F7 Youth. The detail analysis can be seen below:

Datum 4 F7 Y



Table 4.10. Table of *Icons* and *Symbols* of Datum 4 F7 Y

Icon	Symbol
Four cellular phones of OPPO F7 with the different color editions and glossy design	F7 Youth AI- powered selfie
	In U- frame Super Full screen

Here, the advertisement above consists of three signs. Those signs are one sign of icon and two signs of symbols. The picture that is contained in this advertisement belongs to the icon while the two written texts in this advertisement belong to the symbol. To make clear understanding, the researcher tries to explain each sign through *semeiosis process*. The researcher explains the signs only for the icon and the second symbol of the signs, because the first symbol of the signs already discussed on the advertisement of OPPO F7. Let see the explanation of the *semeiosis process* below:

The first semeiosis process is the icon of the advertisement. The picture of four cellular phones of OPPO F7 with the different color edition and glossy design becomes the representament [R]. It stands the object [O] as the cellular phone edition offered by OPPO's company. The relationship between the representament [R] and the object [O] produces the interpretant [I] that: OPPO's company offers the three fashionable colors and glossy unique design in the edition of OPPO F7, so it is very compatible for fashionable users.

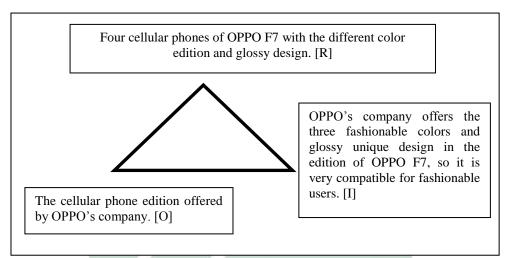


Figure 4.25: The Semeiosis Process of Icon of Datum 4 F7 Y

The second semeiosis process is the second symbol of this advertisement. The written text of "In U- frame Super Full screen" indicates as the representament [R]. It stands the object [O] as the screen design of OPPO F7. The relationship between representament [R] and object [O] produces the interpretant [I] that: the thickness of OPPO F7's frame is very thin, so it can make the users comfort to enjoy multimedia content with OPPO F7.

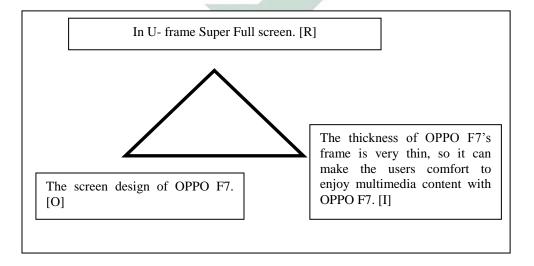


Figure 4.26: The Semeiosis Process of Symbol of Datum 4 F7 Y

There are a lot of message contained in those advertisements of OPPO F7 series. The advertiser wants to delivers the message not only about the performance of OPPO F7's camera but also the beautiful design in the edition of OPPO F7 series. Not only about that, from those advertisements, the readers can catch the message that the performance of OPPO's camera is more powerful than the previous product of OPPO F series. OPPO F7 series can produce the good picture or photo look like as real as possible. Then, OPPO's company also offers fashionable design with the glossy unique design in the edition of OPPO F7. So, those advertisements can persuade the readers who want to buy or to use cellular phones with powerful camera and beautiful design.

The researcher also finds the other *icons* and *symbols* in the series of OPPO F9. Here the researcher shows the detail analysis of *icons* and *symbols* contained in those advertisements through the *semeiosis process*. The *semeiosis process* can be seen below:

Datum 5 F9



Table 4.11. Table of *Icons* and *Symbols* of Datum 5 F9

Icon	Symbol
OPPO F9 purple color with the degradation style	F9 5-minute Charge, 2-Hour Talk
	VOOC Flash Charge Technology

The advertisement above consists of three signs. The types of the signs are one icon and two symbols. The picture of cellular phone contained in this advertisement belongs to icon while the two written text belong to symbol. Here, the researcher tries to give detail explanation of each sign through the diagram of *semeiosis process*. The detail explanation will be described below:

The first semeiosis process is the picture of the advertisement. OPPO F9 purple color with the degradation style is the representament [R]. It stands the object as the new edition of OPPO F series. The relationship between the representament [R] and object [O] produce the interpretant [I] that: in the series of OPPO F9, OPPO's company tries to make different design of the cellular phone, OPPO's company offers dark purple with degradation color style.

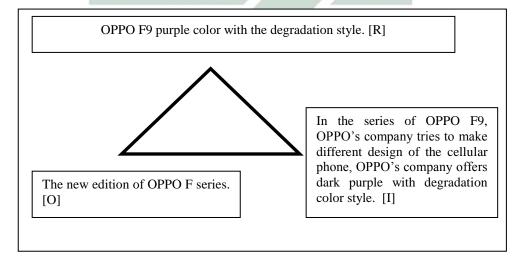


Figure 4.27: The Semiosis Process of Icon of Datum 5 F9

The written text of "F9 5-minute Charge, 2-Hour Talk" [R] becomes the second semeiosis process of this advertisement. It stands the object [O] as the performance of OPPO F9. From the representament [R] and object [O] produces the interpretant [I] that: OPPO's company offers the new performance in the OPPO F9, the battery of this phone has big power and also fast charging mode, so the users can use this cellular phone in a long time and just need short time to charge the battery.

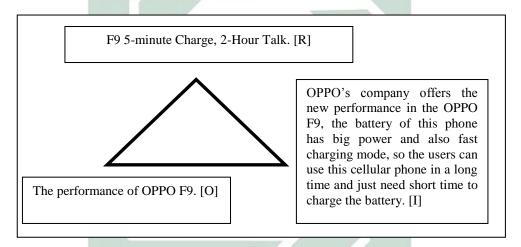


Figure 4.28: The First Semeiosis Process of Symbol of Datum 5 F9

The third semeiosis process is the second symbol of this advertisement. The written text of "VOOC Flash Charge Technology" is the representament [R]. It stands the object [O] as charge technology system. The relationship between representament [R] and object [O] creates the in interpretant [I] that: in the system of charging energy, OPPO F9 uses VOOC system, so the users just need short time to charge their phones if they use OPPO F9 cellular phone, because VOOC system is the flash charging technology.

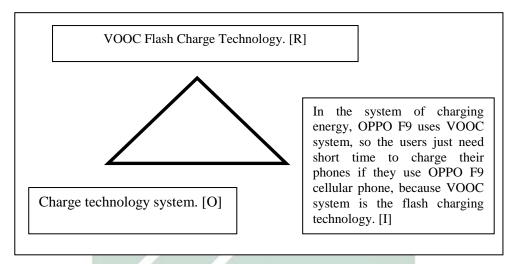


Figure 4.29: The Second Semeiosis Process of Symbol of Datum 5 F9

The other example of the analysis of *icons* and *symbols* in datum 5 also show in the advertisements of OPPO F9 Plus. The detail analysis of the *semeiosis* process will be described below:

Datum 5 F9 P



Table 4.12. Table of Icons and Symbols of Datum 5 F9 P

Icon	Symbol
The picture of very swift water flow in the screen of OPPO F9 with charging cable embedded	_

This advertisement above consists of two signs. Those signs belong to one sign for icon and one sign for symbol. Here, the researcher wants to make clear explanation of each sign, but in this section the researcher only explain the icon of this advertisement because the symbol is already described in the previous advertisement, OPPO F9. So, let see the explanation of *semeiosis process* of the icon below:

The first semeiosis process is the icon of this advertisement. The picture contained in this advertisement belongs to the icon. The picture of very swift water flow in the screen of OPPO F9 with charging cable embedded is the representament [R]. Is stands the object [O] as charging ability of OPPO F9 Pro. The relationship between the representament [R] and object [O] produces the interpretant that: OPPO's company tries to make new innovation of charging system in OPPO F9, from the picture of swift water flow in the screen of phone indicates that the charging energy system is very fast.

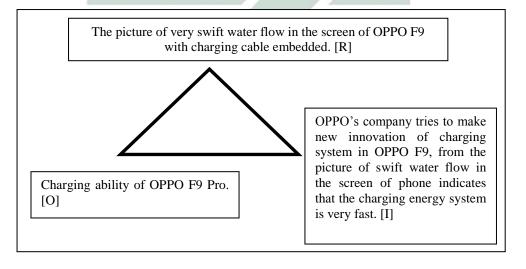


Figure 4.30: The Semeiosis Process of Icon of Datum 5 F9 P

Here, the advertisers of OPPO F9 series want to deliver the new technology produced by OPPO's company through OPPO F9 cellular phone. OPPO's company raises the new performance in the charging system. OPPO's company uses VOOC Flash Charging system and also big energy of the battery in the specification of OPPO F9 Series. This system can make the users enjoy using this phone in a long time and just need short time if they want to charge the energy of their cellular phones. So, from those advertisements above can make the reader understand about the specification of charging system offered by OPPO's company. Then, the advertisements above can persuade the readers who want to have cellular phone with big energy of the battery and the flash charging system.

The researcher also finds the other *icon* and *symbol* contained in the series of OPPO F11. The detail explanation about the *semeiosis process* of *icon* and *symbol* will be described in the datum 6 below:

Datum 6 F11 P



Table 4.13. Table of *Icons* and *Symbols* of Datum 6 F11 P

Icon	Symbol
OPPO F11 phone in the front side and back side with the dark panorama beside the cellular phone	1

The advertisement of OPPO F11 above consists of two signs. Those sings are one icon and one symbol. The picture in the advertisement belongs to the icon while the written text of this advertisement belongs to the symbol. To make clear understanding, the researcher tries to explain each sign contained in the advertisement of OPPO F11 through *semeiosis process* below:

The first semeiosis process is the icon of the advertisement above. The picture of OPPO F11 phone in the front side and back side with the dark panorama beside the cellular phone is as the representament [R]. It stands the object [O] as the performance of OPPO F11's camera. From the representament [R] and the object [O] produce the interpretant [I] that: OPPO's company again offers the new performance of the camera, here the dark panorama beside this cellular phone indicates that the OPPO FII can capture the photo in low light.

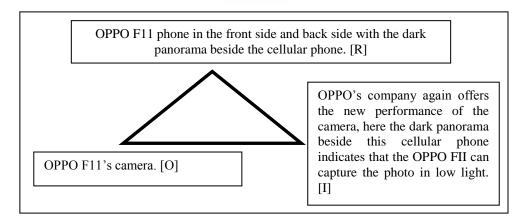


Figure 4.31: The Semiosis Process of Icon of Datum 6 F11 P

The second *semeiosis process* is the symbol of this advertisement. The written text of "F11 Pro Brilliant portrait in a low light" is as the representament [R]. It stands the *object* [O] as new technology of the camera. The relationship between the representament [R] and the *object* [O] produces the interpretant [I] that: OPPO's company offers the brilliant portrait in the series of OPPO F11, so the camera of OPPO F11 PRO can take or shoot the picture or photo with the good production although with the low light.

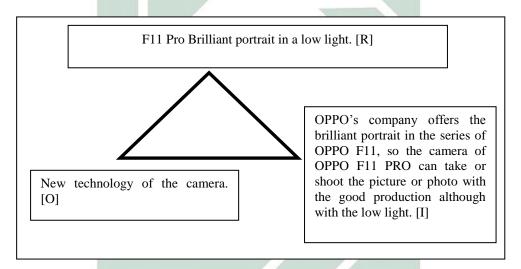


Figure 4.32: The Semeiosis Process of Symbol of Datum 6 F11 P

The advertisers of OPPO F11 show the new technology of the camera. This new technology can be as the perfecting specification of the camera from the previous product of OPPO F Series. OPPO's company offers the brilliant portrait when we as the users of OPPO F11 taking photo with this cellular phone. The performance of OPPO F11's camera is showing good photo production though limited light around it. The users can enjoy taking photo in wherever they want without having worry because OPPO F11's camera can portrait in low light and

also can show the good picture. So, through the advertisement, the readers can be interested to by this product because of the camera's performance offered by OPPO's company.

4.2 Discussion

The report of this research addresses two objectives of research question related to the *icon* and *symbol* contained in the advertisements of OPPO F Series. The point of discussion arranges based on these two research questions. The first is *icon* and *symbol* contained in the advertisements of OPPO F series by analyzing the pictorial signs and the verbal signs in the advertisements and the meaning of those signs in the advertisements. In order to answer the research questions, the researcher uses the theory of semiotic by C.S Pierce. The researcher uses the *semeiosis* process to analyze the *icon* and the *symbol* contained in those advertisements.

The advertisers use the pictorial and the written text in the advertisements of OPPO F Series. The researcher finds 13 *icons* and 23 *symbols* in the advertisements of OPPO F Series. The advertisers show the picture of the cellular phones to the readers as the *icons* of the advertisements. The readers will be able to know the physical products of cellular phone offered by the advertisers through the advertisements. Besides the pictorial signs contained in the advertisements, the advertisers also create the verbal signs to support of showing the product to the consumers. The verbal signs become the *symbol* of the advertisements. In the advertisements of OPPO F Series, the advertisers create the written text (*symbols*) as the first aspect to get the meaning of the advantages of those series. The

advertisers show the detail specification of the cellular phones to the readers through the verbal signs. The readers will know and understand the detail advantages about the products after reading those advertisements.

After analyzing the *icons* and the *symbols* in the advertisements of OPPO F Series, the researcher gets the meaning that the technology of telecommunication always up to date in the modern era. The products of cellular phone always create or offer new technology as the fulfillment to the public needs. OPPO cellular phones of course increase the technology of telecommunication. The development of technology is not the new things in Islamic perspective. Allah SWT never curbs his people to make the resets and experiments. Islam is very supportive in the development of technology. In the QS Ali-Imran: 190-191, Allah says

إِنَّ فِي خَلِّقِ ٱلسَّمَوَّتِ وَٱلْأَرْضِ وَٱخْتِلَعْ ٱلَّيْلِ وَٱلنَّهَارِ لَأَيْتِ لِأُوْلِى ٱلْأَلْبَبِ ﴿ الَّذِينَ يَذْكُرُونَ فِي خَلْقِ ٱلسَّمَوَّتِ وَٱلْأَرْضِ رَبَّنَا مَا خَلَقْتَ هَنذَا بَنْظِلاً شُبْحَننَكَ فَقِنَا عَذَابَ ٱلنَّارِ ﴿

"Indeed, in the creation of the heavens and the earth and the alternation of the night and the day are signs for those of understanding, Who remember Allah while standing or sitting or [lying] on their sides and give thought to the creation of the heavens and the earth, [saying], "Our Lord, You did not create this aimlessly; exalted are You [above such a thing]; then protect us from the punishment of the Fire." (QS Ali-Imran: 190-191)

Those verses describe all of the things in the sky and the earth can be known the truth. We can do the reset about that. So, we as the *Muslim* can get the ease of life in all of the aspects especially, in the technology. Al-Qur'an can be as the inspiration of knowledge and concept of thought to cerate the new things in our life, but it needs the ability to learn about that.

The development modern technology offers a lot of things in our life. The *Muslim* must be responsible with the sophistication of technology because we as the human beings become the actor of using the technology. The technology can bring the benefit or sometimes can bring the misfortune in our life. So, it depends on the people who use the technology.

The researcher tends to compare this present research with the previous researches. The first is the research from Rifa'I (2010). The results of this study support the idea about capital system, cultural and ideology. The previous study interprets the meaning of those signs through the denotative and connotative level by using Ferdinand de Saussure theory of semiotic. It is different with the present study. In the presents study, the researcher analyzes each *icon* and *symbol* in the advertisements by using the *semeiosis* process. After analyzing those signs, the researcher gets the meaning of the advertisements. The differences of the previous study with the present study because the previous study applies the theory that analyzes the meaning in the denotative and connotative level, while in the present study uses the theory of Pierce that interprets the meaning of the signs by looking up the *semeiosis* process of the *icons* and *symbols* in the advertisements of OPPO F Series.

The second research is the research from Marguno (2018). The results of the study show the message of *dakwah* that bulletin of *Panti Asuahan Yatim Piatu Auliyaa'* august 2017 edition shows the Islamic study that can be accepted in the society and be transparent with the activity of the children in this orphanage. In the previous study is different with the presents study. In the previous study, he

uses Pierce theory of semiotic but he does not explain the detail *icons* and *symbols* that are found in the bulletins. While in the present study, the researcher shows the detail *icons* and *symbols* contained in the advertisements of OPPO F Series to get the meaning of those signs. Regarding those two previous researches, the present research shows each *icon* and *symbol* found in the advertisements of OPPO F Series. The researcher uses the semiotic triangle to uncover the messages that are delivered by the advertisers. The researcher gets that the *symbols* as the first aspect of showing the products rather that the *icons*. So, the present research can fill incompleteness both of the researches and deliver the new findings.

In order to complete the discussion of the present study, the researcher looks forward to the contribution of this research for the academic society. Moreover, the appearances of the signs in all of the aspects of life are countless to be analyzed and further investigated. Hopefully, through this presents study, the readers will be able to understand the signs not only in the advertisements but also in the all of the aspects of life and the meaning of the signs thus they can widen their prior knowledge in the semiotic field.

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the researcher presents the conclusion and the suggestion after analyzing and interpreting the data. The researcher draws the conclusion about the whole of this research. The researcher also gives the suggestion for the next researchers who want to conduct the research with semiotic approach in the different subject of the research.

5.1 Conclusion

The researcher draws the conclusion based on the finding in the previous chapter. This research is about the semiotic analysis on cellular phone advertisements of "OPPO F Series". This research concerns with the icons and symbols contained in OPPO F Series advertisements and also the meaning of icons and symbols in those advertisements. The researcher uses semiotic triangle by Pierce to get the *semeiosis* process of each icon and symbol in those advertisements.

Based on the findings, the researcher finds 2 type of signs in OPPO F
Series advertisements, they are; icon and symbol. The icon is the pictures or photo
while the symbol is the written texts or languages contained in those
advertisements. There are 36 signs from 12 advertisements of OPPO F Series.
Those signs are 13 signs for icons and 23 signs for symbols. The symbol is the
most type of signs that are commonly used in 12 advertisements of OPPO F
Series. The written text and pictures contained in those advertisements are the
representament that stand for their object in our mind. From the representament

and the *object* can produce the different interpretation and the meaning depend on experience, background of knowledge and others. So, the result of this process is called as the *interpretant* that can perfect the *semeiosis* process.

After describing each icon and symbol through Pierce's triangle of signs, the researcher combines the *interpretant* of those icons and symbols in each series of OPPO cellular phone advertisements to get the meaning. It can be concluded that from 6 series of OPPO cellular phone advertisements, the researcher gets 6 different meanings of each series of the cellular phone advertisements. Those advertisements also have different signs and different meaning. All of the signs contained in those advertisements indicate the sophistication technology offered each series of OPPO F Series cellular phone. Then, the advertiser of those advertisements creates the clear message.

5.2 Suggestion

The researcher gives the suggestions for every one who are interested in semiotics fields; first, as we know that language is sign. The sign can be formed in sentence, phrase, written text, picture and also drawings. We can be easily to find them in every where, for the example is advertisements. In the advertisements, the advertisers of course create the attractive words and picture to make the advertisements more interesting for the readers. We can use semiotic approach to understand the hidden message or meaning contained in the advertisements. There are so many theories about semiotics; such as Ferdinand De Saussure, Roland Bathers, C.S. Peirce. So, the readers who want to conduct the research in semiotic field should try to use one of the theories of semiotic besides the theory used in

this present study. Secondly, the researcher also advices to choose other object such as; magazine, movie, song and etc for the next researchers who want to conduct the research with the semiotic field.



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