

CHAPTER I

INTRODUCTION

This chapter consists of background of the research, research problem, research objectives, research significance and definition of key terms.

1.1 Background of the Research

Language presents in every aspect of human life. By the language, human can convey what is in his mind. Human without the language will not able to live. Language is presented by many forms such as by words, gesture, picture, sound and the others. All of them has purpose as a tool of communication. According to Algeo (2005: 2) “language is a system of conventional vocal signs by means of which human beings communicate”. Therefore, language is the expression of human then it used for social interaction.

Advertisement is a part of communication. Advertisement is medium for producer to promote the product to the buyer. According to Oxford dictionary, (Fourth edition: 7), Advertisement is notice in a newspaper, on television, etc, telling people about product, job or service. Telling people about the product that is about communication. In communication language is the turning point. Moreover, advertisement has purpose to promote or to conveys the good things of the product so language has a powerful influence over people to buy the product.

In the advertisement they show what the product is, the advantages of product, and many things to influence over people to buy the product. In the television media advertisement present liberally which show some video its like short movie, in the video show activity to tell about some story. The component of the video is, setting, dialog, soundtrack, and usually the ended by taglines. All matters shown on the advertisement has meaning or message to be conveyed by the producer to consumer. As we know language is not only about words or sounds produced by human utterance but anything which can make the understanding of people who communication with the other people because language is a system of communication language form arbitrary. All matters shown in the advertisement such as pictures, sounds, text, gestures those are about sign. According to Charles Sanders Peirce, Sign is something physical form that can be captured by the human senses and is something that refers to (represent) something other than the sign it self. The study of sign is semiotic. Semiotics is not widely institutionalized as an academic discipline. It is a field of study involving many different theoretical stances and methodological tools. One of the broadest definitions that of Umberto Eco (1976: 7) who states that ‘semiotics is concerned with everything that can be taken as a sign’. According to Daniel Chandler (2002: 1) in *Semiotics for Beginners*, he said that semiotics involves the study not only of what we refer to as ‘sign’ in everyday speech, but of anything which ‘stands for’ something else. In semiotics sense, sign take the form of words images,sound, gestures and object. Almost similar with Saussure in his *Course in General Linguistics*, first published in 1916, Saussure postulated the existence of

a general science of signs, or semiology, of which linguistics would form only one part. Semiology therefore aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, object and complex associations of all these.

Sign is language which is used for communication. Advertisement is the tool of communication for the companies to persuade an audience to purchase their product, Ads are placed where advertiser believe they will reach the largest most relevant audience (Masahable.com/category/advertising).

Advertisement is the important thing to market the product. The advertising competes to make a good ad of the product. But there are some product that cannot be promoted publicly what the product is, for example condom, because it will make unethical spectacle if the ads show the product, and the other product is cigarette. All that broadcast on the television has rules, ethics or deontology which become some regulation. This is job of KPI (*Komisi Penyiaran Indonesia*). The article “*Begini Aturan Iklan Rokok*” which written by Rosmha Widiyani on 31 May 2013 on Kompas.com said to control the effect of cigarette toward the young generation, government through Regulation of health minister No 28 Tahun 2013 will restrict advertising, promotion, and sponsorship of cigarettes. For the television impressions the ads of the cigarettes start from 21: 30 until 05:00. In the package product of cigarettes must be shows the health warnings such as in pictures, written, minimal 10 % from the total duration of the ads or 15% from the broad of bill board. The other rules said that the ads is forbidden to show the cigarettes, show the name of product as cigarettes, suggest to smoke, use the

sentence which can make mislead, show the children, teenagers, pregnant women, or figure of cartoon. The ads must be show '18+' as appropriate age to smoke.

Based on the statement above the rules of the advertisement of cigarettes becomes a motivation for the advertising company to make a good ads although there are rules which can make the proses of making ads becomes restricted. The advertising promote the cigarettes creatively although the cigarettes is not good for health they are not stuck to make a good ads by showed the other side which can make people buy the product . Based on the explanation above the writer will analyse the advertisement of Dunhill on the electronic media, television. The ads of Dunhill show the other side of smoker. That is about gentlemen. Semiotics and that branch of linguistics known as semantic have common concern with the meaning of sign, but John Sturrock argues that whereas semantic focuses on what words mean, semiotic is concern how signs mean (Sturrock 1986:22). According to According to Chandler (1994: 15) in *Introduction to Semiotics for beginners*, semiotics is important because it can help us not to take 'reality' for granted as something having a purely objective existence which is independent of human interpretation. It teaches us that reality is a system of signs, it can help us to realize that information or meaning is not 'contained' in the world or in books, computers or audio visual media.

Based on the explanation above the writer is interested in knowing how Dunhill advertisement represent masculinity. Before this research, M.G Giffari Akbar from English Department Faculty of Language and Fine Arts education Indonesia University of Education 2012 conducted research on colour of

masculinity represent of man in cigarette advertisements this research is about advertisement of cigarette but different with this research whose object is advertisement of Dunhill on television media and the research before the object is advertisement of cigarette in billboard. Nowadays there are many ways of the advertising company to make a good ads and television becomes the most attractivemedia because that is involves Audio and visualization. The research entitled “A semiotics analysis of masculinity reflected in The Dunhill advertisement”.

1.2 Statement of Problem

Based on the explanation above, the writer has two problems in the research. Those are:

1. How is the signification of denotative meaning of taglines in the Dunhill advertisement?
2. How is the signification of denotative and connotative meaning of visual elements of gentlemen in the Dunhill advertisement?

1.3 Research of Objectives

This research is aimed at how the gentlemen is represented in the Dunhill advertisement. There are two objectives in this research, namely

1. To identify the signification of denotative meaning of taglines in the Dunhill advertisement.
2. To identify the signification of denotative and connotative meaning of visual element in the Dunhill advertisement.

1.4 Significance of Research

As the purpose of the research is to know how the gentlemen is represented in the Dunhill advertisement, this research is useful for the researcher to gain knowledge how the advertisement of cigarette promotes the product by the video which show the sign, image pictures, and so on. So the readers will be more aware about many sign.



1.5 Definition of Key Terms

1. Advertisement

The term advertisement in this study is a notice or announcement in a public medium promoting a product, service or event publicizing a job vacancy. (Oxford, Fourth edition: 7).

2.Semiotic Analysis

The term semiotic analysis refers to method to analyse meaning of the signs. Signs is take from words, image sounds, odours, flavours, act or object but such things have no intrinsic meaning and signs only when invest them with meaning (Daniel Chandler, 2002 : 1).

3. Signification

The term signification intended in this study is signs. Signs is take the form of words, images, sounds, odours, flavours, acts or objects, but such things have no intrinsic meaning and become signs only when invest them with meaning. (Peirce 1931-58,2.172).

4. Masculinity

The use of the term masculinity is to refer scale quality of being masculine from the Dunhill advertisement which show masculinity from the scene and tagline of the advertisement.

5. Dunhill

The term Dunhill used in this advertisement is to make a luxury brand of cigarettes made by British American Tobacco company as a product which show masculinity.