CHAPTER I

INTRODUCTION

This chapter consists of Background of Research, Statement of problem, Research Objective, Research Significance and Organization of Paper.

A. Background of Research

Nowadays, modern people not only use language as communication media, but also people use the technology such as electronic message, television, radio, newspaper, and magazine. People tend to use all of those to deliver their purposes like invitation, persuasion, exclamation, and argumentation. It must be seen in electronic or printed advertisement which is used by advertisement maker to persuade the reader, listener, and audience as a consumer. The advertisement itself is one of the communication media to motivate and persuade collectively in order to attract people on the goods and services which are offered.

According to Prentice Hall (1990: 185) the term of advertising, is a message which is published or broadcasted in the mass media. It is designed to provide information that will help to persuade people to buy or accept goods, service or ideas. Advertising is paid for by an identifiable sponsor, and it is controlled, its mean, the paying sponsor controls when, where and how the ads appears. The advertising id impersonal, it appeals to broad groups through mass media.

Afterward, the development of advertisement and advertising system in the consumer society altered to the any problem of social and cultural landscape. The problem primarily about the usage of sign, the image that appeared, and the information that told, a meaning, and how the advertising can influence the perception, understanding and people behave. Whether the advertising extends the information about the product offered concretely or, on the contrary, just extends about the falsifying the reality. (Yasraf, Amir. 2003: 280).

In this globalization era, competitions of products are unavoidable by any companies, so they should really keep their existence in the marketing world.one of the important activities to communicate the quality of the product to public is through advertising. Advertising plays a very important role in determining the success in marketing products. The aim is to attract many consumers in order to increase the profit of the company. Putting a good picture and slogan in advertising has purpose to make the consumers could keep the advertising in their mind for a long time, so they would like to use the product. Particular products can appear in our mind, if the advertiser compiles good pictures and slogans. Therefore, the pictures function to emphasize the text in constructing good messages.

The effect of advertising is really fantastic. In a short time, one product will be known and finally used by many people simultaneously. Besides that, the products also may create a new community (product user community), even social class in society. Advertiser should pay attention on the visual messages and verbal messages for the benefits of the product in order to give better understanding to the audience. In creating advertisement, the advertiser should pay attention on signs, symbols, and meaning that can be understood by the local audience because it is related to the background of the audience.

The advertising produced for the audience contained with a certain message. A message created with a many codes aimed to the audience for understanding it. The code appears directed to influence the audience to buy the product advertised, and this is not arbitrary codes, but it is a code with a message inherent within the advertising. In advertisement, language is used as a media of exchanging messages and a communications tool between producers and consumers. Through pictures and words of an advertisement resulted in sign. All of this forms a communication process that has important strengths as a marketing tool in the form of information that is persuasive.

To make interest product well, the producer have to work hard, how to make their product will be sold out by their strategy for product ads. So then, the advertisement sometimes just promote their product to produce the benefit by using the women as attraction and not too show the meaning through the women's image or picture on the first.

All the signs and symbols appear in the advertising text are representing social realities that exist in society, so the advertising is closely related to the sense of the audience like some of the advertising that used women as the icon of the product that represents the social reality of women. Therefore, the authors choose advertising as the object of research, because every advertisement always fills of signs to promote the product but not all advertisement convey their message directly. The writer does this research to find the deep meaning about slogan and picture in advertising, and see the relationship between advertising and social reality of the audience especially for advertising that use women as the icon of product and its representation of woman in advertisement.

In simple terms, representation can be described as the image of a person or a phenomenon that language use constructs. Naturally, the concept is rarely as simple and language use is not the only tool used to construct representations. The ways we see people similar to ourselves represented in texts and images around us, changes the ways we construct and perform our identities. In fact, Blommaert (2005: 205) emphasizes that people do not have a static identity but rather that identities are constructed through different practices and are constantly changing. Media representations have a strong influence on how we perceive other people but also how we perceive ourselves. As beauty product advertisements are mainly aimed at women and portray women in them, they play an important role in the representation of women in mass media. Thus, beauty advertisements contribute significantly to the ideas of what it is to be a woman.

Hamermesh (2002: 361) examined the association among respondents beauty, their household expenditures on beauty-enhancing products and respondents income. They asked how a worker's looks might be affected by their

efforts to enhance beauty and how those efforts might in turn affect labor market outcomes. This research comes from a survey of 3000 individuals aged 15-64, conducted in 1996 in Shanghai, China. Hamermesh suggests that good-looking women, or those in the top 35% of women arrayed by appearance, earn roughly 10% more than other women; he also suggests that additional spending on clothing and cosmetics has a positive marginal impact on a woman's perceived beauty. In addition, the analysis suggests that a household's spending on beauty-enhancing products both represents consumption and produces an increase in the productivity-enhancing characteristics of physical attractiveness and beauty. Hence, they imply that beauty-enhancing products in turn generate additional earnings for female workers. It is therefore possible that investment in purchasing cosmetics and time putting on make-up should be relevant to earning income. Women with higher incomes may spend more on cosmetics, and devote more time to grooming as a way to further enhance their incomes.

For example in the foreground of the ad, we can see a female teen celebrity, called Selena Gomez, who is a singer, a former TV actress on Disney Chanel. Selena is wearing a white dress and looks like she is turning around, to show off her beautiful straight strong black hair. In the background of Selena, there is a pattern of oil capsules called "Pro-V", some yellow oil flowing, as well as pictures of the product or shampoo.

Another way of manipulating women to buy the product is by using the words "strong is" twice that are written in black; to assure the consumer that the shampoo Pantene will give you strong hair. Then they colored the rest of the words in yellowish-gold, namely: "playing it straight" and "beautiful"; to name special characters of Pantene consumers. This means that the customers, who buy this brand, choose right and don't go around buying other products, therefor they are playing it straight. Also, a characteristic of the consumers of Pantene is that they are "beautiful".

The researcher is interested in analyzing symbols in shampoo advertisement because the symbol can actually be found in textual word and picture. Besides, the researcher chooses the text from the advertisement taglines

because the tagline itself contains a lot of hidden meanings which there are so many symbols in the game. The more interesting thing is the picture and it's tagline of shampoo advertisement can describe the whole meaning just because of the tagline and its picture. Another interesting thing is the picture of the advertisement representate the beautiness of woman from the advertisement itself and the tagline describes how the shampoo works by using unique words.

In the other hand, the image of advertisement has the possibility of differences between the image and the real product's usage or benefits. It demands the consumers to be smarter in seeing or hearing an advertisement. Then in understanding an advertisement, semiotics should be applied because an advertisement contains several signs. Generally, semiotics is a branch of science which is examined a sign or symbol and the procedure of signaling system. Based on the point of view above, it is necessary to have further research about finding out what the true meaning related to the shampoo ads in each symbols. The form of the paper with will be elaborated in the research entitled: "**The Representation of Beauty in Shampoo Advertisement.**"

B. Statement of Problem

This research, the way of interpreting the advertisement based on symbol of Pierce's semiotics theory is focuses on the signs of several text of the ads. The signs (text, object, and context) are focused on the tagline of the shampoo advertisement.

In this research, the researcher will be focus on finding out what the representamen, object, and interpretant appear on the advertisement, and how are the relation between text and picture on shampoo advertisement. Based on the background of research above, the questions are formulated for getting more specific purposes. The research questions are:

1. How is the process symbol of shampoo advertisement in each text of tagline?
2. How is the process of triadic relation in each text on shampoo advertisement?

3. How are the relation between the text and it's picture on every shampoo advertisement?

C. Purpose of Research

In accordance with the problem of the study above, the purposes of this research are as follows:

1. To find out the process symbol of shampoo advertisement in each text of tagline.
2. To find out the process of triadic relation in each text on shampoo advertisement.
3. To find out the relation between the text and it is picture on every shampoo advertisement.

D. Significance of Research

This research is basically meant for a specific purpose; and that is why the researches are by and large, result oriented. Based on the background of research, this research is expected to provide scientific input and contribution to the linguistic study especially the study of semiotics. According to Redman (1923: 10) "systematized effort to gain knowledge". Some consider research as a movement, a movement from the known to the unknown, and therefore a voyage of discovery. Increased amounts of research make progress possible. Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization.

Theoretically, this research is expected enrich the study of semiotics. Besides of that, this research also uses knowledge that has been learned during college so that the knowledge that has been learned can be used and useful for others. This research also describes the object in interpreting the meaning or messages in order to giving the totally research for the beginner who want to study the semiotic.

Practically for people which like to watch shampoo advertisement first before buying the product, this research can give them information about meaning

or messages. In order to giving the information about meaning and messages, the researcher chooses in every tagline text at PANTENE shampoo advertisement category.

E. Previous Studies

The researcher takes some similar research before. The research of semiotic analysis has been done by a number of scholars, as the first research entitled "*Analysis Emoticon in Black Berry Messenger*" (2010) by Muhammad Ismail. This research uses semiotic analysis of Ferdinand de Saussure and C.S Pierce as supporting theory. This research he aimed to find out the clear meaning of the emoticon which used for communication and repetition as verbal message. Trough this research, the researcher is able to find out how to analyze the text based on Pierce's theory using of Ferdinand de Saussure and C.S Pierce as supporting theory. The distinction in this research is Ismail analyzed the black berry messengers which focused for communication and explain the meaning of icon which used for chat. Meanwhile, in this research, the researcher chooses the shampoo advertisement in order to find out the representation of beauty. The researcher uses C.S Pierce as grand theory while Imam uses the theory of Ferdinand de Saussure as grand theory and C.S Pierce as supporting theory.

The second research entitled "*Semiotic Analysis of Advertising Message Meanings in Samsung Galaxy.*" (2008) by Putri Susanti. This previous study uses semiotic analysis Roland Barthes and C.S Pierce as supporting theory. This research tells how to analyze the object using Roland Barthes theory and how the advertisement works in communication and repetition as verbal message. Trough this research, the researcher is able to find out how to analyze the text. The distinction in this research is Putri analyzed the Samsung galaxy advertisement which focused to the visual of the advertisement. Meanwhile, in this research, the researcher didn't take the visual, but also text and the relation between text and its picture. The researcher uses C.S Pierce as grand theory

while Putri uses the theory of Roland Barthes and C.S Pierce as supporting theory.

The third previous study enitled "*An Analysis of symbol in Nathaniel Hawton's 'The Scarlet Letter': A Study of Semiotics*". (2012) by Ghazali Gani. This previous study uses semiotic analysis of Ferdinand de Saussure. This research tells how the symbol works in *'Nathaniel Hawton's 'The Scarlet Letter'*. Trough this research, the researcher is able to find out how to analyze the symbol based on semiotics theory using. The distinction in this research is Ghazali analyzed the symbol in *Nathaniel Hawton's 'The Scarlet Letter'* which focused to find the meaning of symbol in every dialouge. Meanwhile, in this research, the researcher didn't take the symbol as only a representation of meaning but also combining the symbol, text and picture in order to find out the meaning from the advertisement.

The last previous study entitled "*A Semiosis Process Analysis On STARBUCKS Coffee.*" (2015) Siti Fauziyah. This previous study uses semiotic analysis of Charles Sanders Pierce. Trough this research, the researcheris able to find out how to analyze the relationship among the symbols, their text and also their meaning. The distinction in this research is Siti analyzed the STARBUCKS Coffee advertisement. Meanwhile, Siti analyze the object using symbolism and finding the textual meaning only by triadic relation (triangle concept) while the researcher analyze the object more specifically by using the 3 component of representamen, object and interpretant.

By using the 3 component of representamen such as sinsign, qualisign, and legisign the researcher find out the meaning clearly and fully analyzed. Using icon, index and symbol as part of object in order to find out the meaning of picture easily and use rheme, decisign and argument to describe clearly what are the purpose of both of tagline and its picture.

F. Definition of Key Terms

1. **Semiotics**

   Semiotics is a study of signs and symbols and of their meaning and use (Hornby, 2008:1342). Semiotics become study area that learn about meaning from a sign or symbol human by the instrumentally marking.

2. **Triadic relation**

   Triadic relation is a model of the sign created by Charles Sanders Peirce. He formulated his own model of the sign, of 'semeiotics'. In contrast to Saussure's model of the sign in the form of a 'self-contained dyad', Peirce offered a triadic (three-part) model consisting of representamen, object, and interpretant (Chandler, 1999: 29).

3. **Symbol**

   Chandler (2007: 27) argues that the symbol or symbolic is a mode in which the signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional - so that the relationship must be learnt: e.g. language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases and sentences), numbers, morse code, traffic lights, national flags.

4. **Icon**

   Icon design is the process of designing a graphic symbol that represents some real, fantasy or abstract motive, entity or action that would be expected to be instantly recognized as famous by any fully fledged member of a particular culture or subculture.

5. **Pantene Shampoo**

   Pantene is one of many famous shampoos in the world. Pantene is a Swiss-created American brand of hair care products owned by Procter

& Gamble. The product line was first introduced in Europe in 1945 by Hoffmann-La Roche of Switzerland, which branded the name based on panthenol as a shampoo ingredient. It was purchased by Procter & Gamble (P&G) in 1985 in order for P&G to compete in the "beauty product" market rather than only functional products.