

**SEMIOTIC ANALYSIS ON CELLULAR PHONE  
ADVERTISEMENTS OF “OPPO F SERIES”**

**THESIS**



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"OPPO F SERIES"

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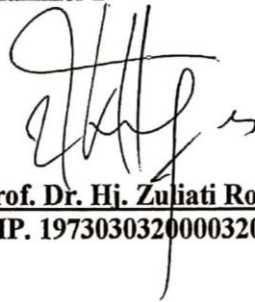
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Nowadays, the advertisers always improve the advertisements to be good and interesting. They choose the words, images, colors become the main point to persuade the readers about the products or the services. For the example is the cigarette advertisement, 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 Peirce'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, text, 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 Dwiyantri (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.









language, religious, and history of arts (Budianto, 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*,







### 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 message 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 emoticon, conveying 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.







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.oppomobile.com/>, <https://pinterest.com/>, and <https://google.com/oppo-advertisement/>. The researcher chose 12 cellular phone advertisements of OPPO F Series, because those advertisements already represented 6 series of OPPO F Series. The advertisements are taken from F1 Series, F3 Series, F5 Series, F7 Series, F9 Series, and F11 Series. For more detail, the researcher shows the table of the corpus data below:

**Table 3.1. Table of Corpus Data of the Advertisements**

DATA NUMBER (Datum)	OPPO F SERIES		CODE	ADVERTISEMENT
1	OPPO F1	F1	F1	 <p>OPPO F1 Selfie Expert Isyana Sarasvati &amp; Rio Haryanto OPPO F1 Ambassadors</p>
		F1 S	F1 S	 <p>OPPO F1 S Selfie Expert New Edition 4GB + 64GB 16MP Front Camera Flash Touch Access IN STORE NOW</p>
		F1 Plus	F1 P	 <p>OPPO F1 Plus Selfie Expert</p>
2	OPPO F3	F3	F3	 <p>OPPO F3 Red Edition Selfie Expert Dual Selfie Camera</p>
		F3 Plus	F3 P	 <p>OPPO F3 Plus Dual Selfie Camera Available Now One for Selfie One for Group Selfie 16MP + 120° Dual Camera 4000mAh VOOC Flash Charge Battery 0.22s Flash Touch Access</p>



















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

<i>Icon</i>	<i>Symbol</i>
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.*



















































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

<i>Icon</i>	<i>Symbol</i>
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 representant [R]. It stands the object [O] as the physical display of OPPO F7. The relationship between the representant [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.*







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

<i>Icon</i>	<i>Symbol</i>
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*.



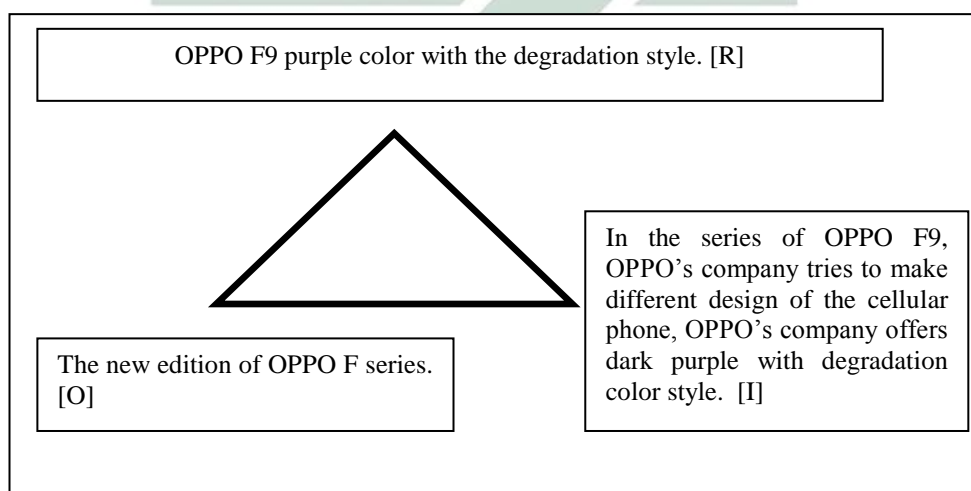


**Table 4.11. Table of Icons and Symbols of Datum 5 F9**

<i>Icon</i>	<i>Symbol</i>
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**











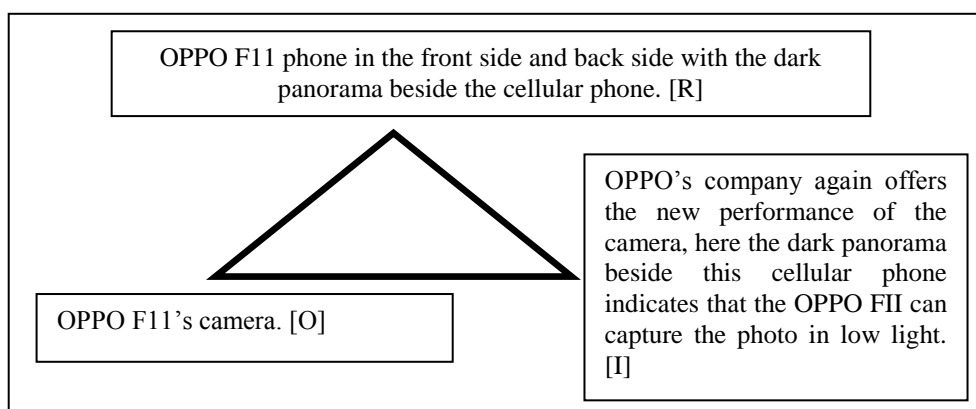


**Table 4.13. Table of Icons and Symbols of Datum 6 F11 P**

<i>Icon</i>	<i>Symbol</i>
OPPO F11 phone in the front side and back side with the dark panorama beside the cellular phone	F11 Pro Brilliant portrait in a low light

The advertisement of OPPO F11 above consists of two signs. Those signs 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 F11 can capture the photo in low light*.

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



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



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 than 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.





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







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