

CHAPTER I

INTRODUCTION

The first chapter is an introductory chapter consisting of several main points based on academic guidelines. These points include: 1) Background of Study; 2) Problem Statement; 3) Purposes of Research; 4) Significances of Research; 5) Conceptual Framework; 6) Previous Study.

A. Background of Study

The mass media has entered into the joints of human life. It can pleasure, entertain, persuade, and interact them with the imaging that it formed. This statement is supported by facts such as someone who likes to linger scrolling on social media or who is addicted to watch drama on TV. Even, not infrequently at this time human cannot distinguish between the fake and the original one, the lies and the truth, or bad and good things (Piliang: 2003). For instance, many persons found an incorrect information (hoax) that is logically packaged to make it as a validated information. Because through mass media, everything crosses over each other, blurring the boundaries between these opposites.

Meanwhile, beside the influence of the mass media on human life, it is now facilitated by a tool called technology (Moragas: 1990). Where with the technology, objects can be produced or even reproduced in very complex ways. In the past, the reproduction technique was still in the second level as what McLuhan in Piliang (2003) argues it was still in the mechanical level. It can be argued that at that time, technology became an extension of human hands. However, in the current modern world, technology has reached the next level, the third level of technology.

This technology generation driven by a micro-components, for instance, micro-processor, micro-electronic, micro-chip etc. This can also be argued not only as the extension of human hands, but also as an extension of human nervous system. This fact can be watched today in our digital life such as the processor, artificial intelligence, etc. The development of technology in mass media could be the cause of the changing of sign-function, where signs can be used in order to lie (Eco: 1976).

Baudrillard (1983) argued that it is a kind of simulation when the whole system becomes weightless and create the concept of simulacrum. It is not exchanging for what is real but exchanging in itself in an uninterrupted circuit without reference or circumference (independent as it is).

In this condition, the sign has been played to form its own environment which release its relation to the reality. It usually happens in movie that made by using CGI (*Computer-Generated Imagery*) technology, the product advertisements and the news in mass media. However, this research is specifically talking about the product advertisement.

Advertising is mass media content intended to persuade audiences, readers, viewers or listeners to take action on products, services and ideas. While just a few years ago marketers needed to be aware of only a few media outlets, today's marketers must be well versed in a wide range of media options. The reason for the growing number of media outlets lies with advances in communication technology, in particular, Internet. Within Internet and mass media, the companies could show their products in many ways and forms, for example, audiovisual advertisement.

In this present time, many people associate the economic conditions of the people with their level of consumption in meeting their needs. In fact, what is happening right now is that buying a product not because of it, but it is more inclined to fulfill the prestige that has become a lifestyle. This phenomenon occurs one of them to world-class products that are already widely known as brands that have high prestige, namely Apple.

Top Five Smartphone Company, Shipments, Market Share, and Year-Over-Year Growth, Q4 2017 Preliminary Data (shipments in millions)

Company	4Q17 Shipment Volumes	4Q17 Market Share	4Q16 Shipment Volumes	4Q16 Market Share	4Q17/4Q16 Change
1. Apple	77.3	19.2%	78.3	18.2%	-1.3%
2. Samsung	74.1	18.4%	77.5	18.0%	-4.4%
3. Huawei	41.0	10.2%	45.4	10.5%	-9.7%
4. Xiaomi	28.1	7.0%	14.3	3.3%	96.9%
5. OPPO	27.4	6.8%	31.6	7.3%	-13.2%
Others	151.3	38.6%	183.7	42.7%	-17.6%
Total	403.5	100.0%	430.7	100.0%	-6.3%

Figure 1 Top five Smartphone Company

(Source: Kompas.com)

In data published by the International Data Corporation in the news page on Kompas.com, in the IV quarter of 2017, as of February 1, 2018, Apple has dominated the market and is in the first tier compared to other big brands. This data appears together with the release of the best iPhone at that time, namely the iPhone X and iPhone 8. Those iPhones are dedicated to commemorate 10 years of Apple's work in making the smartphone. That is, the iPhone X was a very special iPhone at the time. With a different and original design, also with its Face ID technology that makes this smartphone seem even more sophisticated. No wonder that in the quarter Apple topped smartphone competition.

At the same year, the two advertisements about Apple Watch and the App Store, entitled Dear Apple and Apple Apocalypse, were displayed. Then, the screening of Apple Apocalypse is carried out on the release of Apple products at a conference known as Apple WWDC (World Wide Developers Conference). The purpose of this conference is to give developers a look at the future of Apple software. The video of Apple Apocalypse officially displayed together in the WWDC 2017 Keynote video that was uploaded to Apple official YouTube channel at 10th of June 2017. Sure, this advertisement has a purpose not only to persuade people in that conference or for those who watch by online, willing to buy the products of Apple but also provide the stimulus to everyone to involve themselves

in dedication of Apple software development. While Dear Apple advertisement is represented one of Apple products that is moving in the smartwatch line, it called Apple watch. The video of this advertisement was uploaded to Apple official YouTube channel at 13rd of Septemeber 2017. This advertisement is talking the promotion of Apple Watch through the letters that have been written by the consumers. These two advertisements are similarly purposed to persuade people to buy or giving the dedication in Apple company. This is corresponding to what Wright (1978) argues that advertising is a communication process that has a very important force as a marketing tool that is very helpful in selling goods, providing services and ideas through certain channels in the form of persuasive information.

This research is also tended to talk about imaging through the visual to verbal contents. Image advertising is an approach to advertising that is designed to cultivate positive attitudes about a brand, company, or concept. Rather than advertising a product based on what it does, image advertising promotes ideas about a brand, creating mental images for consumers that will encourage them to buy the product. The object of this research represents all of the advertisement component on imaging and sign/language-game. It took at the one of popular audiovisual platform, YouTube. Apple has an official YouTube channel that represents the products of Apple. It is packaged in a unique and creative way, however it also generate many contradiction if it is connected to reality. The object is the video of Apple product's advertisement, those titles are; 1) Apple Watch: Dear Apple; 2) Apple Apocalypse.

Those advertisements are represented the sign which contained a things and phenomenon that appear out of the ordinary reality or it has been out of the reality. In the first advertisement, Apple Watch: Dear Apple is contained the consumerism factors that displayed the happiness that persuade the audience to buy Apple's product to adjust the high class standard and get the happy life which elegant and prestigious. In the second advertisement, Apple Apocalypse is a real instance of hyperreality, because it has a concept of the end of the day, when App Store has been annihilated from this world, all people would be feeling upset and cannot control they themselves.

The analysis of this research enclose the hyperreality as the analytical theory. Piliang (2003) argues that the world of hypersemiotics will never be released from the world of hyperreality. What Piliang means is that the hyperreality appears when the signs that represented on it has been lost contact with the reality that is represented. To determine whether it is the component of hyperreality or not, Piliang has stated that the sign typology will be important to be discovered. Then it is the device to elaborate the phenomenon of hyperreality. Those typologies of sign are: 1) Proper sign. This sign is representing the real sign. For instance, sign [A] describe a reality [A]. It is not a part of hyperreality; 2) Pseudo sign. The sign that is imitating the reality that there are some reality reduction inside it. For instance, reality [A] is being described as sign [1/2A]. Baudrillard in Piliang (2003) argues that it is not a part of hyperreality. It is usually stated as malefice, that is covering reality by the sign; 3) False sign. The sign that using the false signifier to define a false concept. For instance, reality [A] described by sign [B]. Baudrillard claimed that this sign is also not hyperreality because there are some possibilities for it to be true; 4) Recycled sign. It is a sign that used to talk about the past but be relieved forcefully to be relevant to describe the nowadays phenomenon. Baudrillard has categorized this sign as the hyper-sign or the part of hyper-real. Umberto Eco is also agreed by looking to his statement about the characteristic of sign that it is the one of the hyper-real sign in category; 5) Artificial sign. The sign produced by the latest technology with no reference at all in reality. Baudrillard agreed to categorize this sign as a hyper-sign that lives within the scope of other realities (hyper-real); 6) Extreme sign. is a sign that is displayed in an extreme sign model (hyper-signification), especially through the effects of sign modulation and meaning that is far greater than what is in reality. This is a kind of extremity of meaning. This sign, therefore, is categorized by Baudrillard as a sign that is purely a hyper-sign category.

Beside, hyperreality can be also observed through its principle. Where the principle is different with a sign in reality. Hyperreality principle and characteristics are: 1) Transformation. Hyper-sign is emphasizing the sign transformation. It is different with the common sign principle which is tended to focus on the structure of sign. For example Saussure with his structural unit of sign

that divided into two things, signified and signifier. Or the triadic sign structure of Peirce which is represented object [O], representament [R] and interpretant [I]; 2) Immanency. This term is usually appears to the study of phylosophy that anonymously opposite to the term of transcendency. And it also focuses on physical things than metaphysics. It means that the sign has been released from the reality boundaries and form its own reality (independent as it is); 3) Difference. Hyperreality emphasizes a distinguishing sign rather than the novelty of something that has never existed before. Hyperreality is more likely to use differences in signs that have the potential to recycle signs produced in the past and applied to this time; 4) Language game. Hyperreality emphasizes the play of signs at the level of parole. Thus this is a thing that is not bound by fixed rules (conventions). He prioritizes the values of fascination, pleasure and passion in the language game; 5) Simulation. Simulation is a model that no longer refers to the representation of its original reality, but rather it becomes a kind of second reality which the referent is itself; 6) Discontinuity. Semiotic discontinum is an extension that is full of interruptions, disconnections and intersections. Inside it creates a space for difference and sign-free play.



B. Problem Statement

Based on background, this research is focused to define the elements of hyperreality in the two Apple product advertisements, that are Dear Apple (specifically contains the promotion of Apple Watch) and Apple Apocalypse (specifically contains the promotion to how important the Apps in entire Apple products). Therefore the problems will be defined around the hyperreality phenomenon. Problems that will be stated as this research objective are:

1. What signs are represented in Apple Product Advertisements: *Dear Apple & Apple Apocalypse?*
2. How does the hyperreality occur in the Apple Product Advertisements: *Dear Apple & Apple Apocalypse?*

C. Purposes of Research

Based on the problem statement, the writer has decided to define a several purposes of research.

1. To find out the signs that appear in Apple Product Advertisement: *Dear Apple & Apple Apocalypse;*
2. to demonstrate the hyperreality that occurred in Apple Product's Advertisement: *Dear Apple & Apple Apocalypse.*

D. Significances of Research

Generally, this research is significant for the development of semiotics study that usually show the signs from static and rigid perspective. This research is trying to discharge that common semiotics which is mostly defined by structuralist and then enter into the other perspective that might be describing the nature of unlimited semiosis or could be argued as 'dynamic'. Hyper-sign is not really popular in common realm, therefore, this research is purposed to generate the theory of hyper-sign to the sophisticated academics world.

Theoretically, this research aims to explore more about semiotics itself as the statement of Umberto Eco about the dicipline studying everything which can be used in order to lie. The common analysis always analyze the signs through truth

perspective while forget about what Eco argues that it is also can be used to lie. Still, this research is significant for the development of advertising research through semiotics, it will be more flexibly and more freely in finding other sides of an advertisement without being bound by the rigidity of conventional structural semiotics. In this post modern era, advertising has been transformed into a different marketing means which its function is not only to convey messages or have a persuasive function, but advertising is now also a determinant of social ratification which is mixed into the socioeconomic order of society by setting certain standards. Therefore, researchers need to unload the entire contents of an ad through a different perspective. This course will develop the fields of language research and communication in advertising.

In connection to the theoretical above, then practically, this study aims to open the eyes of everyone who is bound by the standards created by advertisements in order to know that advertisements are merely media created by machines. Even the content of these advertisements has sometimes gone beyond just the path of representation of reality. Advertising sometimes creates reality, its nature is not an adaptation from anywhere (immanent) and it forms its own reality. Therefore, consumers must be wise in responding to advertisements. What the advertisements say isn't necessarily true in reality. Therefore, this research also aims to warn the consumers of electronic goods for being wiser and smarter in sorting between the fulfillment of needs and mere pleasure. Because nowadays the products of technology are not tended focusing on the function but more on entertainments, plays or even only on imaging.

E. Conceptual Framework

1) Advertisement

Based on Oxford dictionary, advertisement is a notice, picture or film telling people about a product, job or service. This research is also telling audiences about the product through video advertisement. The advertisement is the real example for showing the form of simulation and hyperreality of Jean Baudlliard because it contains many components that might be showing the hyper-sign.

2) Hyperreality

Hyperreality is a sign of making its own world by freeing itself from mere representation of reality. Something that did not previously exist, referenced oneself from reality and finally separated from the reality it represented. And this becomes a new reality. This phenomenon is the result of the development of human civilization, culture and thoughts. Hyperreality is a world of hyper-signs that are represented through the process of simulating reality. Baudrillard (1983) argued that hyperreal is a model of a real without origin of reality. The phenomenon of the mixing of components of reality with hyperreality is based on the existence of a simulacrum or the formation of a reality simulation process. And hyperreality becomes a place for simulacrum.

3) Simulation

In understanding simulation, the researcher is trying to looking at the sculpture, it can be argued as the process of nature of forming the sculpture. The result of simulation is not unreal, it is even beyond a real. As what Baudlliard (1983) argues on his book that simulation is the generations by models of a real without origin or reality: a hyperreal. Through this simulation, then, every signs inside it would have their own territory. Baudlliard argues it as pure-simulacra.

4) *Simulacra*

It can be argued as the result of simulation, as what Baudliard (1983) argues that the territory no longer precede the map, nor survives it. Henceforth, it is map that precede the territory – precision of simulacra. So, simulacra is the territory for its own reality. The content on it is inviolable. For instance, human had believed about Gods of Rome such as Zeus, Poseidon, Hades and Athena. Those Gods are in thinking of human mind but then no real evidence can prove the existence of those Gods. But it no means that it is impossible that they are real. They might be real, but in their own reality territory, or could be argued as own simulacra. Therefore, Gods of Rome have only ever been their own simulacra.

F. Previous Study

The thesis written by Makin (2018), the discourse about simulacra and hyper-real is being explained obviously within the object that is used for the research, Novel of Ritual Gunung Kemukus by F.Rahardi. Makin mostly talk about the intrinsic element of the novel such as figures and characterizations, time and place setting, completed by a short summary. For the next explanation, Makin talked about the forms of simulacra and hyperreality in that novel. The thesis is tended to talk about how the cultural and historical elements are mixing with the fiction or imagination that was built by the novel. He found some forms of hyperreality from his analysis, 1) the reduplication of Pangeran Samodro and Nyai Ontorwulan: history, legend, myth, 2) the beliefs about sex rituals, 3) the beliefs about sacred locations , 4) beliefs about the meaning of number seven, and 5) the beliefs about the seven magical values of flowers.

The second thesis is coming from Nursamsami (2017) that analyzed about the electronic product, Samsung Galaxy J7 OS Android. This thesis is tended to talk about the reality inventions where the smartphone of Samsung Galaxy J7 merge in human life and become part of their life. Nursamsami did the research by using post-modernism view of Baudrillard and of course related to Baudrillard's hyperreality. The researcher found some related things to simulacra and hyperreality phenomenon, that is, 1) the existence of android symbol that represents

the speed performance of a smartphone, 2) lead users to perceive that Android is one of the doors to cyberspace which is no less important than the real world, 3) the use of android causes the appearance of social classes.

The third thesis written by Rinaldo (2012) that mostly talk about the beauty construction in the movie entitled *The Devil Wears Prada*. The researcher use the hyperreality principle then used it as a device to analyze the beauty construction in the movie. The results of the research that have been obtained are, 1) Beauty construction in the film; 2) The effect of gender relations in shaping beauty; 3) Transforming the concept of beauty; 4) Individual autonomy in the middle of the signifier system.

Meanwhile each research has its own characteristics and differences include this research. Therefore the diagram below represent the analytical similarities and differences, in order to make sure that the research is original and having the basic analytical foundation.



Previous Study Title	Research Differences		Research Similarities
	Previous Study	Study of Researcher	
Bentuk-bentuk Simulakrum dan Hiperrealitas dalam Novel Ritual Gunung Kemukus Karya F.Rahardi Perspektif Jean Baudrillard	1. The object is a novel	1. The object is the advertisement	1. This research is similarly define the hyperreality in object analysis; 2. This research is using qualitative method
	2. The focus analysis is on the sosio-cultural phenomenon and elements of literature	2. The focus analysis is on the visual content, context of situation and transcription	
	3. The approach is involving the objective and discourse analysis	3. The approach is using the principle of hyperreality and the sign typologies.	
Makna Tanda Simulakrum dalam Smartphone Samsung Galaxy J7 OS Android (Kajian Postmodernisme dan Hipersemiotika)	1. The object is the product of Samsung Galaxy J7	1. The object is the Advertisement of the product of Apple	1. This research is similarly define the hyperreality in object analysis 2. This research is using qualitative method
	2. The focus analysis is on the symbol, social effect and function	2. The focus analysis is on the visual content, context of situation and transcription	
	3. The approach is involving post-modernism perspective.	3. The approach is using the principle of hyperreality and the sign typologies.	
Kontruksi Kecantikan: Sebuah Analisis Hipersemiosis Terhadap Film The Devil Wears Prada	1. The object is the movie	1. The object is the advertisement	1. This research is similarly define the hyperreality in object analysis 2. This research is using qualitative method
	2. The focus analysis is on the beauty construction contained in the film	2. The focus analysis is on the visual content, context of situation and transcription	
	3. The approach is using only the principle of hyperreality.	3. The approach is using the principle of hyperreality and the sign typologies.	

Table 1 Research similarities & differences (data processing 2019, results of literature review)