

# CHAPTER I

## INTRODUCTION

This chapter is the introduction which is the base and the starting point of the research. This chapter divides into five parts namely background of research, statement of problem, purpose, and significance of the research.

### 1.1. Background of the Research

Mass media especially television is one of the media that used to convey the message. In television we usually found advertising. Advertising is a worldwide business activity today. According to Nilsson (2006: 2), some media channels exist that can be used for conveying advertising messages. To the well-established channels such as TV, radio, and print, the World Wide Web has been added. Everyone is grown up with encountering of mass media in this world now in forms of television, films, magazines, music, movies, internet, etc. and in this mass media world advertising is known for creating an impact on minds of the customer. Thus, the customer knows about the information of the product, and there is a possibility they will purchase the product.

Nowadays advertising is everywhere, we can see it in many things like television, radio, newspaper, and so on. Usually, advertisement accommodates one product and give the whole information to the customer about the product. So, advertising facilitates customer to get information about the product which would buy them. Advertising is one of the marketing tools and paid form of communications designed to attract consumers. In

advertising seller must pay attention to consumers, that's mean seller must know to whom this advertising.

People today, especially women are continually being reminded of what is considered beautiful. There was thousand of advertisement that promotes Cosmetics to catch consumers of all ages. Cosmetics are substances or products used to enhance or alter the appearance or fragrance of the body. Many cosmetics are designed for use of applying to the face and hair. They are generally mixtures of chemical compounds; some being derived from natural sources (such as coconut oil), and some being synthetics. Common cosmetics include lipstick, mascara, eyeshadow, foundation, rouge, skin cleansers and skin lotions, shampoo, perfume, and cologne. Cosmetics applied to the face to enhance its appearance are often called make-up.

Women love wearing makeup, as they feel it can help them enhance their beauty and make them feel and look more attractive and gorgeous. While some cosmetics are used for making the skin feel soft, healthy and flawless, others assist in adding color to the skin, thereby giving the appearance of good health and youth. So, whether you want to hide the little imperfections or conceal a blemish, cosmetics come in very handy at masking the small flaws and marks on any part of the body.

The advertisement has a function to catch the customer. Thus, the advertisement must have a concept. The concept can be realized by word, picture, color, audio, and so on. The concept is sign which have to interpret. Theory about sign we call semiology.

Semiotic is the study of meaning-making, the study of sign and meaningful communication. Ferdinand de Saussure as well-known as the father of modern linguistics,

look forward to a science that studies the life of the sign within societies. This is a general approach to the study of the sign in every cultural life and even of culture as a sort of language. As quoted in his book, *Course In General Linguistic*, he explains:

“language is a system of the sign which expresses ideas. Hence it is like writing, the deaf and dumb alphabet, symbolic rites, etiquette, military signal and so on, except that it is the most important such a system. One may, therefore, envisage a science which studies the life of sign in the framework of social life.....we shall call it semiology (from the greek semion ‘sign’). It will teach us what sign consists of, the law which they governed”.

And then, Ferdinand de Saussure proposed a dualistic notion of the sign, relating the signifier as a form of the word or phrase uttered. To the signified as a mental concept. According to Saussure in Chandler (2007: 12) Within the Saussure model, the sign is the whole that results from the association of the signifier and the signified.

The express message in sign, made the writer interest to do research. Especially on L’Oreal Paris commercial advertisement and take seven of its advertisement. Each of this advertisement contains many signs and has meaningful. The writer thinks that a L’Oreal Paris advertisement will be full of interpretation to get the meaning and purpose from the advertisement. on the process of interpretation of these L’Oreal Paris advertisement, the writer use theory semiotics by Ferdinand de Saussure especially signifier and signified to get purpose or concept of L’Oreal Paris commercial advertisement

Semiotic research about advertisement very interesting to investigate. The previous study was carried out by Siti Uraida (2014), entitled *A Semiotic Analysis of McDonald’s Printed Advertisement*. She describes semiotic use pierce’s typology of sign theory and also Roland Bhartes connotation and myth theories. The result of the research describes

how the logo of McDonald's is considered to have strongest mythical because it always appears on all of McDonald's advertisement.

The second research was conducted by Izhar (2014), entitled *Semiotic Analysis on Cellular Phone Advertisement of Samsung Galaxy Series Using C.s Peirce's Theory*. As printed in the title, researcher use Peirce's theory. The result is described how semiosis process of meaning is making specifically to the interaction between the representamen, the object, and the interpretant is on each datum.

Susan has done the third research (2014) entitled *A Semiotic Analysis of Canon Camera Advertisement*. She analyzed using semiotic study based on Peirce's Theory. The result refers that Most of the connotation meanings of the printed advertisements reflect a certain messages related to the theme or product that is promoted. Each sign has a very important role to build up expected additional idea of the advertisement. It has function to make clear, support and strengthen up a particular message.

The last research has done by Mayasari (2015) entitled *A Semiotic Analysis of youth Representation in Silverqueen Television Advertisement*. She uses Barthes' orders of signification, and the theory of visual elements proposed by Dyer. The result shows that youth is represented in five versions of a Silverqueen television advertisement.

Based on the previous study above, although the discussion among the previous researchers and this study is the same, wearing different theory and object of research. Therefore, this research discusses what is not covered by previous researchers. From the appearing case above researcher decides to give the title of paper "Beauty Concept On L'oreal Paris Commercial Advertisement"..

## **1.2. Statement of Problem**

From the explanation above, the writer found signs that represent the beauty concepts from a cosmetic advertisement. The problem of this research is divided into two questions as follows:

1. What is the meaning of the signs on L'Oreal Paris commercial advertisement?
2. What is the beauty concept related with a sign on L'Oreal Paris commercial advertisement?

## **1.3. Purpose of Research**

This research discusses an analysis of L'Oreal Paris commercial advertisement using semiotic theory. And the purpose of the research is as follows:

1. To identify the meaning of signs used on L'Oreal Paris commercial advertisement.
2. To identify beauty concepts related with a sign on L'Oreal Paris commercial advertisement.

## **1.4. Significance of research**

To get the significance of research, the writer wants to give benefits to the readers. So that the readers can be more understanding about semiotics and the other signs of this research, as follows:

1. Academically, this research is directed to the student of the linguistic subject, there is semiotics. Furthermore, this research is a reference for those who are interested in enriching this knowledge linguistic. It is expected the result of the study be able to improve the knowledge body of semiotic.
2. Theoretically, it is expected the result of the study able to improve the knowledge body of semiotic.

### **1.5. Organization of Writing**

The research based on L'oreal Paris commercial advertisement. The arrangement of this research divided into five chapters there are:

- Chapter I: This chapter deals with the background of research, statement of the problem, research objective, research significant, And the organization of writing.
- Chapter II: The theoretical approach, this chapter describes some theories related to the research; semiotics, advertisement, and Beauty concept.
- Chapter III: This chapter elaborates methodology of this research. It begins with the method of the research, the data, and source of the data, technique collecting data and ends with the art of analyzing data.
- Chapter IV: This chapter discussion or analyzing data.
- Chapter V: This chapter involves conclusion and suggestion.



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