ANALYSIS OF SOCIAL CODE IN CIGARETTE ADVERTISEMENTS IN WONOKROMO DISTRICT

THESIS



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ABSTRACT

Sam, M. L. R. (2021). Analysis of Social Code in cigarette advertisements in Wonokromo District. English Department, UIN Sunan Ampel Surabaya Advisor: Dr. H. Mohammad Kurjum, M. Ag.

Keywords: Semiotic, Social codes, Cigarette advertisement

This study discusses the social codes analysis of cigarette advertisements. The researcher used the type of social codes theory from Daniel Chandler to analyze the type of codes contained in the advertisement. The purpose of this study is to specify the sign found in this advertisement through each type of social code that appears and to know the denotation and connotation meaning of the social codes using Roland Barthes's theory from the advertisement. Two points discuss on this study; (1) What types of social codes that can be found in cigarette's advertisement in Wonokromo District. (2) How do the social codes represent the meaning in cigarette advertisement Wonokromo District.

This study uses a qualitative approach to explore the types of codes in every cigarette advertisement. The researcher collected the data by capturing the photo of the advertisement in the form of banners, posters, or billboards in Wonokromo District. Then, the researcher identified, describing, explaining, and concluding the data to find the types of social codes in a cigarette advertisement. After that, the researcher uses the order of signification theory to help the researcher interpret the meaning of each social code.

This study reveals that verbal text and nonverbal signs are found in cigarette advertisements, such as the slogan, the description, the picture, and the meaning. The result of this study also shows that Cigarette advertisement consists of a combination type of social codes that organize the sign into a meaningful system. Each cigarette advertisements also use implicit or explicit language to persuade the customers to buy or to use their products.

ABSTRAK

Sam, M. L. R. (2021). *Analisis Kode Sosial pada Iklan Rokok di Kecamatan Wonokromo*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Dr. H. Mohammad Kurjum, M. Ag.

Kata Kunci: Semiotika, Kode sosial, Iklan Rokok

Penelitian ini membahas tentang analisis kode sosial iklan rokok. Peneliti menggunakan teori tipe kode sosial dari Daniel Chandler untuk menganalisis tipe kode yang terdapat dalam iklan. Tujuan dari penelitian ini adalah untuk merinci tanda yang terdapat dalam iklan ini melalui setiap jenis kode sosial yang muncul dan untuk mengetahui makna denotasi dan konotasi dari kode-kode sosial tersebut menggunakan teori Roland Barthes dari iklan tersebut. Dua poin yang dibahas dalam penelitian ini; (1) Apa saja jenis kode sosial yang terdapat pada iklan rokok di Kabupaten Wonokromo. (2) Bagaimana kode-kode sosial merepresentasikan makna dalam iklan rokok Kabupaten Wonokromo.

Penelitian ini menggunakan pendekatan kualitatif untuk mengeksplorasi jenis kode dalam setiap iklan rokok. Peneliti mengumpulkan data dengan mengambil foto iklan berupa spanduk, poster, atau baliho yang ada di Kabupaten Wonokromo. Kemudian peneliti mengidentifikasi, mendeskripsikan, menjelaskan, dan menyimpulkan data untuk menemukan jenis kode sosial dalam iklan rokok. Setelah itu, peneliti menggunakan teori order of signification untuk membantu peneliti menginterpretasikan makna dari setiap kode sosial.

Penelitian ini mengungkapkan bahwa teks verbal dan tanda nonverbal ditemukan dalam iklan rokok, seperti slogan, deskripsi, gambar dan makna. Hasil penelitian ini juga menunjukkan bahwa iklan rokok terdiri dari kombinasi jenis kode sosial yang mengatur tanda ke dalam sistem yang bermakna. Setiap iklan rokok juga menggunakan bahasa implisit atau eksplisit untuk membujuk pelanggan agar membeli atau menggunakan produknya.

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CHAPTER I

INTRODUCTION

This part presents the background of the study, statement of the problem, the purpose of the study, the significance of the study, scope limitation, and definition of the key term.

1.1 Background of Study

Advertising is impersonal communication of information about products, services, or ideas through various media, and it is usually persuasive by nature and paid by identified sponsors (Bovee, 1992). Advertising is such a way for some people or organizations to promote their products to society. This is a common thing to know, thus we would often see so many advertisements in our daily life whether in digital programs or real life (in the form of banners, posters, or billboards).

Cigarette companies make many interesting advertisements. The advertisements they make consist of words, images, and symbols that contain certain meanings conveyed to consumers. The word, images, and symbols themselves can be called a 'code'. The concept of the 'code' is central in structuralist semiotics, the production and interpretation of texts depends upon the existence of codes or conventions for communication (Jakobson, 1960). Codes provide a framework within which signs make sense since the meaning of a sign is determined by the code in which it is located. We could not give something the status of a sign if it does not function with a code. As Chandler (2002, p. 149)

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

Mohammadi Nejad Pashaki, Aamad Rez Hidarian Shahri, and Bahar Seddighi (2016).

In the first study, the researcher presents a similar topic with Diana Niken Anggraini (2014) research entitled 'Semiotics Analysis in Cigarette Billboard Advertisements on Jalan S. Parman Malang'. This study used the theory of signs by Peirce and the theory of codes by Chandler to analyze semiotic signs used in some cigarette billboard advertisements on Jalan S. Parman Malang. In this study, Anggraini used a qualitative approach. She took document analysis because the purpose of document analysis is to identify specific characteristics of the materials which in this research are semiotics within cigarette billboard advertisement on Jalan S. Parman Malang. In conclusion, she realized that the part of semiotic signs is really important to support the advertisement.

For the second study, the researcher got the reference from Bahtiar Rifa'I (2010) research entitled 'A Semiotic Analysis on Coca Cola's Commercial Advertisements'. In this research, the researcher used descriptive qualitative analysis. The researcher focuses on five images of Coca-Cola's advertisements and wants to know about the sign system and meaning in connotation and denotation level. After analyzing the data, the researcher concluded that each of the signs of Coca cola's advertisements has a system and is formed by pictorials, texts, and contexts. These orders indicate that Coca-Cola's advertisement supports an idea about the capital system, cultural and ideological term in connotation meaning.

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 Hjemslev'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

codes are codes that reflect our identities, like how we talk (verbal language) or the way we show our lifestyle. Hence all of them are related to social codes.

Besides, the reason why the researcher chooses this topic is that cigarette advertising is a controversial yet attractive advertisement. Unlike the other advertisements, cigarette advertisements are prohibited to directly, explicitly, and vulgarly be expressed in words or visuals. But then, Cigarette company still produce a lot of profit in their industry. Of course, advertisement has one of the biggest roles in making this profit, that's why the researcher interest in analyzing cigarette advertisements. Imagine an advertisement that does not show any of their product, but still gain so many consumers from teenagers until adults to use their product.

From all explanations above, here the researcher analyzed codes from a different topic. Thus, the researcher is interested in analyzing the types of codes by Chandler's theory as a tool in finding the factor that affects all codes in a different style. The researcher chooses Chandler's theory because this theory is related to the codes that appear in the advertisement. Later, the researcher chose several cigarette advertisements from Wonokromo District as data sources. The researcher focused on the meaning of the codes by using Barthes's theory order of signification.

1.2 Problems of Study

1.2.1 What types of social codes that can be found in cigarette advertisement in Wonokromo District?

1.2.2 How do the social codes represent the meaning in cigarette advertisement Wonokromo District?

1.3 Significance of Study

This present study is expected to provide more information for the interested future researcher and all students especially English Department. This research is also expected to convey the meaning and explain the types of social codes in a cigarette advertisement. From the result, the researcher hopes that the study would give a contribution to the study of semiotics, particularly in social codes analysis. Last but not least, the researcher also expects to provide information to the reader, especially people who living in Indonesia, about the social codes in the advertisement.

1.4 Scope and Limitation

The researcher focused on the social codes phenomenon in the words, images, and symbols in cigarette advertisements such as posters, banners, and billboards. The researcher also analyzed the types of social codes and their meaning in cigarette advertisements. The researcher would limit his study by focusing only on social codes, even though there are other two types of code which are textual and interpretative codes since those types of codes are rarely or even doesn't exist in the advertisement. The limitation is intended to make the researcher focuses on the types of social codes that appear in the advertisement.

1.5 Definition of Key Term

 Semiotic is a study of the sign, images, words, sounds, gestures, and objects.

- 2. **Codes** is organizing signs into meaningful systems, correlate signifiers and signified through the structural forms of syntagms and paradigms.
- 3. **Social codes** are a branch of codes consist of; verbal language, bodily codes, commodity codes, and behavioural codes.
- 4. **Cigarette Advertisement** is a notice or announcement in a public medium promoting a cigarette brand.



CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Framework

This part aims to discuss the theories that are going to be a necessary need for this research. The theories are significant to guide for supporting and conducting this research. The researcher applies theories that are used to help answer the research questions. In the main theory, this research uses Daniel Chandler social codes theory. To support the main theory, the researcher uses the second theory used by Roland Barthes to find the meaning of the codes. Chandler has categorized different kinds of codes. But the most widely appear in the advertisement is only social codes, thus it would be the main focus of the study.

2.2 Chandler type of Codes

In reading a sign, we cannot interpret it individually. We have to see the relationship between one sign to another sign. Roman Jakobson (1960) stated that the production and interpretation of texts depend upon the existence of codes or conventions for communication. We can only interpret signs if we associate them with another sign. The set of signs is called codes. So indirectly, the code determines the meaning of a sign. Chandler defines codes as specific semiotic systems. Codes are used by the producers and interpreters. In creating and reading texts, we select and interpret signs concerning the codes with which we are familiar. Codes can function to limit the range of possible meanings that are likely

to generate when read by others. Signs within texts can be seen as embodying cues to the codes which are appropriate for interpreting them (Chandler, 2005).

Chandler (2002, p. 149), divide codes 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). Therefore, the researcher only focused on social codes since both textual and interpretative is so rare or even doesn't exist in the advertisement.

2.2.1 Framework of Social Codes

According to Chandler (2002), he divides social codes into several parts. The first is verbal language, which consists of phonological, syntactical, lexical, prosodic, and paralinguistic sub-codes. The second is bodily codes, this part includes bodily contact, proximity, physical orientation, appearance, facial expression, gaze, head-nods, gestures, and posture. The third is commodity codes such as fashions, clothing, and cars. The last is behavioural codes (protocols, rituals, role-playing). Within a culture, social differentiation is overdetermined by a multitude of social codes. We communicate our social identities through the work we do, the way we talk, the clothes we wear, our hairstyles, our eating habits, our domestic environments and possessions, our use of leisure time, our modes of travel, and so on (Chandler, 2002).

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 mention, 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

become part of the important thing to use as a substitute to introduce the quality of their product to the consumer.

2.2.1.4 Behavioural Codes

Behavioural codes are the type of code that usually describes the characterization of the person, which would affect how the reader or the interpreter sees it. It usually appears to gives an expression toward the product—for instance, the characterization of masculine or sportsman in cigarette advertisements. The characterization shows how brave the character is when facing a really dangerous situation, yet the character is portrayed as a cool model when they succeed at completing the challenge. This could give an interpretation that only brave and cool people use the cigarette advertisement product. Surely, not everyone could understand the meaning delivered by the advertiser. Hence, by using the characterization of the masculine and extreme sportsman as the model, the cigarette advertisements could cause people to finally interest and try to use the cigarette product.

2.3 Barthes's Model

Roland Barthes (1967) noted that Saussure's model of the sign only focused on denotation. Barthes tries to insert the connotation dimension by adapt the Hjemselv concept about different orders of signification to understand a sign. Orders of signification consist of connotation and denotation. The first order of signification is denotation. Denotation is a sign that consists of a signifier and a signified. In a simple definition, denotation is underlying and primarily meaning.

The second order of signification is connotation. The connotation is a sign obtained from the signifier of a denotative sign.

In cigarette advertisements, conveying both the connotative and denotative meaning to the potential consumer is essential to attract more people to use their product. The delivery of connotative and denotative has become the main idea of how the cigarette advertiser creatively made their advertisement more attractive, due to the limited of how the cigarette advertisement prohibited to show or persuade the reader to use their product explicitly. Therefore, the researcher used Roland Barthes' order of signification theory to know the correlation between each signifier and signified in cigarette advertisements to understand the connotative and denotative meaning in cigarette advertisements.

2.4 Cigarette Advertisement

Cigarette advertisements are 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 explained about the reason why there must be regulations about cigarette advertising. The regulation about cigarette advertisements is acted No. 24. 1997 about broadcasting stated explicitly that the advertisement which depicts and shows smoking activity is prohibited. It makes the producers of cigarette advertisements use their creativities for cigarette advertisements by using motivation words and unique slogans that have connotative meaning

Cigarettes have become a very common thing to know in our country. It could happen with massive advertising through posters and the media. Although

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 saw 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.

CHAPTER III

RESEARCH METHODS

3.1 Research Design

In this study, the researcher used the descriptive-qualitative approach as the research design. The descriptive-qualitative approach is the study designed to obtain information concerning the current status phenomena. In qualitative research, there is little or no statistics. This research also generally uses words rather than numbers or concepts which could be quantified, in exchange a rich description of phenomena would be produced. The researcher uses this type of analysis since the researcher described and interpreted the codes from cigarette advertisements on Wonokromo District with textual and pictorial analysis.

3.2 Data Collection

3.2.1 Research Data

The data of this study is the intrinsic element such as the writing, picture, and background that that appear in cigarette advertisements and the researcher spend more than 3 hours searching the data around Wonokromo District. By using a vehicle, the researcher searched the advertisement around the main street in Wonokromo District. The data were taken in the form of billboard, poster, or banner by using a smartphone to take the picture. The researcher then analyzed it with Chandler's theory of codes and Barthes order of signification.

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

advertisements, their ads bring success since cigarette consumers in Indonesia is one of the highest in the world.

Wonokromo District is chosen because Wonokromo District has been known as one of the busiest and densely populated in Surabaya, this could happen because Wonokromo is connected with A.Yani street, which is the main street for the outsider from other regions when they want to go to Central Surabaya. Wonokromo also has one of the most popular place destinations, which is Surabaya Zoo and a well-known place such as the Darmo Trade Center. Of course, this is a very good place for advertisement companies, especially if they want to promote their product in a place where it would be seen by so many people.

3.2.3 Instrument

The key instrument of the present study is the researcher himself.

Therefore, he spent his time searching, reading, and understanding the related theories and concepts before analyzing and collecting the data. The researcher gathered the data in Wonokromo District using his smartphone and vehicle to support him in collecting the data in the research field. The researcher also used his laptop to help him analyze the data. The researcher act at the same time as the data collector and the instrument. Moreover, the researcher is the main instrument because it is impossible to investigate directly without any interpretation from the researcher himself.

3.2.4 Data Collection Techniques

There are some steps that the researcher does to analyze the meaning of the pictorial and linguistic aspects of cigarette advertisements in Wonokromo District.

1. Searching the cigarette advertisement.

The researcher searched for cigarette advertisements in the form of banners, posters, or billboards in Wonokromo District. The data usually can be found in the street, wall, and store near the popular street.

2. Collecting the data

The researcher collected the data by capturing the photo of the cigarette advertisement using smartphone in Wonokromo District, such as as Stasiun Wonokromo Street, Joyoboyo Street, Ngagel Street, etc.

3. Selecting the data

Then the researcher selecting the photo that he captured in Wonokromo District. The photo taken is then sorted out until the researcher finds the data that consists of the appropriate criteria. The criteria of the data for this research are the advertisement that contains the element of social codes such as writing, model, and background picture. The researcher knows this by seeing, is the data consist of the proper sign, symbol, or slogan to be analyzed later.

3.3 Data Analysis

After collecting the data, the researcher analyzes the data in some steps which are, identifying data, describing and explaining data, then concluding the data.

1. Identifying the data

The researcher identified the collected data that indicate the types of social codes that appear in cigarette advertisements obtain from Wonokromo District.

The researcher identified the type of social codes based on the content of the image, such as the sign, slogan, symbol, the background, and also the object images.

The researcher identified the codes that appear such as verbal codes, bodily codes, commodity codes, and behavioural codes in the data, by making a table and selecting the element of social codes in the advertisement. The researcher then differentiates each type of social codes that appear and inserting it to the inside of the table.

Table 3.1: The example of **Identifying** the type of codes

Type of Social Codes	Data
Verbal language	Consist of linguistic landscapes, from phonological, syntactical, lexical, etc.
Bodily code	Consist of bodily contact, proximity, physical orientation, appearance, facial expression, gaze, head-nods, gestures, and posture.
Commodity code	Consist of fashions, clothing, and luxury object.
Behavioural code	Characterization of the person.

2. Describing and explaining the data

To answer the first research question, the researcher described and explained the type of social code that appears from the advertisement that already differentiates in the table. Thus, the researcher uses Chandler's theory who divided the types of social codes into four styles. They are verbal codes, bodily codes, commodity codes, and behavioural codes. After that, the researcher uses Barthes's order of signification to analyzed the connotative and denotative meaning represented in the advertisement as the response to the second research question.

3. Drawing Conclusion

The last step in data analysis is concluding. In this step, the researcher concluded the result of analysis in two steps above which covers the types of social codes and the result of analyzing meaning using Barthes's order of signification.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the researcher shows the analysis of the findings. The researcher analyzes cigarette advertisements that appear in Wonokromo District using Chandler's theory that divided the types of social codes. The researcher presents the research findings by following the steps as mentioned in the data analysis. The data analysis consists of slogan, symbol, background, and also object images and also the meaning of them that are contained in the cigarette advertisements in the Wonokromo district. 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 founds all of the types of social codes in the cigarette advertisements in the Wonokromo district, such as Stasiun Wonokromo Street, Joyoboyo Street, Ngagel Street, etc. The amount of data that were taken is 20 that consist of verbal language, bodily code, commodity code, and behavioural code. After analyzing the type of social codes, by using Barth's order of signification, the researcher analyzed the denotation and connotation meaning contained in the cigarette advertisements.

Datum 1 Diplomat Mild



Diplomat Mild is a cigarette brand that came from the Wismilak company. It came from the "Diplomat series", which is a cigarette produced by years using technology, expertise and passion for excellence.

Table 4.1 Table of Type of Social Codes on Datum 1

Type of Social Codes	Data
Verbal language	Passion takes us to the next level
Bodily code	Three good looking people smiling and facing forward like they get ready to face something new
Commodity code	The three people are suited up with fashionable clothes
Behavioural code	The three people look confident and suit up while also smile like they are ready to do some action

4.1.1 Type of Social Codes in Datum 1

In this cigarette advertisement, there are several types of social codes that appear and could be identified using Chandler's frameworks for the study of social codes theory. It could be identified by looking at the phonological, physical orientation, fashion, characterization, etc. which could appear in the advertisement.

4.1.1.1 Verbal Language

The first type of social codes that appears in this advertisement is verbal language. It appears in the form of the text 'Passion takes us to the next level'. The text denotes that being passionate about something we do is needed to reach the next level of our action. Being passionate involves commitment, hard work, focus, and the willingness to fail repeatedly. Being a passionate person who understands what he wants, on the other hand, can provide excitement, joy, and a sense of true meaning to your life if you're willing to put in the effort.

4.1.1.2 Bodily Codes

The second type of social codes that appears in this advertisement is the bodily code. According to Chandler (2002, p. 149), bodily code usually being shown in the advertisement through physical orientation, appearance, facial expression, etc. In this advertisement, there is 3 cool-looking model that smiling while facing forward that looks like they are ready for some action. It is a common thing in cigarettes to put some good-looking model in their advertisement to attract their consumer since putting their product is prohibited by the government.

4.1.1.3 Commodity Codes

The model of this advertisement is wearing fashionable clothes.

Fashionable clothes in the advertisement are a sign of commodity code. The three models in this advertisement wearing clothes that could attract people. Unlike our biological features, clothes are objects that we choose to wear. They are intentional changes to our appearance that allow us control over how others perceive us. Advertisement, on the other hand, chooses their clothing in their ads to communicate key facts about their product, particularly in settings where first impressions matter and personal taste is encouraged. In cigarette advertisements, since they could not put their product in it, the company often chose a good-looking person and paired it with fashionable clothing to entice the customers.

4.1.1.4 Behavioral Codes

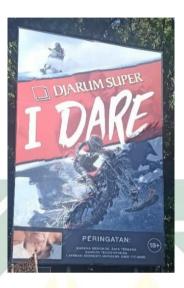
The behavioural code is the type of code that usually describes the characterization of the person/model and it usually appears to gives an expression toward the product. In cigarette advertisement, while could not showing their product being consumed by the ads model like other types of advertisement due to the rule, cigarette advertisement most of the time tend to choose a good-looking model that if combine with their tag line and their background, could imply the meaning of their product. In this advertisement, the three models are looking confident with a smile on their face, while facing forward looks like they are ready for some action. For the implied meaning the researcher would use Barthes's theory orders of signification.

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 Barth's 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 connotate 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 connotate that the consumer of this product would look dashing and cool just like the model of the advertisement.

Datum 2 Djarum Super



The Djarum Super is a Regular Premium machine-rolled kretek cigarette.

The cigarette is manufactured with premium quality cloves that have been rendered, as well as top-grade Javanese and Madurese tobacco.

Table 4.2 Table of Type of Social Codes on Datum 2

Type of Social Codes	Data
Verbal language	Djarum Super I Dare
Bodily code	A person is riding his snow-bike
Commodity code	A person wearing clothes with complete snow-bike equipment
Behavioural code	A person with full snow-bike equipment is riding his snow-bike while doing extreme stunt

4.1.3 Type of Social Codes in Datum 2

4.1.3.1 Verbal Language

In this cigarette advertisement, there is a big slogan written 'I Dare', the text considered as one of the types of social code which is verbal language. The slogan 'I Dare' could denote a motivational message to people who read this slogan to not be afraid to experience something new. The slogan could give a message that people did not have to always stay in their comfort zone, by doing something new you could always develop yourself and also gaining a lot of positive knowledge or new thing, such as riding a snow-bike could be a fun option to do.

4.1.3.2 Bodily Codes

The next type of social codes to be analyzed is bodily codes. The bodily codes that appear in this cigarette advertisement are a snow-bike rider who doing an extreme stunt in the air. There is a lot of cigarette advertisement who use sport as a theme for their model since most of the cigarette consumer is male and by using the sports theme which is often associated with male, they want to attract their male consumer by showing something interestingly familiar in the male community which is a sports theme model.

4.1.3.3 Commodity Codes

The third type of social codes that appears in this research is commodity code. In this cigarette advertisement, the commodity code is referred to the outfit and the snow-bike that the model wear. The model in this advertisement is wearing complete snow-bike equipment to protect himself while the model doing

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

extreme stunt could denote with positive meaning like the advertisement motivate people to be not afraid on doing something new. People should be dare to challenge a new thing in life because it might feel more fun when you do it rather than afraid before you try it. The second is the connotation meaning of the advertisement. Like what the researcher has already explained above, cigarette advertisements are often used implicit advertisement techniques since there are some restricted rules about cigarette ads. The slogan 'I Dare' combine with the model of a person riding a snow-bike while doing an extreme stunt could connotate that people should be dare to use their product. It also is implied by using the extreme sports model to tell the potential consumer that using their product would have the same exciting feel like you do an extreme sport, which is cool since most of the target consumer is male.

Datum 3 Surya Pro Mild



Table 4.3 Table of Type of Social Codes on Datum 3

Type of Social Codes	Data
Verbal language	We are Stronger
Bodily code	Three people facing forward with a
	smile on their face
Commodity code	Three people wearing sporty winter suit
Behavioural code	The three people wearing sporty winter
	suit and is about to do something with
	the face looking for a challenge

4.1.5 Type of Social Codes in Datum 3

Surya Pro Mild is a national-scale kretek cigarette brand containing Tar and Nicotine launched in 2009. In this cigarette advertisement, the researcher analyzed every type of social codes that appears.

4.1.5.1 Verbal Language

First, the researcher found the first type of social codes which is verbal language. The slogan 'We are stronger' is considered verbal language because it consists of a linguistic landscape. The slogan 'We are stronger' denotes that this cigarette advertisement wants the reader to always become a stronger person. By showing motivational slogans is one of the strategies used by cigarette advertisements to attract potential consumers.

4.1.5.2 Bodily Codes

The researcher then found the second type of social codes. The picture of three people is referred to as bodily code. Cigarette advertisement usually uses the

male model in their ads because most of their consumer is the man. By using the model of a good-looking man model, the producer of the advertisement wants to symbolize that their product is of really good quality, just like the good-looking model that appears in their ads. It also could show that the good-looking model is representative of the consumer that using their product, they could feel like as cool-looking as the model appears in the advertisement.

4.1.5.3 Commodity Codes

The next type of social codes that could be analyzed in this advertisement is commodity code. The sporty winter suit is referred to as the commodity code. The use of sports themes in cigarette advertisements is a very common phenomenon. Since there are some limitations toward cigarette advertisement, the uses of sport as the icon model/theme are commonly used to attract potential consumers that came from the male community, since the majority of the male in the world is into the sport. The use of unusual sports themes like winter sport could also make a lot of people interested in the advertisement itself. The advertisement using the winter theme is because the winter season never happens in Indonesia, thus using the winter theme suit could make people reading look for the advertisement since it is an unusual look for the majority of the people.

4.1.5.4 Behavioral Codes

The characterization of the model shows in the advertisement is referred to as behavioural code. The three models in this cigarette advertisement are behaving like a person that is ready to have an adventure. The three models wearing sporty winter suit while also showing their confident face on facing whatever challenges

they will face after that. There is one person in the left holding a bow and looks like he is about to hunt or just practising his skill, another person in the middle is in the position of his stance to run with a smile confident on his face, while the last one is observing the situation. These behaviours symbolize the skill needed when adventuring which is having a sharp skill, fit body, and good observation toward the surrounding.

4.1.6 Barthes Connotation and Denotation Meaning in Datum 3

The researcher then analyzed the denotation and connotation meaning that appear in the advertisement. The combination of the types of code that appear in this advertisement could denote that the advertisement wants to motivate people to be stronger just like how the model in the advertisement has an archery skill good physical body. But then as a cigarette advertisement, the advertisement could connotate that the taste of Surya pro mild cigarette company product is 'stronger' compare to the other cigarette product, hence it could attract people that want to search for a stronger cigarette taste.

Datum 4 Surya Pro



Table 4.4 Table of Type of Social Codes on Datum 4

Type of Social Codes	Data
Verbal language	Tetap adaptasi terus waspada
	'Keep adapting stay alert'
Bodily code	A shirtless person is running
Commodity code	A running person that only using a
	mask, a jean, and shoes
Behavioural code	A shirtless person that running very
	fast while only using a mask, a jean,
	and shoes

4.1.7 Type of Social Codes in Datum 4

4.1.7.1 Verbal Language

Surya Pro is a cigarette that has the perfect combination of a strong taste and modern appearance. In this advertisement, the researcher analyzed every type of social codes that appears. The researcher the slogan which is referred to as verbal language. The slogan in English is written 'Keep adapting stay alert', this advertisement reminds people to always keep adapting to the new condition where people have to use masks everywhere they go since the pandemic started, and also stay alert to every condition that happens around us to avoid getting infected by the COVID-19 virus.

4.1.7.2 Bodily Codes

The second type of social codes that is being analyzed is the bodily code.

The bodily code in this advertisement is referred to the physical orientation of the

model. This cigarette advertisement, like any other cigarette ad, are using males as their models. The model is in shirtless condition so they can show the well-built muscle that the model has. The model is also in the sprint condition, which showing how athletic the model is. By analyzing the physical orientation and gesture of the model, the advertisement wants to use the athletic model to symbolize how manly their product is for their consumer.

4.1.7.3 Commodity Codes

The next type of social codes that the researcher analyzed is the commodity code. The commodity code in this advertisement here is referred to the outfit that the model wearing. The model in this advertisement is only wearing a mask, jeans, and shoes without wearing any clothes to cover his upper body. Even when the model is not wearing anything to cover his upper body, the model is still wearing a jean that resembles a modern cloth and also sporty shoes that stylish so the advertisement could look more interesting and manly even when the model did not wear an upper cloth. The model in this advertisement is also wearing a stylish mask to add the attractiveness point while also reminding people to wear masks in this pandemic.

4.1.7.4 Behavioral Codes

The last type of social codes that appears in this cigarette advertisement is behavioural code. The behavioural code that appears in this advertisement is referred to the behaviour of the model. The model is s shirtless person that running very fast while only using a mask, jeans, and shoes. The behaviour of the model is that he is a shirtless person that doing a sprint to show his athletic body

and skill. By showing the manliness of the model, the advertisement is aimed to show that their product is designed to attract manly people, which could increase the confidence feeling when the consumer tries their product.

4.1.8 Barthes Connotation and Denotation Meaning in Datum 4

The researcher then analyzed the denotation and connotation meaning from the advertisement. In this cigarette advertisement, the combination of the type of social codes that appears denotes that this advertisement reminds people to keep adapting stay alert, especially in this pandemic. People have to use a mask to prevent the virus enter the body doing some sport activity to keep the body healthy. While this advertisement denotes a positive sign, this cigarette still has its way to promote its product. By using the well attractive man with well-built muscle alongside their positive slogan, it also implies that this product quality is as good as the model they used, the model resembles the product which is good, stylish, and premium. The advertisement still using the same strategy which is using a model that could influence people to buy their product.

Datum 5 Surva



Table 4.5 Table of Type of Social Codes on Datum 5

Type of Social Codes	Data
Verbal language	Energi Kita Nyalakan hidup
	'Our Energy Lighting the Life'
Bodily code	A group of manly people standing
	together facing forward
Commodity code	A group of manly people wearing
	jackets
Behavioural code	A group of manly people standing
	together while looking forward with an
	optimistic gaze

4.1.9 Type of Social Codes in Datum 5

4.1.9.1 Verbal Language

The first type of social codes that appears in the advertisement is the verbal language which is written as the slogan in English 'Our Energy Lighting the Life'. The slogan in this advertisement is written like a motivational message to the people who read it. The slogan is a sentence that refers to the brand name 'Surya' which in English is translated into 'Sun', thus the sentence 'Our Energy Lighting the Life' means that as long as the sun or 'Surya' exist, life would always go on. This advertisement is created in the pandemic year as the motivation word to say that no matter how bad our condition in this pandemic, as long as the sun keeps shining there would be always a chance for people to fix or start a new life tomorrow.

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

affect how the reader or the interpreter sees it. The model in this advertisement is a group of motorcycle gangs standing together with an optimistic smile on their face. Since the advertisement is released when the pandemic happens, it looks like that this group of motorcycle gangs tries to encourage people to keep their spirit up since their slogan sound is 'Our Energy Lighting the Life'.

4.1.10 Barthes Connotation and Denotation Meaning

The researcher would analyze the denotation and connotation meaning that appear in this advertisement. First, the denote meaning in this advertisement could be looked at on their slogan/ verbal languages combining it with the other code, the meaning would become more complex. The slogan was written that 'Our Energy Lighting the Life', and since the brand name of this cigarette advertisement is Surya or 'sun' in English, it could be mean that the Surya company is trying to cheer people up through this pandemic by motivating them that as long as the sun keeps shining there would be always a chance for people to fix/start a new life tomorrow.

While this cigarette advertisement has denotation meaning, it also has connotation meaning. Each type of code that appears in this advertisement could imply that 'Our Energy Lighting the Life' meaning is with consuming Surya cigarette brand; the cigarette effect would always be lighting your life since cigarettes could make you addicted to the product. The model that appears in the advertisement could also imply that people in this picture is looking optimistic and manly in this pandemic because they consume their product. This could happen because cigarette advertisement could not put their product or directly

persuade the reader to use their product so their producer is getting creative and use implicit advertisement techniques to promote their product while also using a manly-looking model to attract people.

Datum 6 Surya Pro



Table 4.6 Table of Type of Social Codes on Datum 4

Type of Social Codes	Data
Verbal language	Surya Pro never quit
Bodily code	A boxer ready on his stance
Commodity code	A person using boxing cloth with his gloves on
Behavioural code	The boxer looks like he is getting beaten up but still try to fight

4.1.11 Type of Social Codes in Datum 6

Surya Pro is a popular cigarette brand. In this advertisement, there is a boxer figure who looks like he is already has beaten up, but still standing and ready to fight, there is also a text "Pro Never Quit". The boxer in this picture refers to bodily codes because it relates to body language. Then the text refers to

verbal codes. The model and the text that appear in this picture are all referred to as social codes.

The model of this advertisement is a strong looking boxer. The boxer prepares his stance and is ready to fight his opponent. The picture of the boxer connotates the 'not giving up' spirit, meaning that we should not easily give up on something. We have to try our best and fight till the end. The advertisement also uses the model of a boxer to show that their product is for a man/person that would still fight no matter what kind of trouble they would be facing off.

Then the text that appears in this picture is 'Surya Pro Never Quit. It is considered a verbal code. The word 'Surya Pro' actually refers to the name of the product but combining the name of the product with 'Never Quit' makes the tagline became more attractive, especially for male consumers. The text denotes that a pro, for example, a boxer that fighting inside of the ring would not easily give up until they got knockdown by their opponent. However, the text itself connotates that the consumers of this product would look like a brave man that not easily give up on consuming their product.

4.1.12 Barthes Connotation and Denotation in Datum 6

From all the codes that appear in this one picture, we can conclude that this advertisement wants to show that their product makes the consumer feels like a brave fighter who did not fear any problem that would come to them. They would not easily quit their problem since they are 'brave.' But although the advertisement seems like they want to show a positive message like 'never give up,' the term 'Surya Pro Never Quit,' actually have implicit meaning to the

consumer. The text implicitly means that their consumer, which is a smoker, would not easily give up on their smoking habit, so then they can get a profit from it. Ironically, this method seems to work since their product is one of the most popular brands consumed in Indonesia.

Datum 7 L.A Bold



Table 4.7 Table of Type of Social Codes on Datum 5

Type of Social Codes	Data
Verbal language	Be confident Live Bold
Bodily code	A person who looks cool and smile confidently while also riding a car
Commodity code	A person surrounded by luxury like wearing a perfect suit and riding his car
Behavioural code	The model looks confident with his action while wearing a fashionable suit and riding his car with a luxury interior, even with the explosion in the background

4.1.13 Type of Social Codes in Datum 7

L.A Bold is a cigarette product that is pretty popular in a teenager until mid-adult. In this advertisement, we can see a picture and a text that represents the product itself. Most of the picture shows black dominant colour. Dyer (1982) stated that lighting and colour in advertisement can 'give a dramatic or mysterious atmosphere'. The model in this advertisement is a businessman wearing a black suit, while also wearing a black-glasses and driving a car with a black interior. The text refers to textual codes and the model in this ad refers to bodily codes.

The advertisement has a dominant black colour, which could connotate negative things, but it also can connotate prestige, authority, and exclusivity. In this advertisement, the black dominant means exclusivity, we can see that from the appearance of the model, the model is a good-looking businessman that wearing a black suit and driving a car. The advertisement uses a good-looking businessman to show the luxuries of their product. Chandler (2002) stated that bodily contact, appearance, facial expression, gaze, head-nods, gestures, and posture are all included as bodily codes. By using this product, the company wants the consumer to feel like the cigarette that they consume is different from the other, the one that they consume is more luxurious and exclusive.

The tagline of this product is 'Be Confident Live Bold'. This tagline denotes that we have to be confident in our life. It implies people do not have to feel inferior to themselves or people might think you are not cool. The tagline also denote that we have to live boldly and be confident. Although it seems that it has a positive meaning, the tagline connotates that we have to be confident and live

bold, especially at using the product, no matter what people say about us, live boldly.

4.1.14 Barthes Connotation and Denotation in Datum 7

This advertisement successfully presents their advertisement with a good tagline and a good model by combining the social code. Therefore, the advertisement connotate that the consumer could feel the luxuries and exclusives by using the product since the product uses the black dominant colour. The advertisement shows that the consumer have to be confident and live bold at consuming the product, this statement could also implying the 'smoking' habit. By using the product boldly, the consumer could feel like a cool person.

4.2 Discussion

In this study, the researcher examines that among the 20 data of the cigarette advertisement in Wonokromo district, the researcher analyzing only 7 advertisements. The point of discussion arranges based on these two research questions. The first is finding the type of social codes contained in the advertisements of cigarettes in Wonokromo District by analyzing each type of the social codes in the advertisements and then analyze the denotation and connotation meaning of those signs in the advertisements. To answer the first research questions, the researcher uses the Chandler type of codes theory. The researcher then uses the order of signification theory by Roland Barthes to analyze the meaning contained in those advertisements to answer the second research question.

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

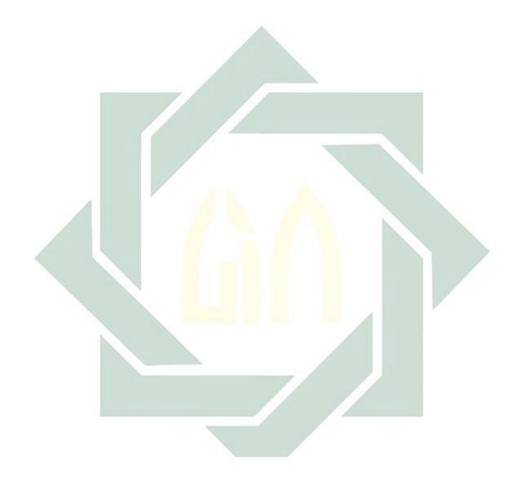
people, this implies that cigarette products could make people feel the confidence of a real man, hence most of their consumer comes from the male community.

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:

- 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

denotation and connotation meaning that could be analyzed by looking at the type of social codes that appear in their advertisement.



CHAPTER V

CONCLUSION AND SUGGESTION

This chapter is divided into two parts. The first section is the conclusion, which includes a research summary and conclusion. The second part is a suggestion section, which contains certain things suggested to other researchers.

5.1 Conclusion

The researcher draws a conclusion based on the analysis in the previous chapter. The data in this research are the foundation advertisement from several cigarette advertisements: Diplomat Mild, Djarum Super, L.A Bold, Surya, Surya Pro, and Surya Pro Mild. The study focused on codes theory from Daniel Chandler about the type of social codes and also Roland Barthes order of signification theory about connotation and denotation in those advertisements.

Based on the finding of the research, the researcher finds four types of social codes that are: verbal language, bodily code, commodity code, and behavioural code. The verbal language consists of all linguistic landscapes, bodily code consists of physical orientation, commodity code consists of clothing, and behavioural code describes the characterization of the person. The researcher finds the cigarette advertisers are using all types of social codes in the form of text and pictures. From the seven advertisements that have been analyzed, all using the same idea of having an advertisement with a positive slogan but has implied meaning to invite people to use their unhealthy product. To change the usage 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.

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