

## CHAPTER I

### INTRODUCTION

This chapter consists of an initial description related to analysis Dian Pelangi's Personal Brand on Her Instagram Account through Semiotics analysis. It includes background, statement of problems, research objectives and research significances, conceptual framework and organizing paper.

#### 1.1 Background

A brand is not only attached to goods or companies, we can also see it in someone who is called a personal brand (Hubert K Rampersad, 2008, p. 34). When we see or remember someone, we will think about what the individual description is like. The description of the individual is a brand of himself. Peter Montoya revealed that we have an interest in other people and with the stories in him (2002, p. 1). "A brand is the expectation, image, and perception it creates in the minds of others, when they see or hear the name, product or logo" (2008, p. 1). Therefore a brand becomes important and strong because of its nature which can give effect.

Thomas Gad in Rampersad argues that "personal branding is a fun and systematic why is becoming clever and more defined as a person, not only in other people's eyes, but also in your mind" (Hubert K Rampersad, 2008, p. 38). Personal branding is the process of finding, understanding, and marketing a person for his privileges as an individual. Peter Montoya expressed his opinion about a great personal brand that is "a personal identity that stimulates precise, meaningful perceptions in the audience about the values and qualities that person stands for"

(2002, p. 4). So it can be concluded that personal branding is an activity to market themselves to the public in forming new perceptions that can be accepted by the public regarding the values and qualities of an individual showing his personal brand.

At this time social media enjoyed by various groups to exchange information or share experiences that have been experienced. The emergence of social media is very helpful for the community in establishing interaction and communication between themselves. Instagram is one of the most popular social media lately in the community. On its official website Instagram claims that 110 million users or 33.44% of the total population (Agung Pratnyawan, 2019, p. 1). Instagram is a photo and video sharing application that supports its users to add effects or filters to the photos or videos that you want to upload and provide other interesting features, namely adding captions under uploaded photos or videos.

Not a few community leaders in Indonesia who use this application, one of them is a famous designer in the field of fashion, especially in clothing for Muslim women, Dian Pelangi. Instagram can be a means to show what kind of personal branding a famous designer is by sorting out photos as to what he wants to upload based on his purpose. To show what his personal branding is when in the designer circle and outside the circle and not infrequently. She displays his personal life as someone who is family oriented often uploads photos with younger siblings, parents and friends. The author was interested in his style when putting a caption on the photo uploads. She uses English in writing her caption.

Someone's personal branding becomes interesting to study to find out how one's personal brand is based on the role it does especially if that person is a public figure who is considered good by the public.

The author describes two previous studies relating to the research that the author will do. The first research was entitled “*INSTAGRAM DAN PEMBENTUKAN CITRA (Studi Kualitatif Komunikasi Visual Dalam Pembentukan Personal Karakter Account Instagram @basukibtp)*”, this research was conducted by Rama Kertamukti, a Communication Science lecturer, Uin Sunan Kalijaga in 2015. The second study was entitled “*Representasi Kelas Social Menengah Atas Melalui Fashion Dalam Iklan Samsung Galaxy S6 X Fashion: Kajian Semiotic*” this research was conducted by Rizky Anggi Firdhani, an alumni of English Literature FIB Unpad students in 2016. The third study was entitled “*Personal Branding Ibu Ani Yudhono Pada Akun Instagram Pribadinya: Kajian Semiotika*”. The fourth study was entitled “*Analisis Semiotik Barthes Pada Sampul Majalah T'Empo “Abah Masuk Istana”*” this research was conducted by Riri Apriliani, a student of UPI Postgraduate School Linguistics Study Program in 2019.

The difference in the author's research in the first study lies in the method and theory used to analyze the data. In the second study, Rama used the dramaturgy method and visual image theory from Jefkins. While this study the author uses the theory of Barthes's semiotics and Montoya's concept of personal branding. In the second study, Anggi raised the issue of depicting social class through fashion on the Samsung Galaxy S6 X Fashion ad. While the authors raise the issue of depicting personal branding on a personal Instagram account. In the third study Annisa

analyzed verbal and nonverbal signs, while the authors analyzed denotative and connotative signs and their relationship with personal branding. The fourth research analyzes the meaning of denotation and connotation on the cover of the magazine tempo. Meanwhile, the author analyzes denotation and connotation, but on Instagram photos and captions.

In the previous research, the author's reference in conducting this research was using the eyes of mass media and communication to see the phenomenon. But in this study the writer chose to see and analyze this phenomenon of personal branding using semiotic analysis. Semiotic analysis is the study of signs that appear to replace the meaning behind them. Through this analysis the writer can see the personal brand that is displayed through the concept of personal branding described by Dian Pelangi on her personal Instagram account by looking at the denotation and connotation marks as data. Therefore, the authors conducted a study entitled “Personal Brand of Dian Pelangi on Her Instagram Account : Semiotic Analysis ”

## 1.2 Statement of Problem

This study examines Dian Pelangi's personal branding concept through social media Instagram using Roland Barthes's semiotic theory and Peter Montoya's personal branding concept, to discuss it, the following research questions are needed:

1. What are the denotation signs that describe the concept of personal branding Dian Pelangi on personal instagram account?
2. What are the connotative signs that describe the concept of personal branding Dian Pelangi on personal instagram account?

3. What are the relationships between a sign denotation and connotation to the concept of personal branding Dian Pelangi on personal instagram account?

### 1.3 Research Objective

Of the several problems identified above, the research aims to:

1. To find out the denotation signs which describes the concept of personal branding Dian Pelangi on personal instagram account.
2. To find out the connotation signs which describes the concept of personal branding Dian Pelangi on personal instagram account.
3. To find out the relationships between a sign denotation and connotation to the concept of personal branding Dian Pelangi on personal instagram account.

### 1.4 Research Significances

There are several points of significance in this study. It is divided into two, theoretically and practically:

1. Theoretical Significances

Theoretically this study can be useful for the author himself to increase knowledge of understanding of the signifier and signified in the form of a sign denotation and connotation mark on instagram social media as well as to know how to analyze the concept of personal branding is a person through the study of semiotics.

## 2. Practical Significances

This study is aimed at those interested in the topic in semiotics. The study also aimed at people who want to understand about the semiotic and then apply them when analyzing a text or image to gain new understanding. In addition, the researchers also wanted to give guidance to the reader to understand the importance of semiotic analysis, to understand the meaning of text or images. And it is hoped this research also can be useful as a reference for the next researcher who will conduct research in the field of semiotics.

### 1.5 Conceptual Framework

As mentioned above, this study aimed to examine the sign denotation and connotation in the photograph and caption instagram. This study requires several theories to solve some problems. Researchers decided to use semiotic analysis of problems in achieving goals.

Semiotic, is definitive semiotic term comes from the word *seme* (Yunani) which means the way the interpretation of the sign. Although some say comes also from *semeion* word meaning a sign. Therefore semiotic or semiology (the term used Saussure) is defined as the science that studies signs of human life. That is, everything in our lives is seen as you, which is something that has meaning (Benny H. Hoed, 2011, p. 10). Semiotics and semiology is basically the same two terms, the difference lies only in the user both from the second term. The essence of the semiotic study is a study of codes, signs and meanings contained therein. Chandler also added from studies semiotics we can learn how meaning is created and

portrayed reality (Chandler D, 2007, p. 137), Signs in the linguistic relationship between the concept signified and signifier. According to Saussure, the signifier is something that is psychologically but along its development, the signifier is now interpreted as part of the sign that is physical or tangible, so the sign can be interpreted as something that has a concept and a physical form that can be seen, heard, and felt. Semiotics science being addressed by Saussure and developed by Barthes. In theory he developed the concept into a signifier and signified denotation meaning into connotations.

In this study, the author uses the theory of Roland Barthes (1951-1950) to solve the problems and to achieve the goal of problems. Roland Barthes (1951-1950) found semiology basically learn how to make sense of things human relationships. Interpret the intent of the object is not only carry information, the objects are also trying to communicate and construct a structured system of signs (sobur, 2006, p. 15), In the book Philosophy of Semiotics (Rusmana, Filsafat Semiotika, 2014, p. 200) Barthes argues that developed the theory of semiotics Saussure into two levels, namely denotative (system primary meaning) and connotative (system second meaning). Denotation occupy the first level and Barthes associate to "closure of meaning". In other words, a first word representing an idea or an idea or, truly meaning. Denotation is the aspect of the meaning of a word or a group that is based on feelings or thoughts that arise on talks (authors) and the listener. Connotation is a sign that the marker has openness signified or meaning. In other words, the connotation is the meaning that can produce the second layer of meaning implicit, hidden or connotative meaning. Chandler (2007, p. 137) argue

that her study "denotations tends to be describe as the definitional, literal, obvious, or the common-sense meaning of a sign. "While the connotation implies that no explicit and uncertain. To allow for the range of possible interpretations."

Of those opinions can be concluded that semiotics is the science that studies signs and their relationship with other signs that do deals with culture of execution

1. Signifier (penanda)	2. Signified (petanda)
3. denotatif sign (tanda denotatif)	
4. CONNOTATIVE SIGNIFIER (PENANDA KONOTATIF)	5. CONNOTATIVE SIGNIFIED (PETANDA KONOTATIF)
6. CONNOTATIVE SIGN (TANDA KONOTATIF)	

Chart 1. 1Barthes Semiotic Concept

Semiotics is the science that analyzes the signs. A sign is something like color, gestures, objects, and others who presented something else (Danesi. M, 2004, p. 4), so the sign is an object that stand to describe something else meaningful deeper. As dictated by Danesi (2004, p. 6) "Something's that stands to somebody for something else's in some respect or capacity." Sign it can be verbal and non-verbal (Danesi. M, 2004, p. 93), Verbal sign is a sign relating to language as language diversity, writing and themes. Semiotic experts assume that "Verbality" is considered to be just one among other "semiotic modalities" used by humans to make their messages" (Danesi. M, 2004, p. 94). While nonverbal sign is a sign which consists of facial expressions, gestures, body movements, and others. Nonverbal sign can also be shown through other forms such as posture, clothing, the distance between



the body as expressed by Giffrod (2009, p. 20) "Their frozen postures, clothing, and interpersonal distance would nevertheless, be nonverbally communicative." The signs can be interpreted based on the ongoing situation or based on an existing context.

a) Gesture

Gesture by Danesi (2004, p. 56) gesture can be devined simply as the use of the hands, the arms, and to a lesser extent, a head to the make signs. Gesture is used as a signal to convey information through signs other than words. Gesture can consist of facial expression manner of dress, gestures and posture.

"Gestures include facial expressions (e.g. Eyebrow-raised, smile), clothing cues (e.g. Business suits, neckwear), body movements (e.g. Palm-down, shoulder-shrug), and postures (e.g. angular distance)" (David B. Givens, 2002, p. 10)

b) Facial expressions

According to Ekman in Danesi (2004, p. 49), Facial expressions are universal sign for specific emotions. He divides his facial expression into its component characteristics such as the position of the eyebrows. The shape of the eyes, the shape of the mouth, and so on to determine a form of sign and significance of the sign.

a) Fashion

Fashion is a sign that stands for represent another meaning behind it such as personal, social status, and its characters. Humans also use additional accessories in the dress, which can also be interpreted as a sign to form an image. Danesi (2004, p. 177) argue that we interpret dothes as

signs, standing for such, things as the personality, the social status, and overall character of wearer. "

Personal branding is the process of discovery, understanding, and marketing on the privileges person has. Peter Montoya (2002, p. 2) argue that personal branding lets you control how other people perceive you. You're telling them what you stand for - but in a way that is so organic and unobtrusive that they think they've developed that perception all by Themselves. When done right, it's irresistible. It can be concluded that personal branding is an effort to show what kind of personally owned by an individual to the audience. Through these efforts, themselves can control what other people will see the private and abilities, so that we can continue to build a self-image with a good identity.

There are eight concepts that can establish strong personal brand by Montoya (2002, p. 4), Including:

a) The Law of Spesialization

The hallmark of a great personal brand is the precision on a specialty, is concentrated only in a strength, skill, or a particular achievement.

b) The Law of Leadership

Society needs a leader who can decide anything in an atmosphere of uncertainty and able to give a clear direction to meet their needs. A personal brand is able to come with power and kreadibilitas so as to position the person as a leader were formed from perfection.

c) The Law of Personality

A great personal brand should be formed of personality is, and comes with all imperfect. The concept is remove some of the pressure in the concepts of The Law of Leadership, a person must have a good personality but does not have to be perfect.

d) The Law of distinctiveness

An effective Personal Brand needs to be displayed in a different way from the others. Many marketing experts to build a brand with the same concept with most brands on the market, in order to avoid conflict. But this precisely is a mistake because their brands will remain anonymous among the many brands available in the market.

e) The Law of Visibility

To be successful, Personal Brand must be seen consistently constantly, until someone known Personal Brand. Visibility is more important than ability (ability) it. To be visible, someone needs to promote themselves, market themselves, using every opportunity to meet and have some luck.

f) The Law of Unity

Personal lives behind the Personal Brand should be in line with the moral ethics and attitudes that have been determined from the brand. Private life should be a mirror of an image you want embedded in the Personal Brand.

g) The Law of Persistence

Each Personal Brand takes time to grow, and as long as the process is running, it is important to always pay attention to every stage and trends. It can also

be modified with advertising or public relations. Someone must remain firm at the beginning of the Personal Brand that has been set up, without ever hesitating and intend to change it.

h) The Law of Goodwill

A Personal Brand will give better results and last longer, if someone dibelakngnya perceived in a positive way. Someone must be associated with a recognized value or idea generally positive and beneficial.

1.6 Organization Paper

The paper consists of five chapters and it will be described as follows:

Chapter I: The first chapter is Introduction, which consisting of Background of problem, Statement of problem, Purpose and significance of research, Conceptual framework, Organization of writing.

Chapter II : The second chapter is theoretical foundation. This chapter consists of semiotic, signification theories by Roland Barthes, personal branding theory by Peter Montoya and the implementation of signification theory into the personal branding on instagram.

Chapter III : The third chapter is methodology of research. This chapter consists of method of research, object of the research, source of data, technique of collecting data, and technique of analyzing data.

Chapter IV : The fourth chapter is data analysis. This chapter discusses the data and the analysis from the notes which is the results of observations of captions on instagram that researcher do in this research.

Chapter V : The last chapter is Conclusions and Suggestions, consist of conclusions from the analysis in the fourd chapter, and suggestion from the writer for them who will make another semiotic analysisas the writer did.

