

CHAPTER 1

INTRODUCTION

This chapter presents the background to conduct this research. This includes background of research, statement of problem, research objective, research significance, research hypothesis, and definition of key terms.

1.1 Background

Speaking about women that cannot be separated from their physical appearance. All forms of interpretation of the women body are conversation that never trimmed. Various themes often appear in every debate about the women from head until to toe. There are many products offering beauty products for women. The products offered by advertisement.

Producer can promote their product by advertising. Advertising, as generally mass media of communication have direct communication functions. Mass media is public communication that can reach a large audience. Illustrations of the mass media include: the internet, television and radio.

Semiotics is closely related to the field of linguistics, which, for its part, studies the structure and meaning of language more specifically. Semiotics includes visual and verbal as well as tactile and factory signs (all signs or signals which are accessible to and can be perceived by all our senses) as they form code systems which systematically communicate information or messages in literary every field of human behaviour and enterprise.

One of advertisements in mass media which is interest is beauty soap advertisement. Many beauty body soaps that offering beauty. The definition of beauty in beauty soap is different with

each other. There are many signs that persuade a person in the advertisement. Style of advertisement in mass media can be influence audience to promote the product.

Previously, there are similar semiotics research. The research was conducted by Prambu Hari Widyastanto with the title "*Stereotipe Perempuan Dalam Iklan di Televisi (Analisis Semiotik Iklan Neo Hormoviton versi 'Makan Malam', Hand and Body Marina versi 'Festival Film Hitam dan Putih' dan Sabun Mandi Lux versi 'Play With Beauty')*" 2006.

Based on problem above, this project establishes to analyze the sign in the beauty soap advertisement. Writer chose that advertisement because advertisement is interesting to analyzed.

1.2 Statement of Problem

It is easily found many beauty products for women like beauty soap. Many products of beauty soap advertised in mass media. In this research, the writer will analyze the meaning of beauty soap advertisement. However, this research will limited from the beauty soap advertisement like *Lux, Fresh and Natural, Dove, Biore, Giv, Shinzui, and Citra*.

Therefore, this research focused on several basic questions, among which are:

- (1) What is the meaning of signs in beauty soap products
- (2) What is the meaning of tagline show in the advertisement?

1.3 Research Objective

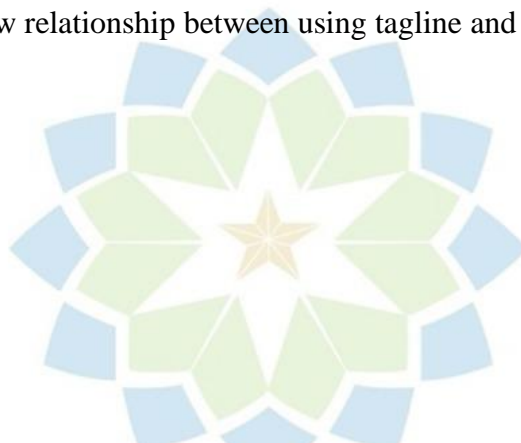
Generally, the purpose of this research is to analyze the sign in beauty soap advertisement. Especially, this research is:

1. To find out what the meaning of signs in beauty soap products

2. To find out the meaning of tagline show in the advertisement.

1.4 Research Significance

As the purposes of this research is to find out what the meaning of beauty soap advertisement use in advertising. The significance from semiotics analysis of beauty soap advertisement is to know how relationship between using tagline and the meaning of advertisement.



1.5 Research Hypothesis

Lux white glamour

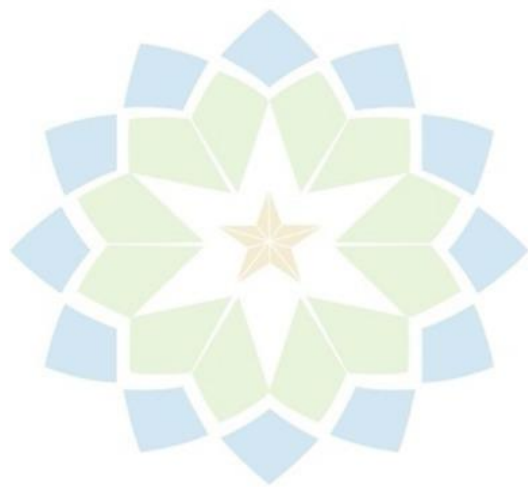


Signifier	Signified
Text “Tampilkan kulit tampak cerah bersinar yang mempesona”	Young grey dress is describing something glamour, with beauty women. A beauty women is smile with beauty skin seemed glamour. This product describe that beautiful is glamour.
Background is white	
A women are wearing young grey dress look beautiful	
Young grey dress are looked glamour	

The meaning of tagline “ *Tampilkan kulit tampak cerah bersinar yang mempesona* ”, is offering something glamour, “ *mempesona* ”. We can see women is wearing young grey dress with beauty skin is seemed glamour.

1.6 Definition of Key Terms

- Semiotics: is the studies about signs of life in the socially and then become part of discipline of the social psychology.
- Sign: the smallest unit of meaning. Anything that can be used to communicate (or to tell a lie).
- Symbolic (arbitrary) signs: signs where the relation between signifier and signified is purely conventional and culturally specific, e.g., most words.
- Signifier: any material thing that signifies, e.g., words on a page, a facial expression, an image.
- Signified: the concept that a signifier refers to.



uin

UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG