

**ANALYSIS OF SOCIAL CODE IN CIGARETTE
ADVERTISEMENTS IN WONOKROMO DISTRICT**

THESIS



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states in his book, codes organizing signs into meaningful systems that correlate signifiers and signified through the structural forms of syntagms and paradigms. Codes are interpretive frameworks, which are used by both producers and interpreters of the text. Hence the study of semiotic including codes is important, to understand the meaning of signs through their word, images, and symbol.

According to Chandler (2002, p. 149), codes are divided into three types. He refers to those which are most widely mentioned in the context of media, communication, and cultural studies. More precisely, he divides codes into social codes, textual codes, and interpretive codes. These three types of codes correspond broadly to three key kinds of knowledge required by interpreters of a text, namely knowledge of; the world (social knowledge), the medium/the genre (textual knowledge), and the relationship between those two (modality judgment). In this research, the researcher only focused on social codes. The reason is that social codes are perfect and often appear in advertisements such as verbal languages, bodily codes (physical orientation), commodity codes (fashion, clothing), and behavioural codes (the way they act). Furthermore, both textual codes and interpretive codes are rarely or even didn't appear in the advertisement.

The conventions of codes in semiotics indicate a social dimension: a code is a collection of practices that are recognizable to users of the medium and operate within a wide cultural framework. However, some researchers have analyzed their studies related to codes, they are Bahtiar Rifa'i (2010); Anne M. Holcomb (2012); Diana Niken Anggraini (2014); Ahmad Shadiqi (2014); Ahmad

The third, Anne M. Holcomb (2012), the students of Western Michigan University, had critically analyzed visual and text updates posted by two clothing brands to the social-networking site Facebook.com, including consumers' interaction with these marketing messages. In her thesis, she reveals several semiotic codes of femininity marketed to Facebook users by the two brands: "cheekiness," "sweetness," and "spirit" were the three main sign systems found in PINK Facebook posts. Additional semiotic codes appeared consistently in audience responses as fans accepted, negotiated with, or rejected the signs and codes used by the two brands to portray femininity and the female body.

There is another research about codes analysis, Ahmad Shadiqi (2014) had explored codes with the same theory's analysis entitled 'Semiotic Analysis of South Park Cartoon Comedy Season I'. He used Chandler's method of semiotic analysis, including the three-part model of codes theory in his research. The study finds 21 important signs along with their meanings. Those signs are elaborated within Hjelmslev's order of signification to describe the message and value in two levels of meaning, denotation, and connotation. The data are analyzed by giving a brief explanation of the text as proposed by Chandler. The study results in some sub-codes divided into three main codes.

Other researchers had explored code analysis. They are Ahmad Mohammadi Nejad Pashaki, Aamad Rez Hidarian Shahri, and Bahar Seddighi (2016). They researched to find out what code styles on Haroun Hashem Rashid lyrics. They are mainly influenced by Pierce's thoughts and demarches have become an independent discipline that is used as an interdisciplinary aspect of text

analysis. In their thesis, linguistics, sociology, literature, and so forth is an efficient method of analysis. The results show that there is a high reliance on hypertext elements and the events of the author's life in his poetry in addition to the text elements. However, of all the most frequent indices of his poetry, time, characters, and the indications of locations can be noted.

These previous studies on code analysis have significant implications regarding linguistic practices use in advertisement products in several forms such as billboards or taken from television and the internet. Yet these previous studies examine the topic using semiotic analysis, which is more general within the scope of semiotic, not too specific like in this study that uses social codes analysis to analyse the topic. Furthermore, these previous studies are still lacked on analyzing the important thing such as types of social codes that usually appear in an advertisement, since codes are important to know how the symbol, word, and image could represent some meaningful system, and they also lacked information about connotative and denotative meaning in their topic. Thus, to fill the gap between previous studies, especially Anggraini's (2014) who uses cigarette advertisements as the topic. This study uses more specific analysis which is social codes analysis to examine or analyses what types of social codes that can be found in cigarette's advertisement and how does the code represent the meaning in a cigarette advertisement. The researcher also chooses a wider area rather than 1 street like Anggraini's (2014) and also have much more data source such as poster, billboard, and banner to expand the previous studies. Therefore, social

Based on Chandler's frameworks for the study of social codes. The advertisement consists of all elements of the social codes above. Thus, the researcher analyzed his research by using all the types of social codes that have already been mentioned, which are verbal language, bodily codes, commodity codes, and the last is behavioural codes.

2.2.1.1 Verbal language

Verbal language is the type of social code that consists of almost all linguistic landscapes, from phonological, syntactical, lexical, etc. This type of social code usually appears as the slogan or tagline of the product. The slogan or tagline that appears in cigarette advertisements is usually sounded interesting and full of positive words. However, their tagline does not have any relation with their product. The slogan usually has an intended message that can only be seen if the consumer interprets it more deeply. Cigarette advertisements often use a positive tagline or slogan to send a message that inspires people, a message that persuades people to do something positive, while in fact, the slogan used by the advertiser is actually used to attract and indirectly persuade people to use their product. For example, the 'go-ahead' tagline from Sampoerna cigarette, which might look like an interesting or positive tagline with dangerous adventures as the background. The slogan might show the meaning as an invitation to be a brave person and challenging a new thing in our lives. However, it actually could also be interpreted as an invitation to 'go-ahead, be brave to use our cigarette product.'

2.2.1.2 Bodily Codes

Bodily Codes are the type of social codes that consist of bodily contact, proximity, physical orientation, appearance, facial expression, gaze, head-nods, gestures, and posture. This type of code focus on the object gesture, pose, or movement in the advertisement. Their movement or gesture interprets something related to the product. Then, in a cigarette advertisement, most of the model does not show to consume or use their product. Most of the time, they are depicted as a masculine and handsome person. The model that is usually used in cigarette advertisements is depicted this way to cause an interpretation of the consumer, that their product is a good quality product that is often used by interesting people. The use of the good-looking model is could also imply the meaning that those who use the cigarette product could feel proud like the exact same model with interesting criteria used in the advertisement.

2.2.1.3 Commodity Codes

Commodity codes are the type of social codes that consist of fashions, clothing, and cars that appear in the advertisement. This type of code focuses on what the model uses as part of the plan to attract the attention of the consumers. In the advertisement, this code mostly appears with the model use luxurious stuff such as fashionable clothes, expensive items, or famous vehicles as the symbol, which indirectly has a meaning that their product has a very good quality compared to the other. This kind of code often appears in any kind of advertisement, including cigarette advertisements where the commodity has

cigarettes are known to have many substances that are harmful to the body and also prohibited by the government in act No. 24. 1997, people still use these products because it is very easy to get them. The cigarette industry uses many ways to advertise their products, using the cost of their huge income, we could see their ads almost everywhere. As a result of this, Indonesia has become one of the highest smoking rates in the world (Hirschmann, 2020). This condition easily happens because smoking has become a common thing to know by the presence of interesting advertisements that could make people curious when they see the ads until they try to consume it and finally addicted to it. The ads they make consist of words, images, and symbols that together could form an interesting and meaningful advertisement and it could make people interested in using their product.

3.2.2 Data source

The data of this study are collected by analyzing and observing the icon, index, and symbol elements that appear in cigarette advertisements in the form of billboards, posters, or banners. The data were taken in each famous street in Wonokromo District, such as Stasiun Wonokromo Street, Joyoboyo Street, Ngagel Street, etcetera. The amount of data taken is approximately 20, which had been analyzed and sorted out until the researcher found the most appropriate data to be analyzed in this research according to the researcher's criteria. The amount of data taken is 20 because the researcher does not find any other cigarette advertisement. Most of them are the same advertisement but delivered in different locations and media like billboards, posters, and banners. The criteria are that the advertisement must contain all the elements of the social codes. The reason why the researcher chooses this topic is that cigarette advertisement is an attractive media. Unlike the other advertisements, cigarette advertisements are not directly, explicitly, and vulgarly expressed in words or visuals. There are some rules about cigarette advertising in Indonesia that explain why there must be regulations about cigarette advertising. The regulation about cigarette advertisements ruled in act No. 24. 1997 about the prohibition of broadcasting the product explicitly, especially the advertisement which depicts and shows smoking activity. It makes the producers of cigarette advertisements use their creativity to attract their consumers without putting their product in it. This is a pretty hard job to do, but by using motivation words and a unique slogan that has connotative meaning, they could deliver a perfect example of a unique advertisement, and unlike other

4.1.2 Barthes Connotation and Denotation Meaning in Datum 1

After analyzing all the codes that appear in this cigarette advertisement, the researcher could finally analyze the meaning of the advertisement using Barthes' theory order of signification. The advertisement denotes the positive message by using the slogan 'Passion takes us to next level', it also uses the combination of 3 cool-looking people wearing fashionable clothes to emphasize that these cool-looking models are looking confident on themselves because they have their passion with them. By combining all the codes found, this advertisement explicitly encourages people to be like the model, to have a passion so they could do something bigger and also look confident when facing a problem in the future.

In the analysis above, the cigarette advertisement looks like they sending a positive message, but it happens because cigarette advertisement could not directly advertise their product and are also prohibited to use persuasive words to persuade the consumer to smoke in their advertisement. Therefore, the producer of cigarette advertisement creatively uses a combination type of code such as slogan, interesting model, or behaviour to attract their consumer. In this advertisement, the slogan 'Passion takes to the next level' could connote that 'Your passion for smoking would be increasing to next level if you use our brand'. The advertisement also uses a group with dashing look people wearing fashionable clothes connote that the consumer of this product would look dashing and cool just like the model of the advertisement.

an extreme stunt. The sports outfit itself is important for a brand marketing their product, especially when most of the consumer is male, marketing your brand using a model with a sports outfit could attract your male consumer into looking at their ads. The other commodity code that the researcher found is the snow-bike. Snow-bike is an extreme sport that could rush your adrenaline when you using it, the look of the vehicle is also unfamiliar for the people in Indonesia since there is no snow here. It practically made people curious about the snow-bike picture which indirectly attracts people to look at their advertisement.

4.1.3.4 Behavioral Codes

The last type of social codes that appears in this advertisement is behavioural code. This type of social codes is referred to as the characterization of the model. The model doing stunt is also could be considered a symbol of the slogan 'I Dare', which mean that by doing the extreme stunt, it means that a model is a person that not afraid to do something extreme. In this advertisement, the snow-bike rider is doing some extreme stunt in the air. By putting the picture of the model doing the stunt, the advertisement could attract the interest of the potential consumer, since people tend to like something extraordinary, they most likely would see the advertisement.

4.1.4 Barthes Connotation and Denotation Meaning in Datum 2

After analyzing the type of social codes that appears in the advertisement, the researcher would analyze the denotation and connotation meaning of the advertisement. Firstly, the slogan that appears in this advertisement is written 'I Dare' combine with the model of a person that riding a snow-bike doing some

4.1.9.2 Bodily Codes

The second type of social codes to be analyzed is bodily code. The bodily code in this advertisement is referred to the group of manly people that look like they standing together with an optimistic gaze. The advertisement uses a group of manly models is a common thing to do when we looking into several cigarette advertisements that could appear in the street like billboards, posters, or banners and could also be seen on television. The reason why they do this is that as the researcher said above, most of the cigarette consumers is came from the male community. By using a group of manly people as their model, the code could also imply that only a real man dares to try their product.

4.1.9.3 Commodity Codes

The third type of social codes that appears in this advertisement is commodity code. The group of manly people are standing together while wearing a matching black colour jacket resemble a motorcycle gang. It also could be noticed by how the person in the middle is holding a helmet like what a biker usually does. By their clothes, they show what real men look like in style. This advertisement also wants to show that putting a group of models wearing a cool black jacket in their advertisement could make the prospective consumer interested in their product where you can feel like a cool manly person in the picture if you consume their product.

4.1.9.4 Behavioral Codes

The last type of social codes that would be analyzed is behavioural code. Behavioural code is referred to the characterization of the person, which would

This study analyzing the type of codes and their meaning in cigarette advertisements. The researcher found that cigarette advertisements are unique advertisements that are prohibited by the government to adding their product or explicitly persuade people to use their product in their advertisement, therefore they use the combination of social codes to form a unique advertisement that could attract more people interest on their advertisement. Cigarette advertisements use implicit language while they are advertising their cigarette product. The use of implicit language is to promote the cigarette product, which is unhealthy for the people since it contains a lot of dangerous chemicals. Hence the advertiser creatively promotes their advertisement by using text and pictures. If the people read it explicitly, the advertisement would look like it has a positive meaning. For example, in Datum 2 the advertiser use slogan 'I dare' and snow-bike rider doing their dangerous stunt in the air explicitly tell people to become a brave person and dare to challenge new thing. Although it sounds positive, the advertisement persuades people to be 'dare' using their unhealthy product. The snow-bike rider doing the dangerous stunt symbolizes the product which would be dangerous if consumed frequently.

The data analyzed in this study have shown that cigarette advertisements are using the type of social codes to organize the sign that appears in their advertisement into a meaningful system. Each advertisement has a different denotation and connotation meaning depending on what kind of code appears in the cigarette advertisement. In cigarette advertisement analysis, the advertiser often using a good-looking or athletic male model as their object to attract more

people, this implies that cigarette products could make people feel the confidence of a real man, hence most of their consumer comes from the male community.

According to the analysis, the seven images in this study have certain meanings that will be conveyed. The signs in the cigarette advertising were included in the messaging look. Cigarette advertisements not only promote their product but also provide unique advertising to attract the general public. There are some messages delivered by the Cigarette advertisement:

1. Implicitly invite the reader to consume their unhealthy product using their positive slogan.
2. Use a stylish good-looking model or using the sports theme model to attract people, especially from the male community who loves sports and cool stuff.
3. Make the consumer feel proud and manly when using their product, just like how the model portrayed in the advertisement.

Finally, we can conclude that cigarette advertisement has interesting advertisement to analyze. From all of the advertisements, cigarette advertisement is an interesting topic to be analyzed because of their uniqueness in how they advertise their product. The cigarette advertiser delivered the message in each type of social code that appears in their advertisements. Cigarette advertisements, just like any other advertisement, also persuade the reader to buy their product but slightly using a different method since they could not put the picture of their product in their advertisement. The cigarette advertisement also consists of

persuasive and suggestive language to advertise their cigarette product, the cigarette advertiser uses implicature advertisement. The cigarette advertiser made a cigarette advertisement that having denotation and connotation meaning on their advertisement since it is prohibited to directly persuade or adding their product in their advertisement by government in act No. 24. 1997, so the cigarette advertiser creatively using the sign that could have both denotation and connotation meaning of their product that could be interpreted by any people.

After analyzing the type of social codes and the denotation and connotation meaning in cigarette advertisements, to get the meaning of each type of the social code, the researcher analyzed it using the order of signification theory of Roland Barthes about the denotation and connotation meaning. The denotation and connotation meaning in this advertisement is the written text, the images of the men models, and the literal description of the characterization of the models that could be interpreted both in a literal way and implicit way. It can be concluded that from seven cigarette advertisement, all of this advertisement describes the slogan, the model, the fashion, and the behaviour represented by the model in cigarette advertisements. In addition, the cigarette advertisements also show the image of men drawn from their appearance and behaviour as they represented the quality of their product.

5.2 Suggestion

This chapter discusses suggestions for further research which interested in discussing the social code approach. As we know that social codes are a branch study of semiotic study, both are a study about a sign, the only difference is code

is more specific at analyzing the type of sign, while semiotic is the study of sign in general. The social code is divided into 4, namely verbal language, bodily codes, commodity codes, and behavioural codes. The cigarette advertisers make the advertisement to attract people in using their product. The cigarette advertisers also have implicit meaning conveyed through their advertisements. The researcher using Roland Barthes theory to interpret the meaning of cigarette advertisements. There are many semiotic theories put forward by experts such as Ferdinand de Saussure, C.S Pierce, Roland Barthes, etc. The researcher suggests that the future researcher can use a different theory since there are many semiotic theories put forward by experts such as Ferdinand de Saussure, C.S Pierce, Roland Barthes, etc. to analyze the semiotic signs in subsequent studies. Moreover, research on the sign is very interesting. The researcher also suggests analyzing codes by different objects, such as; film, song, cartoons, magazines, etc. Finally, the researcher expects that the findings of this study will be useful to the next semiotic approach researcher.

