

CHAPTER I

INTRODUCTION

This chapter contains the introduction of research. It contains of the background, the statement of problem, research objectives, research significance of and the organization of writing.

1.1 Background

In the modern marketing strategies, the existence of advertisement has become a demand that cannot be avoided to get an attention from the community life. The form of advertising products displayed in various spaces and media both print and electronic media, the majority of verbal and nonverbal have no connection between the products or service being marketed. The interpretation of advertisement through the kind of media inclined to build the reality in establish the value of the products, the value is displayed in order to obtain a strong response from the costumers (Akuntansi FE UII, 2016, p.1). According to Paul Copley *“advertising is by and large seen as an art – the art of persuasion – and can be defined as any paid for communication designed to inform and/ or persuade”* (Copley, 2014, p.105).

The term of advertising, according to the theory of mass media communication, 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, and advertising is paid for by an identifiable sponsor, and it is controlled, its means, the paying sponsor controls when, where and how the ads appears (Pasqua, 1990, p.185).

Afterward, the development of advertising 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. Advertising is central to the creation and maintenance of the wider meaning (Hackley, 2005, p.25).

Talking about signs, sign is the important things in social semiotic terms not as an absolute property of the sign vehicle but only insofar as it matters on any given occasion (for particular purpose) to those involved in using sign (Chandler,2007, p.50), signs is that they are treated by their user as ‘standing for’ or representing other things (Chandler, 2007, p.60). In this case, signs are most commonly connected with advertising as some kinds of display, perhaps with words and images, announcing where business are located and the nature of business. To assess an advertisement in semiotic perspective, it can be studied through the signs system in advertising.

For example:



Picture 1.1

The picture 1.1 is the example of the visual sign in the advertisement. This is the way to advertise the product of body lotion. In the picture 1.1, signs are most commonly connected with advertising as some kinds of display, perhaps with words and images. Every signs contains on the picture has a meaning whose function to persuade the readers or the consumers to buy the products with the advantages displayed in the advertisement.

In my opinion, it is important to discuss the hidden meaning of the pictures in the advertisement by making a semiotic analysis. Analyzing the advertisement is also interesting because when we pay attention to the advertisement, we can understand what the producers want to convey to the consumers through the signs contains on the slogans advertisement, but not everyone or all of the readers or consumers can understand the meaning of signs on the advertisement itself.

From the explanation above, that in advertisement is always consist of sign elements, there are ground, Object and interpretant. Therefore, the researcher is

motivated to analysis the sign on woman body lotion advertisement with applying theory of semiotic by Charles Sanders Peirce. Peirce's theory is about triadic relation of sign, it is representament/sign, interpretant, and object.

There are some researchers relating to this topic, conducted by Rahayu (2014) entitled *A Semiotics analysis of Indonesian Beauty soap Internet Advertisement*. She has found the interpretation of the meaning of sign applying theory of semiotic by Ferdinand De Saussure, and her researcher focused on identifying the signifier and signified found in the women beauty soap advertisement. The second research entitled *A Semiotics Analysis on Education Advertisement on Campus Magazine* written by Anwar yasin (2011). The research is about analysis the meaning of signs on the education's Advertisements (Trisakti University, Australia Student, Ukrida's Advertisement, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB Academy, Mercu Buana University Advertisements). In this research, the writer `applies theory of semiotic by Charles Sanders Peirce to analyze the meaning of signs on campus magazine advertisements. And the last research is have connection with semiotic analysis is *A Semiotic Analysis on Coca-cola's Commercial Advertisement* by Bahtiar Rifa'I (2010), in this research he has found the meaning of the visual aspect and Linguistic of the Coca-Cola's advertisements and he applies the theory of semiotic by Peirce's theory to analyze the object sign in advertisement (icon, index, symbol), Roland Barthes's theory is to analyze the codes that appeared in the advertisement (hermeneutic code, semantic code, symbolic code, narrative

code and cultural code), and Saussure's theory is to find the meaning of the Coca-Cola advertisement in level of connotative meaning and denotation meaning.

1.2 Statement of Problem

From the background of research above, the research questions that researcher would like to analyze are:

1. What are the types of Representament and object in woman body lotion advertisement?
2. What are the relation between representament, object and interpretant of slogan in woman body lotion product advetisement?

1.3 Research Objectives

1. To know types of Representament and object in woman body lotion advertisement.
2. To know the relation between representament, object and interpretant of slogan in woman body lotion product advetisement.

1.4 Research Significance

The benefits of the research expected to be useful, including are; theoretically, this research is hoped to provide the new perspectives about the study of semiotics. The research also is expected a benefit as a research that explain about the meaning and signs are contained in an advertisement. Practically, the results of this research is hoped to be a contributing and enriching research on the type of advertising, especially in the study of semiotics, relating to the analysis of the signs in the women body lotion product advertisement.

1.5 Definition of Key Terms

The researcher would like to clarify some key terms in semiotics system, as follow:

1. Semiotics is “the study of signs”. It is not a thing and a name, but a concept and a sound image.
2. Advertisement is something that is shown or presented to the public to help sell a product or make an announcement.
3. Representant is a thing that represents another thing.
4. Object is what the sign represents.
5. Interpretant is the response or reaction of signs.

1.6 Organization of writing

This research is organized into five chapters, they are:

Chapter one consists of introduction which describes the background, statement of problem, research objectives, research significance, classification of key terms and organization of writing.

Chapter two reviews the theoretical framework which is consists of the definition of semiotics, Charles Sander Peirce’s theory and definition of slogan of advertisement.

Chapter three presents the research design of this research. It begins with research method, data, and source of the data, technique of collecting data and the last is technique of analyzing data.

Chapter four, the researcher elaborates the data analysis and the discussion about that in order to answer the statement of problem which has been defined in

chapter I. The collected data are analyzed and discussed simultaneously. In other word, the analyzed data are discussed directly according to the theme that refers to statement of problem.

This research will be concluded in the chapter five. In addition, the researcher will give some suggestion for the readers. In other word, as a closing, this chapter consists of the conclusion and suggestion

